Your SEO Checklist: 9 Steps to Publish Successful WordPress Blog Posts

Like completing a puzzle, finishing a blog post feels damn good—and today, everyone's using WordPress to get a piece of the action. But to ensure that your WordPress post has the best chance of being found, read and shared, you've got to be diligent about publishing it properly. Inbound marketing and blogging best practices say SEO optimization is a must before you post.



- [ ] 1. KEYWORDS: Do I know what keyword or keyword phrase my blog post is targeting?
- [ ] 2. TITLE: Is mine to the point, captivating and optimized?
- [ ] 3. URL: Is mine optimized?
- [ ] 4. BODY COPY: Is mine effectively formatted and optimized?
- [ ] 5. META DESCRIPTION: Is mine illustrative of my post?
- [ ] 6. FEATURE IMAGE: Do I have one, and is it formatted correctly?
- [ ] 7. CATEGORIES & TAGS: Have I selected the proper ones?
- [ ] 8. AUTHORSHIP: Did I set myself as the author of this post?
- [ ] 9. PREVIEW: Have I done a once-over of my post?

Make and Share Free Checklists
checkli.com