

Blog Formatting Checklist

Make every post you publish look its best with this blog formatting guide.



- ☐ Introduction includes minimum Of three paragraphs.
- ☐ All sentences are 25 words or less
- ☐ All paragraphs are three sentences or less.
- ☐ Title tag is less than 70 characters.
- ☐ Meta description is less than 160 characters.
- ☐ All images are sized appropriately.
- ☐ Keywords are placed strategically within content.
- ☐ All sub-headers use appropriate H2 and H3 tags.
- ☐ Lead magnets and opt-in forms are correctly placed
- ☐ Calls-to-action are appropriately placed.
- ☐ Images and other visual elements are every 200 to 300 words.
- ☐ Click to tweets have been included.
- ☐ All links open in new tabs.
- ☐ Post flows logically from its introduction to its conclusion.