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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