

**12**

**THINGS TO CHECK  
BEFORE**

**HIT**

***“PUBLISH”***

**TO YOUR  
BLOG POST**

# THINGS TO CHECK BEFORE HIT "**PUBLISH**" TO YOUR BLOG POST

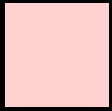
## Did you use an outline?

Well, a common mistake is just getting deep into the writing and then... forgetting where you were and what was the main focus of the article. This might lead your post to a complete mess, plus, you might lose a lot of time if you don't stick to your plan. Structuring your writing by using an outline will improve your blogging skills.

## Is your title catchy and remarkable?

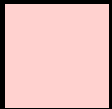
**Three steps** you have to follow for a good title:

- 1) Does it include a keyword?** - Because it has to if you want to rank your post higher on Google.
- 2) Is it specific?** - The headline should tell people what they should expect and read in your article
- 3) Is there a value in your post?** - People usually search the net to answer questions and to find solutions. Is your blog post giving any value or answers and solutions?



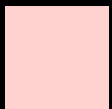
## Structure

Make sure that you use headings and subheadings. If you have a list of something, show it by using bullet points or numbering. A precise and beautifully written piece is more readable and enjoyable to the reader.



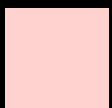
## Grammar and spelling

This is something really important. Read your article a couple of times and edit it.



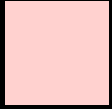
## Internal and external links

Including links to other articles on your site as well as placing links to other websites will increase your SEO performance.



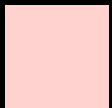
## SEO optimization

Make sure to do your research on different keywords and include them in the post. This way people will find your article more easily and you will rank higher on Google.



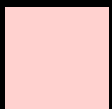
## Make your post beautiful visually

Include pictures, GIFs, graphics, infographics. Include a featured image of your post. People love to visualize things.



## SEO for images

Before uploading a picture make sure to name it properly by including keywords to the images. Example: don't upload an image with the name "*img10002456*" rename it to "*fashion-tips*". Edit the alt text of every image you upload and upload a featured image to your post.



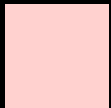
## Enable comments

Comments in a blog post are a great way to meet new people who are also in your field and to build a strong relationship with them. Brands may reach out to you via comments. Make sure you also comment on others' posts and your blog will appear in more places.



## Set a meta description

The meta description is the text that appears in a search below your title. It is really important to write it short, catchy, and straight-to-the-point. This way people will know what your article is about and you will have a higher chance of getting more clicks.

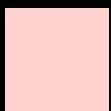


## Edit your URL

Don't forget to do this before publishing! Search engines love friendly URLs.

Example: *www.heartifb.com/1111555dd44775* or  
*www.heartifb.com/how-to-start-blog?*

Which one would you like to click on? Yes, now you see how important it is to have a friendly URL.



## Do you have a call-to-action?

Connect with your readers. Write an appealing title and answer all of your readers' questions. You always need to have a purpose behind your writing. Do you want them to watch your video, follow you on social media, to add a comment? Don't be shy and engage with your audience!