BLOG WRITING CHECKLIST

BUSINESS NAME	PUBLISH DATE	WRITTEN BY

BLOG TITLE

_____

STEP	OBJECTIVE	COMPLETED ✅
Objectives	Think about what you intend to achieve with this blog post.	
Tone	What tone of voice will you convey in your post?	
Emotions	Do you want to make people happy, sad, angry, motivated?	
Primary message	Ensure there is just one single primary message per post.	
Keywords	Are there any keywords that you want to include (for SEO)?	
Pyramid	Write in an inverted pyramid. Start with the conclusion first.	
Audience	Consider your audience. Write for them, and no one else.	
Title	Is the blog title compelling enough to capture attention?	
Headings & subheadings	Have you included them to break text into readable chunks?	
Images	Is your image appropriate? Try to stay away from stock photos.	
Call-to-action	What do you want readers to do when they've finished reading?	
Sharable	Is it easy for your readers to share on social media platforms?	
Eliminate jargon	Get rid of any words and phrases that your reader won't understand.	
Links	Create links (within the text if possible) to similar content on your site.	
Language	Write in a conversational tone wherever possible to show you're human.	
Meta tags	Craft persuasive Meta titles and descriptions that will catch people's attention.	
Heavy text	Consider replacing heavy text blocks with bullet points.	
Tags	Think about the most relevant tags that describe your post.	
Typos	Typos are a trust killer. Use Grammarly to check your spelling.	
Read aloud	Read the whole blog post aloud before publishing. Does it make sense?	
Approval	Get approval if needed—and hit the publish button!	

A simple checklist to follow before publishing your latest blog post to ensure maximum impact.

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INSTRUCTIONS

Creating brilliant content means you can't just hit 'publish' and hope for the best. It means following a series of steps to ensure that your blog post is readable, engaging, and persuasive.

This Blog Writing Checklist outlines the steps you should take before, during and after you've written your post to maximise its impact. Go through the list of recommended tasks as you're creating your blog post to make sure you don't miss anything important. Put a check (tick) against each item when completed. Once you're done, you're ready for that 'Publish' button.