

QUESTIONS TO ASK BEFORE YOU HIT PUBLISH ON YOUR NEXT BLOG POST

- What was the main point of the post - have I made it clearly?
- Is my post useful?
- Is my post unique?
- Will the post make my readers feel the way I want them to feel by the end?
- Have I used a title that draws people to read the first line?
- Are my opening lines compelling?
- What will people search Google for on this topic? Have I optimised my post for these words?
- Have I proofread the post for spelling and grammar
- Is my post succinct enough?
- Have I gone deep enough? Could I add examples, stories, opinion, quotes etc?
- Would some kind of embeddable content improve this post?
- Have I credited sources of quotes and inspiration?
- Have I previously written something related I could link to?
- Have I invited my readers to comment and engage with the post?
- Is the post easy to read? Is it scannable?
- Does the post have visual appeal?
- What do I want readers to do next? Have I called them to this action?
- Where should I promote this post?
- What assets do I need to promote this post?
- Am I proud to publish this post?
- Is now the best time to publish this post?
- What previous content have I written that could link to this post?
- Could I followup this post with another that extends upon it?