

BLOG PUBLISHING Checklist

What This Is

It might be tempting to "set it and forget it" when it comes to publishing your blog post. But hitting publish is just the beginning. Go through this checklist to make sure the post is ready to be shared and read. It might seem tedious, but it will help you avoid costly mistakes.

Your Checklist Summary

- ☐ Check all hyperlinks: external URLs should all open in new tabs.
- ☐ Check the author is correct.
- ☐ Check the categories.
- ☐ Check the title and meta description.
- ☐ Check formatting - check on desktop and mobile.
- ☐ Are there links to other evergreen/core pages (aka crosslinks?).
- ☐ Does the link to your call-to-action (CTA) work?
- ☐ Read the post start to finish. Fix any typos or grammatical errors.
- ☐ Re-read title, headings, and sub headings. Look for typos. Yes, check again!
- ☐ Verify that the URL is correct and in the right sub-directory such as /blog/.
- ☐ Check the blog feed page (usually /blog) and make sure the excerpt text matches the post and that the image shows up correctly and looks good.
- ☐ Check your images for size and social sharing - make sure it looks good when shared!
- ☐ Submit your post URL to Google Search Console and request indexing.
- ☐ Optional: Republish via LinkedIn Publisher and on Medium.com.
- ☐ Share across your social networks immediately. If you have time, go ahead and schedule another round of social a few weeks out too!

Checklist Detail & Screen Shots

If you need more detail the first couple of times you publish, read on!

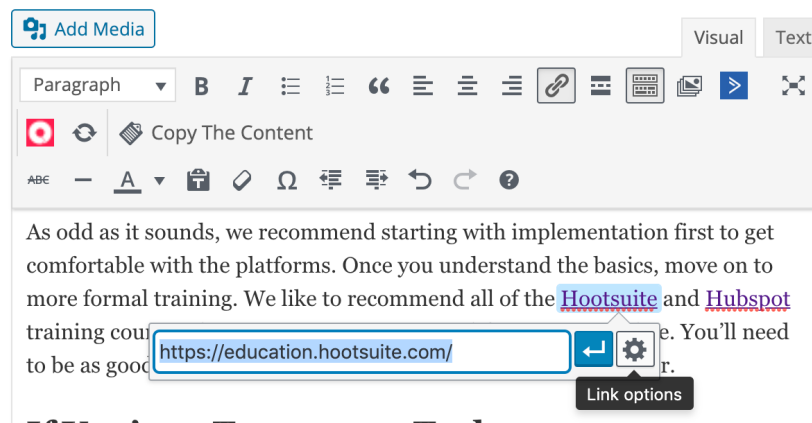


1. Hyperlinks

Check all hyperlinks: external URLs should all open in new tabs.

- Open your newly published blog post.
- Click on every link and make any links to other websites open in new tabs.
- If they open in the same window/tab, go back into Edit mode and verify that each link is set to open in a new tab.

Text



Insert/edit link

Enter the destination URL

URL

Link Text

☒ Open link in a new tab

Or link to existing content

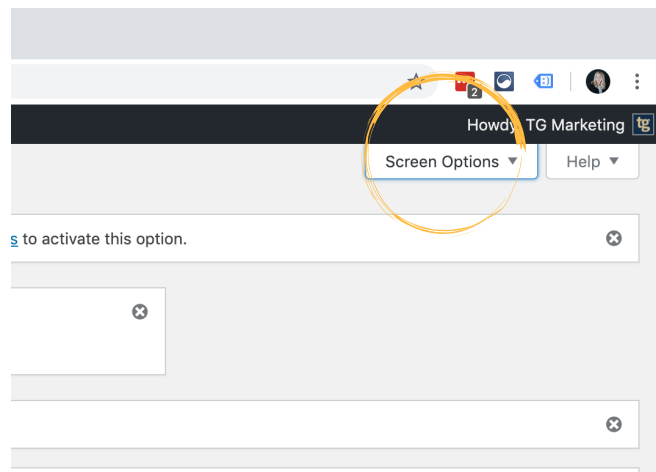
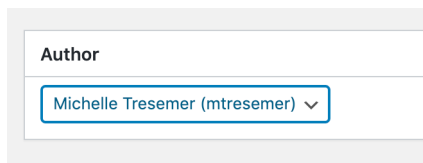
Search



2. Author

Check the author is correct.

- Make sure the correct author is showing on your blog post.
- If not, edit your post and make sure you select the correct author.
- If you don't see the "Author" section, you may need to show it under "screen options" in the top right corner from the admin side of WordPress.



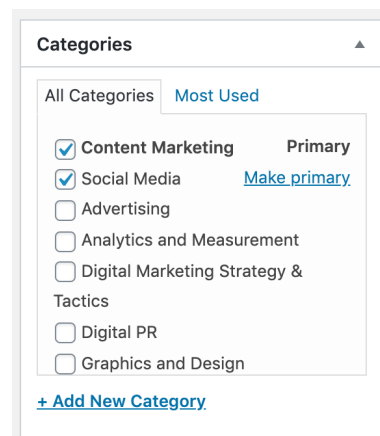
- If choosing an author is not an option, you may need to install a plugin in order to achieve this functionality.



