

Blogging Checklist — Fernando Raymond

Use this checklist before every publish. Tackle one area at a time, and remember: consistent small improvements win over sporadic perfection.

	yes	no
Clear reader question: Does this post answer one specific reader problem?	☐	☐
Single takeaway: Can you state the main action in one sentence?	☐	☐
Original value: Did you add at least one unique insight, example, or data point?	☐	☐
Plagiarism & AI edit: Did you run a plagiarism check and rewrite AI content in your voice?	☐	☐
Intent defined: Have you chosen one primary keyword and matched user intent?	☐	☐
Demand validated: Did you check search demand with a tool (GSC, Keyword Planner, Ahrefs)?	☐	☐
Headings & subheads: Do H1-H3 answer real user questions and include related phrases?	☐	☐
Meta & URL: Is your title, meta description, and URL optimized for CTR and the primary keyword?	☐	☐

	yes	no
Licensing: Are all images original or properly licensed and attributed?	☐	☐
Relevance: Do images support the content and headings?	☐	☐
Accessibility: Have you added descriptive filenames and alt text?	☐	☐
Performance: Are images compressed and sized for fast loading?	☐	☐
Lead with value: Does the intro state the problem and the reader benefit?	☐	☐
Scannable format: Are paragraphs short with clear subheads, bullets, and bolds?	☐	☐
Mobile check: Have you previewed and adjusted for mobile readability?	☐	☐
Links & CTAs: Do internal/external links add value and is there one clear CTA?	☐	☐
Schedule: Is this post part of a realistic publishing cadence you can sustain?	☐	☐
Buffer: Do you have 2-4 posts queued as a buffer?	☐	☐
Repurpose plan: Have you planned at least one repurpose (social post, thread, short video)?	☐	☐

yes no

Update plan: Did you note evergreen posts to review/update in 3-12 months?

☐☐

Promotion plan: Do you have a promotion checklist (email + one social + one community)?

☐☐

Social snippets: Have you prepared 3-5 social snippets and visuals?

☐☐

Outreach list: Did you identify 5-10 peers/influencers or communities to notify?

☐☐

Tracking setup: Are UTM links, analytics, and goals in place to measure performance?

☐☐

Performance review: Did you check traffic, CTR, engagement, and rankings?

☐☐

Quick improvements: Based on data, did you tweak headline, meta, or CTAs?

☐☐

Amplify winners: Did you re-share top-performing posts and scale the best channels?

☐☐

Everything is in your hands!