

## THE ULTIMATE

# BLOG POST CHECKLIST

**BLOG TITLE:** *Best to include your focus keyword*



### META DESCRIPTION

*This is what will show in search engine results. 135 - 160 characters  
Include your focus keyword*



### KEYWORDS

*Start your post by researching relevant keywords. Use 1-2 long-tail keywords per post.*



### EXCERPT

*Shows on blog / category page.  
Each theme will use a different length for this, put yours here \_\_\_\_\_*



### CATEGORIES & TAGS

*1-3 categories, choose one as primary  
Choose from existing tags when possible to keep list clean and usable*



### HEADINGS

*Break up text using headings  
Use the h2 (heading 2) tag for main sections, the h3 tag for sub-sections*



### IMAGES

*Brainstorm ideas for graphics before beginning your search. Make sure images are sized and optimized.*



### LINKS / CTA'S

*Links to articles (internal or external) that add value to the post.  
Calls-to-action that pertain to the article's subject, such as a link to download a related freebie or to purchase a related item.*

THE ULTIMATE

# BLOG POST CHECKLIST

**BLOG TITLE:**

**META DESCRIPTION**

**KEYWORDS**

**EXCERPT**

**CATEGORIES & TAGS**

**HEADINGS**

**IMAGES**

**LINKS / CTA'S**