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.

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