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