

Freelancer Blog Post Checklist

When creating a blog post or new articles, please follow these checklist processes.



- Select an approved keyword from list of approved keywords
- Create a new draft in WordPress
- Create a friendly and engaging title with the target keyword
- Add 1-2 intro paragraphs and include the keyword one time. First sentence or two is best and highlight keyword
- Follow style guide outline for blog post
- Follow correct tone when writing articles (company/brand guidelines)
- Add multiple H2 and H3 tags with captive headings followed by a few paragraphs of text
- Use the target keyword, variations and synonyms 2-3 times throughout the body of text
- Use bullet points (in two sections)
- Extra content to meet word count
 - Add at least one source and use the word "source".
 - Include in-text links to other reputable sites and sources. Also, use statistics (where relevant)
 - Quote at least one person. Research a reputable person, preferably someone on social media, and quote them in the article.
- Add 3-5 optimized images (follow guidelines for images)
 - Use variations and synonyms of the target keyword in all the image file names and alt tags
- Add an optimized featured image (use the keyword as the file name)
- Link to at least one older existing article to current blog post where relevant
- Add a conclusion paragraph

- Add meta description
- Add focus keyword
- Use keyword in slug (make sure slug is short)
- Each paragraph should not be longer than 300 words
- Try to write between 1,000 to 1,600 words
- Proofread and edit (make sure it follows style/blog post guide outline)
- Submit article/blog post for review

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