

CHECK LIST

Relevant page title (55 characters or 520 pixels)

Description (150 characters, your sales pitch)

Heading 1 tag (h1) relevant to your content

Heading 2 and heading 3 tags (h2 & h3) as appropriate

Have you inserted a READ MORE line if required?

Is there an image in your post? Is it relevant? Is it licensed?

What's your word count? Minimum 100 words.

Have you linked to any relevant content on your own website?

Have you included links to external resources? Are these "open in a new tab" links?

Is the image ALT tag filled in?

Have you previewed the post?

Is there a strong CALL TO ACTION in the post if appropriate?

Have you defined a category or categories for your post?

Have you set a scheduled publish time and date if required?

YOU ARE READY TO PUBLISH!