

# BLOG POST CHECKLIST

- Decide on topic (keyphrase)
- Draft an outline of the post
- Write min. 500 words
- Use keyphrase in title
- Use keyphrase in subheading(s)
- Include keyphrase in body text
- Add and test external links
- Link to existing blog posts
- Upload featured image
- One image file includes keyphrase
- Image alt tag includes keyphrase
- Images are optimized
- Include keyphrase in meta description
- Add slug
- Add post to a category
- Add tags
- Add affiliate links
- Add call to action
- Proofread + grammar check
- Publish you post

## AFTER PUBLISHING

- Share on your Social Profiles
- Send email newsletter
- Respond to blog comments
- Consider paid promotion

KEYPHRASE(FOCUS KEYWORD)

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DRAFT 5 HEADLINE IDEAS

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EXISTING POSTS TO LINK TO

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AUTHORITATIVE SITES  
TO LINK TO

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