

# Blog Post Checklist



## BEFORE THE POST

- Check blog post schedule & choose topic
- Keyword research & selection (10 -15 min)
- Title research & selection (5 - 10 min)
- Create or source images
- Pour yourself a drink (a good one!)

## DURING THE POST

- Write for humans
- Tell a story
- Timely call to action
- Incorp. Keyword
- Alt tags, Image titles
- Headings & bullets
- Categories & tags
- Edit. Edit. Edit.
- Double check SEO
- Schedule or Publish

## NOTES:

