

## Blog Post Checklist

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- Keyword Research**  
Check the actual searches that take place for the topic of your blog post. Use Google Adwords Keyword Tool.
- Title META Tag**  
Create an exciting blog post title that will generate clicks.
- Description META Tag**  
Don't forget to write a good short summary of your post for the description tag.
- Page Content**  
Don't worry about length. Make it in-depth. 1000+ words for a blog post is great! Use some researched key phrases.
- ALT Tag Your Images**  
Write descriptive ALT tags for all your images.
- Include Video & Other Rich Media**  
Video gets great engagement so include demos & walk-through's.
- H1 Tags**  
Use a H1 tag for your main post title & H2-H6 tags for sub headings.
- Cross Linkings**  
If mentioned, make sure you link to content on other blog posts.
- Promote on ALL your social media platforms**  
Post more than once to social media using different titles.
- Check spelling**