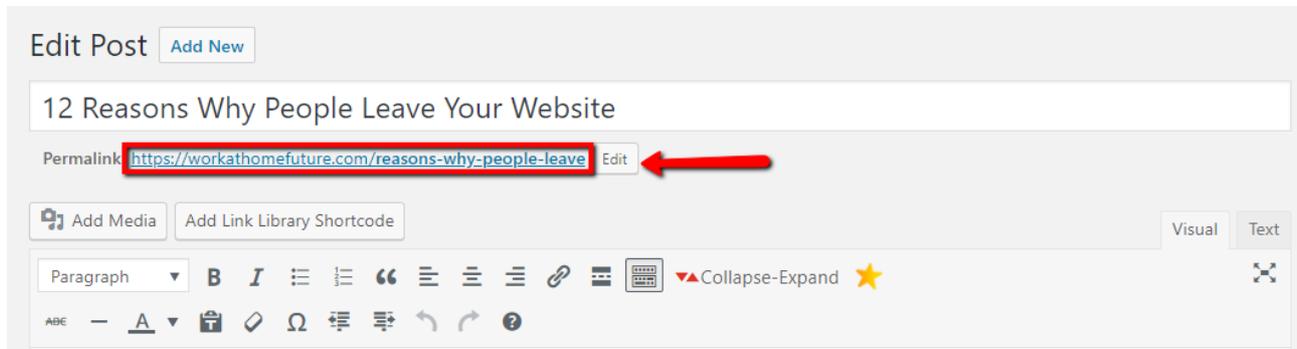# Checklist before you hit the publish button
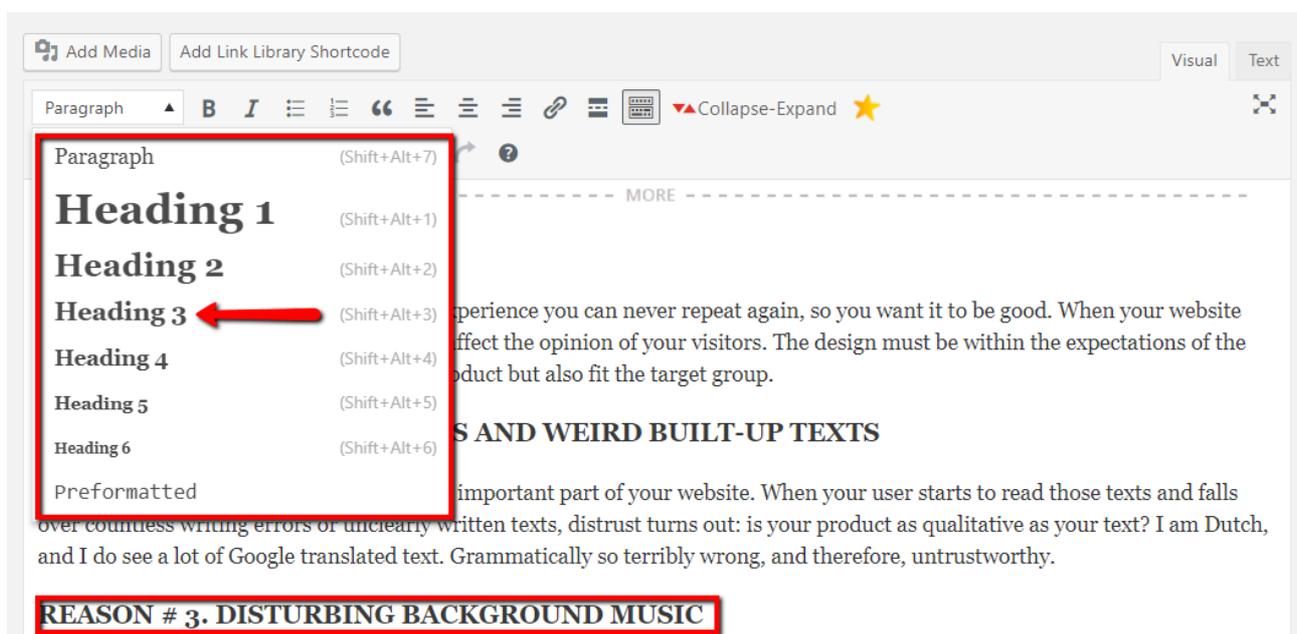
+ Handy to copy 25 points list on the last page.

1. The URL:

Have you used your keyword (phrase) into your URL? What's more? is the URL correct?
You can transform it when the post is in draft.
Once the post is published you can't change it anymore.

2. H1-H6 headings:

H1 is for the title.
H2 is to use only once for your keyword.
H3-H6 For all other subheadings. Don't use them all. Choose one for all your posts.
It's recommended by Kyle in the training to use the H3 subheading only.
Subtitles:
Visitors are screening your webpage. Are your subheadings appealing? They also
need to relate to the next paragraph beneath your subtitle.

