

Content Types Checklist

Blog Posts



HEADLINE

The title of the blog post should be in alignment with your brand, or business goals. Include a focus keyword if possible and write for humans.



SUB-HEADINGS

Secondary headline that elaborates on the main headline.



IMAGE/ALT TAGS

Word or phrase that describes your image.



WORD COUNT

Write for your audience first. Recommended minimum is 500 words



LINKS (INTERNAL)

Link to other relevant posts on your own site from within your post (anchor text should be relevant. i.e. link the word 'podcast' to a post about podcasting or your podcast).



LINKS (EXTERNAL)

Link to other relevant posts on an authority site or a quality piece of content that supports what you're linking to. Anchor text should be relevant to the external link.



CATEGORY

The category your post best fits (make sure you don't have 'uncategorized' in your blog).



TAGS

Tags are like 'mini-categories', usually more specific keywords than categories.



CALL-TO-ACTION

Does your post have an email opt-in, or other call to action? Such as a purchase, join a FB group, etc.



SOCIAL SHARING

Does your post have social media sharing options to make it easy for visitors to share your content?