3. Categories

Check the categories.

- Ensure you have selected appropriate categories and tags (if you use them) for your blog post!





4. SEO Title & Description

Check the title and meta description.

Education Note: This section isn't just for SEO (search engine optimization)! When you share your post on social media, this content is what is pulled into the Facebook post. Check to see that the post will look great in a Google search or when shared across social media platforms.

- We recommend the Yoast plugin (free) for SEO. Head to that section (or wherever your SEO section is) and verify that your title and description look great!

Tip: Go for clear over clever in these sections. Make sure it's clear what the post is about. If you get too clever it makes readers work too hard and can decrease clicks.



5. Formatting

Check formatting - check on desktop and mobile.

- Simply go to your post on your mobile device!

Advanced Tip: If you're up for a challenge, you can test your post on multiple screen sizes using Chrome Developer Tools.

- Right click on your blog post and click "inspect".
- You'll see a little icon to view as a mobile device.
- Select different devices and have fun!





6. Cross Links

Are there links to other evergreen/core pages (aka crosslinks?).

Education Note: Whenever you craft a blog post, we recommend linking to other "evergreen" pages on your site. These are the core pages of your site. You can also link to other relevant blog posts. This helps search engines (and people) discover related content and helps position you as an authority on the topic you're writing about.

- Review your post and look for opportunities to link to other pages of your site. If you can't find anything to link to, rethink your topic or plan a new post.
- Look back at your previous blog posts. Could you now add a link to old posts that link to this new post?



7. Call-to-Action (CTA)

Does the link to your call-to-action (CTA) work?

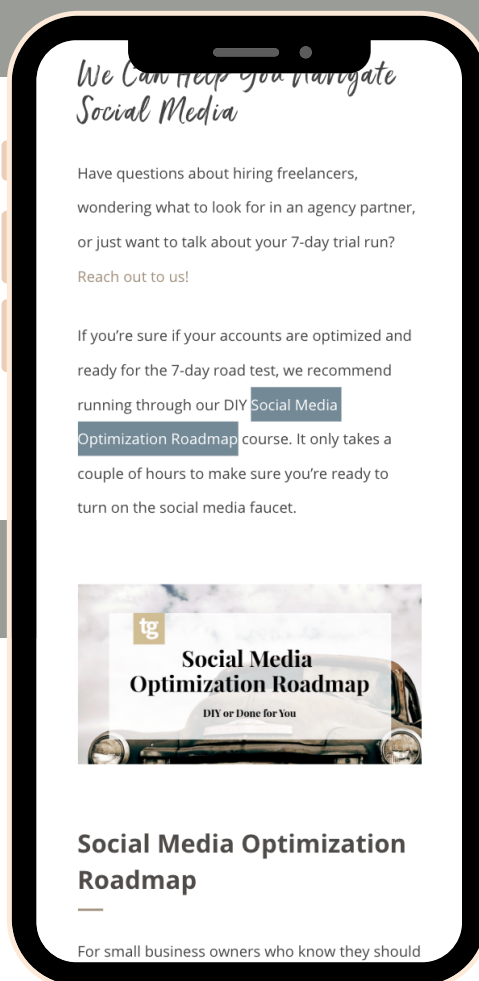
- What is the action you want readers to take? Ensure you have a clear call-to-action.
- Check to see that the link to that action works! Sounds obvious, but make sure you give it a double check. Whether it's a hyperlink, button, or something else, verify that it works!



8. Final Proof

Read the post start to finish. Fix any typos or grammatical errors.

- We know you've probably read your post several times, but we tend to catch stuff after we've hit publish. It's weird, we know.
- Read through and fix any typos or grammatical issues.





9. Headings

Re-read title, headings, and sub headings. Look for typos. Yes, check again!

- Go back and specifically check the title and all headings and sub headings.
- Especially look for misuse of apostrophes and inconsistent capitalization.
- If you don't have any headings, consider adding some! It helps readers scan for relevant content. Keep headings short and specific (remember: clear over clever!)



10. URL

Make sure the URL is correct and in the right sub-directory such as /blog/.

- Verify that your URL is in the right folder/directory in the URL (usually under /blog/).
- Check your URL for words such as it, the, and, or, etc. Take out those words. The url should be short and sweet with the main keywords.

Where to Start with Social Media

Permalink: [https://www.tresemerngroup.com/blog/](https://www.tresemerngroup.com/blog/social-media-start)



Classic Mode

Gutenberg Editor



11. Blog Page

Check the blog feed page (usually /blog) and ensure the excerpt text matches the post and that the image shows up correctly and looks good.

- Go to your main blog page and make sure your new post looks great!



