

Blog Pre-Publish Checklist

Checklist - Online Marketing

- 1. Run spell check
- 2. Proofread post
- 3. Write 5 headlines
- 4. Sub headings
- 5. Links
- 6. Lists and (bullets)
- 7. Image size and ratio
- 8. Video Embeds
- 9. Quotes
- 10. Check for any strange formatting
- 11. Have post approved
- 12. Check publish date
- 13. Update headline to best performing (post A/B test)

1. Run spell check

Either copy your post into a word processor or run it internally on WordPress (or similar).

2. Proofread post

If you're using WordPress there is an internal [proofreading function](#). Use this only after you and at least one other have thoroughly looked over the post, just to check for any errors you might have missed.

3. Write 5 headlines

Write 5 headlines to test on social media. Use the results in the future to determine which kind of title is the most effective. More information can be found [here](#) on Hubspot.

4. Sub headings

These should be `<H3>` tags and used to break the post down into scannable chunks.

5. Links

Ensure your links aren't broken and that they link to the correct location. Use affiliate links if you have any instead of generic ones.

6. Lists and (bullets)

Check the formatting of your lists and bullet points to ensure it is standardized. Using lists and bullets is another great way of making your post more readable.

7. Image size and ratio

Images should be at least 1000px wide and ratio 16:9.

8. Video Embeds

YouTube has functionality on WordPress that allows you to just paste the link without embed code. If you're using another service, you may have to both find the embed code and tweak it so the frame sits nicely on your page.

9. Quotes

Attribute quotes correctly, and ensure `<blockquote>` tags start and finish where they're meant to.

10. Check for any strange formatting

11. Have post approved

12. Check publish date

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