

How to Make Sure Your Blog Post/Online Content, Is Really Ready to Publish...The Checklist and Final Touches For Solo Creators



Blog/Content Body

Strong SEO headline (score 80+ with a headline analyzer)

A 'Hooky' subheader that draws the reader in

Short, scannable paragraphs

Clear subheadings to break up content

Natural internal links

Applicable External links (if relevant)

Call to action [CTA] (e.g., subscribe, comment, download, buy now)

Spelling, grammar, tone check



Social Checklist

Facebook

- Short caption that teases or tells a story
- Blog link preview (check that the image loads right)
- Graphic or featured image

Instagram

- Caption (Max 2,200 characters allowed, but aim for punchy)
- Image (SEO filename + alt text that's descriptive and human sounding)
- Hashtags or CTA (e.g., "link in bio")

LinkedIn

- 2–3 short paragraphs with a strong opener
- 3–5 professional hashtags + link (or add it in the first comment)
- Image or carousel; end with a prompt or insight

Pinterest

- keyword-rich title + 2:3 vertical image
- Alt tag that's human and accessible

SEO Meta Data



Meta description (Max 160 characters)

Short-tail keywords

Long-tail keywords

Your blog name or domain as a keyword where it fits naturally

Clear alt text for all images

Showtime



Featured image set

Mobile preview looks good

No broken links (test 'em again)

Slug (aka your post URL) is clean, readable

TikTok

- 150-character caption, a hook + hashtags
- Hook for a voiceover, visual, or talking point
- Mention blog link in bio or on screen

Threads

- Short, conversational post (500–700 characters, but confirm platform limits)
- Use hashtags + optional image
- Break long thoughts into threads

Slack

- Start with a hook and include your blog or resource link
- Optional emoji or image for visual pop
- CTA like "Thoughts?" or "Skim this?"

X (formerly Twitter)

- Max 280 characters—use a hook or quote
- 1–2 hashtags + link or start a thread
- Optional image; short CTA e.g., "Buy Now", "Read more", "Subscribe"

YouTube Shorts

- Vertical video, under 60 seconds long
- Hook in first 3 seconds + text overlay
- Short caption + 2–3 hashtags

Hashtags

Use up to 7 relevant hashtags — no commas!

Bonus

Save hashtag sets by theme or topic, so you're not reinventing the wheel with each post.

I'm looking at you, Pinterest's fixed tags!



Add a newsletter for more reach. You can use a service like MailerLite. It'll pull in any published posts via RSS Feed and automatically send them out to your subscribers.