The SEO Pre-Launch Blog Post Checklist!

Complete this checklist before launching a new blog post article.



- [ ] Keyword research
- [ ] Select a target keyword
- [ ] Naturally add keyword to post title
- [ ] Add adjective to post title
- [ ] Add a featured image
- [ ] Use keyword in featured image file name
- [ ] Use keyword in featured image alt tag
- [ ] Use keyword 2-3 times in post
- [ ] Use keyword in first 100 words
- [ ] Naturally use keyword in H1 tag
- [ ] Aim for 2,000 words in post
- [ ] Proof read post!
- [ ] Add end question / encourage comments
- [ ] Add alt tags to all images
- [ ] Keep title under 60 characters
- [ ] Select category
- [ ] Mention a key influencer
- [ ] Include a free download

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