

Blog Post Checklist



**Is your post primed to work
its hardest for you?**

Blog Post Checklist

1 - How long is it?

At least 500 words for Google to index, and usually not longer than 1200 words - or publish in two parts.

2 - Is it easy to read?

Does it flow nicely from one section to the next? Do you have some sub-headings in there to break it up? Is the language simple and accessible?

3 - Is the title enticing?

It should tempt your readers to "Read More" and reflect the point of the post as accurately as you can.

4 - Keywords and SEO

Your keywords and phrases should appear throughout (but don't force it!).

5 - Have you slept on it?

Or left it for an hour...come back and look with fresh eyes, and I guarantee you'll find something to tweak!