

# Blog Post Checklist: 25 Things Every Post Must Have

Wait! Before you hit publish on your next blog post, you can use this blog post checklist to make sure your post has these 25 things.



- 1 A long-tail keyword with low competition
- 2 Variations of your keyword and related terms
- 3 Short paragraphs
- 4 Simple language and a conversational tone
- 5 H1, H2, and H3 headings
- 6 SEO title and meta description
- 7 A green light on the Yoast SEO Plugin
- 8 Featured image
- 9 Categories & tags
- 10 Several high-quality images
- 11 Keyword in image alt text
- 12 Length of 1000+ words
- 13 Internal links with good anchor text
- 14 External link to an authoritative site
- 15 Pinnable image
- 16 Click to tweet
- 17 Affiliate link

- 18 Affiliate disclosure
- 19 Link to another affiliate post
- 20 Email opt-in form
- 21 Content upgrade
- 22 A prompt at the end to promote discussion
- 23 A catchy AF title
- 24 Zero typos

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