

Your Blog Publishing Checklist



You're ready to share your content with the world, but before you hit publish, there are a few things you should check.

- 1 Do you have a killer headline?**
A catchy headline is more important than ever – but for SEO, it shouldn't be too long. Aim for 60 characters and remember to include your focus keyword and code it with an H1 tag. For more tips, check out [How to Write Grabbing Blog Headlines](#).
- 2 Are you using compelling, licensed images?**
Use eye-catching photos, illustrations or icons. Just make sure you own or have licensed all images. You can license images online using stock photo companies.
- 3 Do your images have alt tags?**
For ADA accessibility, you should include alt tags for any images you include. For more information, check out this [HubSpot article on alt tags](#).
- 4 Have you used reputable, current sources?**
To increase your site's credibility, use only current, reliable sources. Don't link to articles that cite other articles or to decade-old content. Always link to the original data source.
- 5 Do your hyperlinks work?**
Test your hyperlinks to make sure they open as intended. Also, when creating hyperlinks, be sure to display meaningful text that accurately describes the link.
- 6 Have you written a solid meta description?**
Meta descriptions show up in search results, so they should succinctly summarize the article in a compelling way. Keep them 160 words or less and include your focus keyword.

Your Blog Publishing Checklist Cont.

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Can your article be skimmed?

Use subheads and bullet points and avoid overly long blocks of text. Make it easy for readers to quickly find the information they want.

8

Have you checked the spelling and grammar?

Spell checkers catch some mistakes, but a human proofreader is still essential. Before publishing, review the article with fresh eyes or have someone else review it.

9

Is the article educational with a call to action at the end?

If your insurance article sounds like a long advertisement for your company, most people won't want to read it. Instead, provide useful information that educates, informs and helps readers solve problems. Aim for [thought leadership](#) but always include a call-to-action at the end. Tell readers how to learn more.

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Do you have a plan to promote your article?

Proactively promote your content through social media campaigns, emails newsletters and sponsored posts. Also, make sure it's search engine optimized and indexed so it can be found by search engines.

Need Effective Content?

Contact Inbound Insurance Marketing
for a customized article writing plan.

We're here to help you achieve your content marketing goals.