

THE BLOG POST CHECKLIST

Before You Hit Publish

Every item a blogger should check before publishing —
so nothing important ever gets missed again.

A free resource from yourdigitalbreakthrough.com

How to use this checklist: Work through each section before hitting publish. Tick every box you have completed. If something is not done — do it before publishing. Print it out and keep it beside your desk, or save it to your desktop for easy access.

■ Section 1 — Keyword & SEO Foundations

■ Focus keyword in the post title

Your main keyword phrase should appear naturally in the title — ideally near the beginning.

■ Focus keyword in the first paragraph

Mention your focus keyword within the first 100 words of your post body.

■ Focus keyword in at least one subheading

Include your keyword in one H2 or H3 subheading naturally — not forced.

■ Focus keyword in the meta description

Your meta description should include the keyword and read as a compelling human summary.

■ Meta description written and complete

Between 150 and 160 characters. Written for a human reader, not just for SEO. Not cut off.

■ Post URL (slug) is clean and keyword-friendly

Remove unnecessary words from the URL. Example: /blog-post-checklist not
/the-ultimate-blog-post-checklist-before-you-hit-publish

■ No keyword stuffing

Your keyword should appear naturally throughout — not forced in repeatedly. Write for readers first.

🏠 ■ Section 2 — Content Quality

■ **Post has a strong opening hook**

The first paragraph should immediately speak to the reader's situation, question, or problem.

■ **Content delivers on the promise of the title**

Does the post actually answer what the title says it will? Every reader deserves what was promised.

■ **Short paragraphs throughout**

No paragraph longer than 3 to 4 lines. White space makes content readable on mobile and desktop.

■ **Subheadings used to break up the content**

H2 and H3 subheadings every 300 to 400 words. Readers scan before they read.

■ **Personal story or example included**

At least one personal anecdote, example, or lived experience woven into the post. This is what makes your content yours.

■ **Conclusion or summary included**

Wrap up the key points and tell the reader what to do next.

■ **Post read aloud before publishing**

Reading aloud catches awkward phrasing, missing words, and sections that don't flow naturally.

■ **Spelling and grammar checked**

Use a tool like Grammarly or read carefully. Errors undermine credibility.

■ **Section 3 — Links & Navigation**

■ **At least 2 internal links included**

Link to 2 or 3 related posts on your own site. This helps Google crawl your site and keeps readers engaged.

■ **All internal links working correctly**

Click every internal link in preview mode to confirm none are broken.

■ **Affiliate links present where relevant**

If the post mentions tools or products you are affiliated with, your affiliate link is included.

■ **Affiliate disclosure at the top of the post**

Required by FTC guidelines. A brief statement noting that the post contains affiliate links.



External links open in a new tab

Any links to external sites should be set to open in a new tab so readers stay on your site.



No broken links

Check that all links — internal and external — are active and pointing to the correct destination.

■ ■ Section 4 — Images & Media



Featured image added

Every post should have a featured image. This appears in social shares, search results, and your blog feed.



Alt text added to every image

Descriptive alt text on all images. Describes what is in the image for accessibility and SEO.



Images compressed before uploading

Large image files slow down your site. Use a free tool like TinyPNG or Squoosh to compress before uploading.



Image file names are descriptive

Rename images before uploading. blog-post-checklist.jpg beats IMG_4829.jpg every time.



Images relevant to the content

Every image should add context or value to the section it appears in.

■ ■ Section 5 — Technical & Publishing



Correct category assigned

Post is filed under the right category. Not left uncategorised.



Tags added where relevant

A small number of specific, relevant tags. Not dozens of generic ones.



Post previewed on mobile before publishing

More than half your readers are on phones. Check how the post looks on a mobile screen.



RankMath or Yoast SEO score reviewed

Aim for green on the non-negotiable items. Do not obsess over a perfect score — focus on the fundamentals.



Scheduled or published at optimal time

Consistency in publishing time trains your audience and signals regularity to search engines.

■ Google Search Console URL inspection done

After publishing paste your URL into Google Search Console and request indexing for faster discovery.

■ Section 6 — After You Publish

■ Post shared on Pinterest

Create and publish at least one pin linking back to the post. Pinterest drives traffic faster than Google for new blogs.

■ Post shared on social media

Share to your relevant social media profiles with a compelling caption.

■ Email list notified if relevant

If the post is significant enough to share with your subscribers, include it in your next email or broadcast.

■ Post added to internal linking queue

Note this post so you can link back to it from future relevant articles.

Note: You do not need to do every after-publishing step for every post. Prioritise your best content for maximum promotion effort.

The Non-Negotiable 7 — The Minimum Every Post Must Have

- Focus keyword in the title
- Focus keyword in the first paragraph
- Focus keyword in the meta description
- Focus keyword in at least one subheading
- At least 2 internal links
- Featured image with alt text
- URL inspection requested in Google Search Console

Want to go deeper? The **AI Thinking Partner Blueprint** shows you how to use AI to plan, write, and publish blog content consistently — without losing your authentic voice.

[Visit yourdigitalbreakthrough.com](https://yourdigitalbreakthrough.com) to learn more.