3.Title and subtitles:
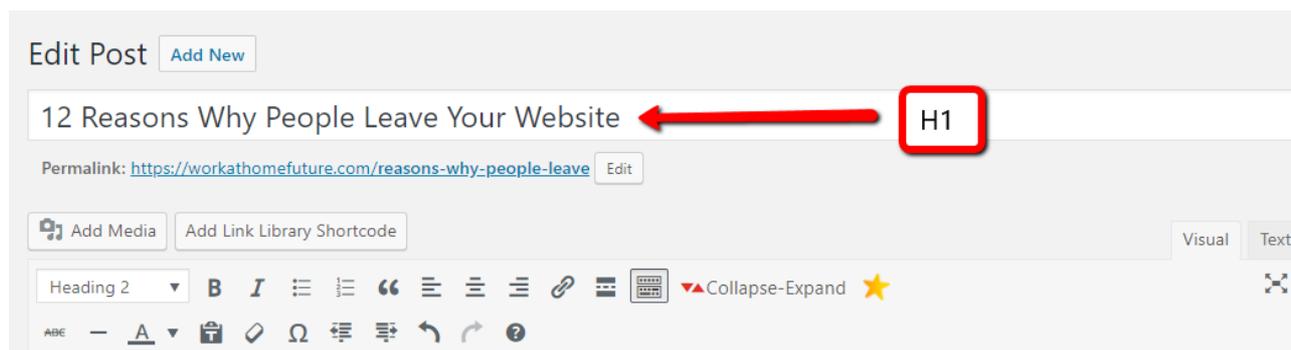
Awesome eye-catching title:
Try to wrap your keyword phase into an eye-catching title for your post.
There are multiple title generators available, here are a few.

http://setupinonlinebusiness.com/blog-post-title-generator
http://www.procato.com/slogan+generator/
https://www.shopify.com/tools/slogan-maker
http://www.slogangenerator.org/
https://slogangenerator.co/
http://www.title-generator.com/

The length of the title is the best between the 40 and 70 characters.

4. Writing content:

Appearance of your keywords in the content. Keep your content relevant and use your keywords wisely.
Attempt to fit them in naturally. Try not to constrain the subject.
Is your content written as though you where conversing with a companion?
Try to fit in something personal, an anekdote or experience.
And try to write in fluently English, use for that matter https://www.grammarly.com/
When you don't know what to write about, try this: https://www.hubspot.com/blog-topic-generator

5. Keywords: Give Google something to chew on:

Utilize your keywords in various way. Google will perceive this when crawling your post.
With this paraphrase tool you can find amazingly new synonyms. https://paraphrasing-tool.com/
Your keyword phrase: Make an excel sheet for your used keyword phrases. Never use a keyword phrase twice.
Use for every post a new keyword phrase, is your keyword phrase unique?

6. Paragraphs:
It's no fun to find a screen full of text. Have you divided your text into paragraphs?
A paragraph should be between the 5 and 12 lines.
You scare people off with a block text of 60 lines in a row

7. Amount of words:

When you have less than 500 words that means you are in the wrong business,
the bare minimum is 750, anyway, I question you will pull in a great deal of movement with that, it depends where you are writing about.
1000 words will make you tickle the interest and more will make you fascinating for Google, Bing, and Yahoo. When you exceed the 3500 words, consider to write an e-book.

8. Images and Pictures:

Don't use your keyword as alt tag in an image unless is't appropriate.
Images and pictures you name for what they are in the alt tag.
You want visitors to find your article via Google image search too.
Be creative in finding alt tags in Jaaxy.
eg: When your keyword is Magic Bullet blender, and your photo is from a magic Bullet blender,
you can use the keyword phrase "Where can I buy magic bullet blender?"
But when your keyword is, "How to lose weight?
Don't call your Magic Blender after your keyword phrase because it does not fit your image.

9. The fold:

Does your first image appear above the fold?
Above the fold is what people see on their screen without scrolling.
It's also not advisible to put a video above the fold,
it can delay the loading time of your webpage.
Check in preview what people see without scrolling.

10. More about visuals:

Optimize your images before uploading them.
Have you resized and renamed your images before uploading? Resize to max 900px.
That's about the amount of px width your blogroll has. When you intent to use a much smaller size, resize it to 300px
Have you linked your images to additional info? A product or a special website? If not, you need to set them to "none". When you let the open into a Media File, you will loose visitors over it.
Other visuals: You can choose to add a YouTube video or an infographic too.

11. Copyright:
Be extremely cautious with the use of images! Have you utilized data or pictures of some source? Have you set the credits to that source?

