

SEO Blog Post Checklist

A Simple Pre-Publishing Checklist for Search-Friendly Blog Posts

Use this checklist before publishing every blog post to make sure your content is optimized, useful, readable, and ready for search engines.

Keyword & Search Intent

- ☐ Primary keyword is clearly defined
- ☐ Search intent matches the topic
- ☐ Keyword appears naturally throughout the content
- ☐ Relevant keywords and related terms are included
- ☐ Content clearly answers the searcher's query

Content Structure

- ☐ Title clearly describes the topic
- ☐ H1 is used correctly
- ☐ H2 and H3 headings organize the content
- ☐ Introduction clearly explains what readers will learn
- ☐ Paragraphs are short and easy to scan
- ☐ Content provides useful, original information

Links & References

- ☐ Relevant internal links are added
- ☐ Important external sources are cited
- ☐ Links are relevant to the surrounding content
- ☐ Broken links have been checked
- ☐ Anchor text clearly describes the linked page

Images & Media

- ☐ Featured image is relevant to the topic
- ☐ Images have descriptive alt text
- ☐ Image filenames are SEO-friendly
- ☐ Images are compressed for faster loading
- ☐ Images display correctly on mobile

⚡ Quick Check Before Publishing

- ☐ The article satisfies the reader's search intent
- ☐ The content is easy to read and scan
- ☐ Important links and images have been checked
- ☐ The article is ready for final SEO review

Final SEO & Publishing Checklist

Complete these final checks before hitting Publish.

On-Page SEO

☐ SEO title is clear and compelling

☐ Meta description accurately summarizes the post

☐ URL is short and descriptive

☐ Primary keyword is used naturally

☐ Relevant schema markup is applied

User Experience

☐ Content is easy to scan on mobile

☐ Font size is comfortable to read

☐ Important information is easy to find

☐ Buttons and links work correctly

☐ Page loads without unnecessary elements

Final Content Review

☐ Facts and statistics have been verified

☐ Spelling and grammar have been checked

☐ AI-generated content has been reviewed and edited

☐ Claims are supported by reliable sources

☐ Content provides genuine value to the reader

Publishing Checklist

☐ Featured image is uploaded

☐ Image alt text is added

☐ Internal links are working

☐ External links open correctly

☐ Preview the page on desktop and mobile

☐ Final SEO settings have been checked

☒

Final SEO Scorecard

☐ SEO

☐ Content

☐ Images

☐ Links

☐ Mobile

Ready to Publish? → **YES** / **NOT YET**