




THE ULTIMATE BLOG WRITING PROCESS TO CREATE **KILLER POSTS**

Editing your own work can be difficult if you don't have an editor. Sometimes, having another set of eyes look over your work can help identify problems you missed.

This is especially true after long writing sessions when your eyes are glazed over and you just want to hit **“publish.”**

However, there are ways to make self-editing your own blog posts easier and more effective. Follow this simple checklist to make sure your work is the best that it can be.

- Have I selected a keyword with a high level search volume?
- Do my headings use appropriate H1 - H4 tags?
- Are there internal links to other relevant posts on my blog?
- Are there external links to relevant posts on other blogs too?
- Is my post title tag 70 characters long (2018 update)?
- Are my paragraphs only up to 3 sentences max.
- Am I using a conversational tone (using the words You and I)
- Are my images optimized with keywords inside the image alt tags
- Is my content scannable and have I used the heading tags to accomplish this
- If this is a list post, have I numbered each idea & heading accordingly? (if applicable)
- Have I written a good meta description (160 characters)?
- Have I completed thorough research so my content are more detailed?
- Are multiple images present in my blog post?
- Have I included a video (if, and where, appropriate)?

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- Is my post free of glaring spelling and grammatical errors?
 - Can I verify my target audience is interested in this topic?
 - Is my content sufficiently different from other similar posts on the web?
 - Is my primary keyword in my post's URL, H1, title tag, meta description, and a few times in my post copy?
 - Is my primary keyword in the first 100 words of my post?
 - Have I eliminated any factual errors from my copy?
 - Does my intro include a strong hook?
 - Does my conclusion sufficiently summarize my post?
 - Does my post's body content accurately follow my outline?
 - If necessary, does this post include a call-to-action to help build my email list?
 - Am I confident this is the best-researched and most well-written post I can muster?



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"Chatter Buzz has allowed us to target the right audience we need through content creation and digital advertising. We appreciate their partnership and unique growth strategies."

-Deana Paster, Bed Bath and Beyond

