

Blog post checklist

Checkpoint	Notes	Done?
Keywords (skip this section if you're not writing with an SEO objective)		
Do some keyword research		<input type="checkbox"/>
Use your keywords in your article		<input type="checkbox"/>
Know your audience		
Establish your audience's persona		<input type="checkbox"/>
Adopt a tone of voice to suit them		<input type="checkbox"/>
Quality of language		
Use simple language (if appropriate)		<input type="checkbox"/>
Explain jargon		<input type="checkbox"/>
Check spelling and grammar		<input type="checkbox"/>
Use the active voice		<input type="checkbox"/>
Vary your language		<input type="checkbox"/>
Proofread everything		<input type="checkbox"/>
Structuring your article		
Check your H1 heading		<input type="checkbox"/>
Grab attention with your opening paragraph		<input type="checkbox"/>
Plan your content		<input type="checkbox"/>
Write longform articles (mostly)		<input type="checkbox"/>
Use short sentences		<input type="checkbox"/>
And use short paragraphs		<input type="checkbox"/>



Break up chunks of text with bullets, quotes, photos, etc		<input type="checkbox"/>
Check you have enough sub-headings, with the right tags		<input type="checkbox"/>
Consider if target keywords should be in bold		<input type="checkbox"/>
Add well written internal links		<input type="checkbox"/>
Add external links to authoritative websites		<input type="checkbox"/>
Use alt tags for all images		<input type="checkbox"/>
Finish with a strong call to action		<input type="checkbox"/>
Optimise your title tag		<input type="checkbox"/>
Write an engaging meta description		<input type="checkbox"/>
Include keywords in your URL		<input type="checkbox"/>
Add social preview information		<input type="checkbox"/>
What to write		
Demonstrate your expertise		<input type="checkbox"/>
Be fresh and unique		<input type="checkbox"/>
Show empathy for the reader		<input type="checkbox"/>
Include facts and figures		<input type="checkbox"/>
Be authentic		<input type="checkbox"/>

