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## THE ULTIMATE CONTENT PUBLISHING CHECKLIST

### Tasks

### BEFORE YOU HIT PUBLISH

- |    |                                      |   |    |                                    |   |
|----|--------------------------------------|---|----|------------------------------------|---|
| 01 | Is my Heading Click Worthy?          |    | 02 | Does my Content have a Direction?  |    |
| 03 | Do I have a Call to Action?          |    | 04 | Is my Content Useful?              |    |
| 05 | Are there Errors in my Content?      |    | 06 | Do I have Engaging Images?         |    |
| 07 | Is there a Featured Image?           |    | 08 | Do I have Sub Headings?            |    |
| 09 | Have I Formatted my Text?            |  | 10 | Are my Images Optimized?           |  |
| 11 | Do I have Internal & External Links? |  | 12 | Have I Set-up Tags and Categories? |  |
| 13 | Are my Meta Information Correct?     |  | 14 | Am I Happy with the URL?           |  |
| 15 | Have I Targeted One or Two Keywords? |  | 16 | Did I Use an Expert's Reference?   |  |
| 17 | Do I have an Intro and a Conclusion? |  | 18 | Have I Previewed my Post?          |  |
| 19 | Is my Post Scheduled?                |  | 20 | Do I have a Marketing Plan?        |  |

Reference:

<http://www.convinceandconvert.com/content-marketing/publishing-checklist/>