



# FREE!

## Checklist Template for Bloggers ~ BLOG POST CREATION ~

- ✓ Deliver the Goods: Research your topic, make sure it is what readers are looking for
- ✓ Check the quality of your writing - ensure it adds value to your reader & the tone is appropriate
- ✓ Divide your text into short paragraphs. This makes for easy reading.
- ✓ Make use of headers for each section of your content - skim reading is real, take advantage of it.
- ✓ Ask questions in your content, encourage engagement with your readers
- ✓ Proofread your content at least 3 times & correct any typos (we all make them)
- ✓ Make use of spellcheck and Grammarly - what one programme doesn't pick up, another will
- ✓ Proof read again - spellcheck and Grammarly are great but they do not speak the way you do
- ✓ Upload images that are appropriate to your article and your brand too
- ✓ Create an eye-catching and brand appropriate feature image for your post (include your logo or URL)
- ✓ Include an appropriate video (make sure it is embedded so you keep your reader on your page)
- ✓ Double check your links - first they are added in your post and take the reader to the correct place
- ✓ Include a Call To Action In Your Post