12. Internal links.

Try to link every post with another post on your website.
You can select a keyword in the post which attends another post. Have you done that?

> When you walk out of your door, you can not escape it: people are everywhere busy on their mobile devices. These devices can visit the internet and therefore also your website. If your website is not **mobile friendly** when your visitor is trying to visit, that person will give up quickly. Moreover, there is little to no chance that he/she will visit your website via a computer at a later time...

13. External links:

Google cherishes associations. Have you made, no less than, one outer connection.
Think of a science article or a Wikipedia page. Some additional information to your blog.

14. Internal and external links:

Are all your links clickable and are the external links opening into a new tab?
Check them all in the preview mode.

15. The description:

When Google shows your post, it doesn't always take the filled in meta description, yet
the main lines of your first paragraph. Remember that, when you write your intro.
Google can be extremely stubborn and capricious

16. Meta description:

This is the part that your article is about. The maximum of 230-320 characters for the description of the
SEO that have to seduce people to click on.

When you choose to fill in your meta description, use engaging and appealing words.
Make certain that the meaning in your meta description mirrors your blog.
Investigate the competition, what are they using, improve yours and be better then the competition.
Compose it inviting and immaculate.

17. Social keywords and settings:

The SEO all in One has a social feature.
Often FB or other social media do not display an image.
When you fill in the Social meta of the All in One, the image will appear.
Here is a training about this
Facebook sharing, No image displayed

18. CTA: Call to action

A call to action is a trigger to let people do something on your page.
That can be a button to buy something, a read more..., a click here...,
something to activate your visitors to do. Have you placed, at least, one?
Complete Call to Action Training

19. Categories:

Google love structured websites. That means you need to categorize your posts.
Start right away with using categories. Is your post added to the right category?
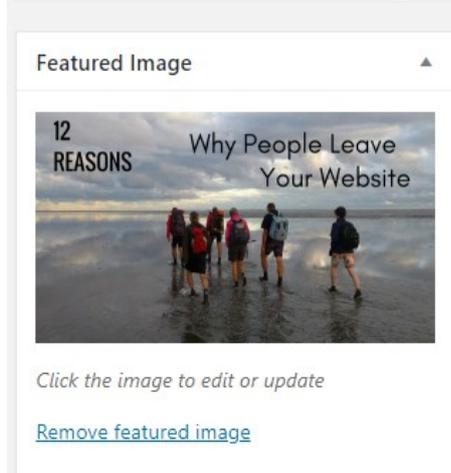All you need to know about categories in WordPress

20. Tags:

Have you filled in 3-5 tag lines?
Tag lines is additional information for the search engines to find your post.
Use the Jaaxy keyword tool to find some great tag lines.
Only use tags appropriate for your content

21. Featured image:

Down to the right on your WP dashboard, you can add a featured image. The featured image if the one which will be displayed on the blogroll.
To make your blogroll look clean, create them all with **the same size.**
Have you added a featured image?

22. Proofreading

If you have someone in your house or neighborhood, ask them to proofread your text.
You often miss some errors. If you have Grammarly installed,
a lot of errors will be brought to your attention by read stripe marks.

23. Publish:

You can publish your post.

24. Google Fetch:

Fetch your post in Google Search Console and Bing Webmaster Tools.
Here are the links to do this.
Submit URL to Google
Submit URL to Bing

25. Share your post on Social Media

Copy Checklist 25 Points Before Publishing

Here is the summary of this training, you can easily add extra actions.

1. **URL:** Have you checked the URL?

2. **H1-H6 headings:** Have you used H2-H3 headings correctly?

3. **Title and subtitles:** Are your title and headings awesome and with the correct length?

4. **Writing content:** Is your content conversational? Grammar checked?

5. **Keywords:** Have you used your keywords in different ways? Is your keyword phrase unique?

6. **Paragraphs:** Is your content readable? Chopped up in "biteable" bits?

7. **Amount of words:** Have you written over a 1000 words?

8. **Images and Pictures:** Have you added appropriate alt tags?

9. **The fold:** Is it appealing?

10. **Visuals:** Are they optimized?

11. **Copyright:** Is attribution required?

12. **External links:** Have you added, at least one external link?

13. **Internal links:** Have you placed a couple?

14. **Internal and external Links:** Do all links work correct?

15. **The description:** Is your first paragraph appealing?

16. **Meta description:** Appealing and in fluently English

17. **SEO All in one Social:** Add the featured image and description

18. **CTA:** Did you motivate your visitor to click something?

19. **Categories:** Check the right box

20. **Tags:** Have you filled in 3-5 tag lines?

21. **Featured image:** Have you added a featured image?

22. **Proofreading**

23. **Publish**

24. **Google Fetch**

25. **Share on Social Media**

I wish you all a No #1 position on Google :)