

# 18-Point Checklist for WordPress Blog Post Publishing

- Primary** and **secondary keywords** based on keyword analysis?
- Curiosity-inducing and keyword-relevant **headline**?
- Emphasized **intro text** and/or **drop cap**?
- Click to continue** tag?
- Subheadings** wrapped in <h2> tags?
- Picked through and **cleaned up HTML**?
- Keyword-only **post slug**?
- Meta description** and **keywords**?
- Feature image** set as featured image?
- Additional images** optimized and set?
- At least two **internal links**?
- Relevant **external links**?
- Included the **excerpt** description?
- One **category**?
- Three-seven **tags**?
- Checked in **preview-mode**?
- Edited** for grammar, spelling, and linking opportunities?
- Post **scheduled** for midnight?