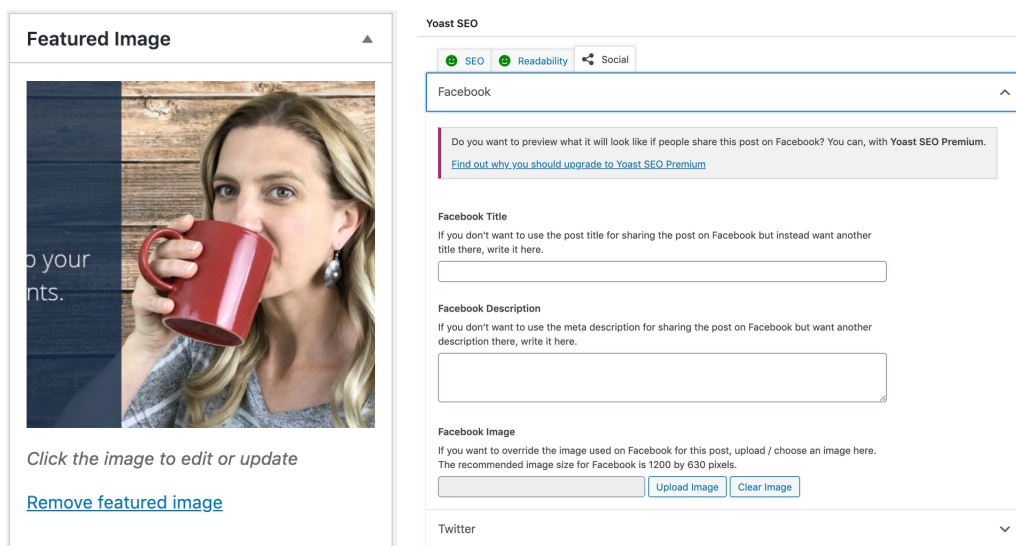


12. Images

Check your images for size and social sharing - make sure it looks good when shared!

Education Note: Site speed is important for search engines as well as site visitors. Help your site load quickly by resizing your images before uploading to your site. We shoot for less than 100k per image. Use Canva or Photoshop to resize.

- For your "Featured Image" in WordPress, we recommend a 1200x628 pixel image. This size tends to work great as featured images if they are automatically put at the beginning of your blog post and it's ideal for social sharing.
- There are two places where you can designate your social sharing image in WordPress - the Featured Image section or via Yoast or similar tool. It depends on how your blog is coded, but most of the time you only need to make sure your Featured Image looks good. If that works, you don't need to mess with the Yoast social section.



- Log into Facebook and go to the Debugger tool: <https://developers.facebook.com/tools/debug/sharing/> and paste in your blog post's URL. If it looks great, you're good to go. If not, you'll need to adjust the Featured Image section or upload a separate social sharing image into the Yoast social section.



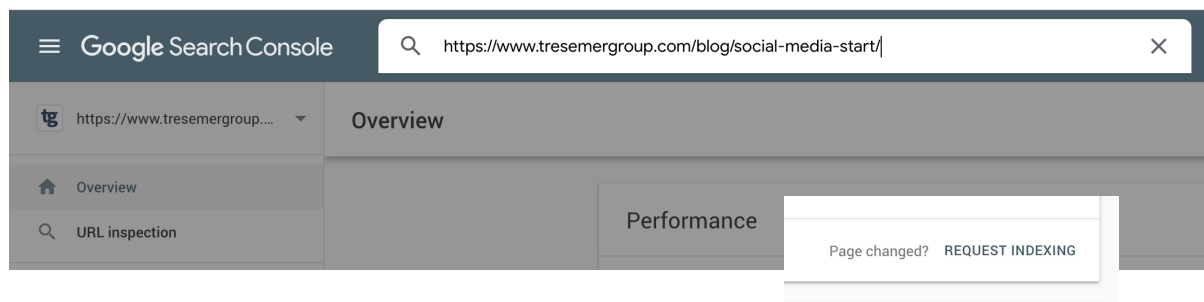


13. Google Search Console

Submit your post URL to Google Search Console and request indexing.

Education Note: Google Search Console is sort of like picking up the phone, calling Google, and telling them you have a new post you'd like included in their search index. This step can get your post indexed and on Google's radar faster.

- Log in to Google Search Console (<https://search.google.com/search-console>) and submit your new URL for indexing.



14. OPTIONAL: LinkedIn and Medium

Optional: Republish via LinkedIn Publisher and on Medium.com.

Education Note: If you are working on expanding your personal brand reach, consider publishing on LinkedIn as a LinkedIn Publisher or on Medium.com. Ideally, you can adjust your blog post a little bit and republish on those platforms and link back to your original post.

- Have your blog post author publish similar versions of the blog post on LinkedIn and Medium.com.
- Share those articles across social networks. We like to boost LinkedIn for \$20 for a little extra oomph.



15. Share It!

Share across your social networks immediately. If you have time, go ahead and schedule another round of social a few weeks out too!