

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.