

WordPress Post Checklist

NOTE: You can refer to the image at the bottom of this document to understand where the various sections are.

ADD A TITLE

What to shoot for when creating a post title:

1. Create a title that relates to the content of the post in some way.
2. Make it interesting, compelling, and/or intriguing.
3. Include quality keywords related to the post content.
4. Try to keep it short. Titles that are too long will be truncated anyway.
5. Create titles for people, not for search engines.

ENTER YOUR POST CONTENT

What to shoot for when creating a post:

1. Creating your textual content *outside* of WordPress first.
2. Make it interesting and try to tie it into whatever you're selling.
3. Keep the paragraphs as short as possible.
4. Add images to help break up long sections of text.

5. Include links, both internal and external whenever possible.
6. Add videos whenever appropriate.
7. Have something to sell? Promote it!
8. Ask people to comment. This can help increase engagement.
9. Ask people to share what you've posted on social media.

ADD A CATEGORY

What to shoot for when creating categories:

1. Keep it short and descriptive.
2. Make sure it's related to the attached content.
3. Try not to create too many categories. Use keywords instead.

ADD TAGS

What to shoot for when creating tags:

1. Use one to three words.
2. Use keywords within your post as tags.
3. Make sure the tags are relevant to the article.
4. Don't create too many tags. Up to fifteen is good.

ADD A FEATURED IMAGE

What to shoot for when adding a featured image:

1. Use a large image of at least 500 pixels in width.
2. Choose something interesting.
3. Do you have the opportunity to promote your product? Do so!
4. Check out [Susan Call's Blog](#) to see how effective using large, high quality featured images can be.
5. Don't forget to add a specific title, alt, and description to the image after uploading.

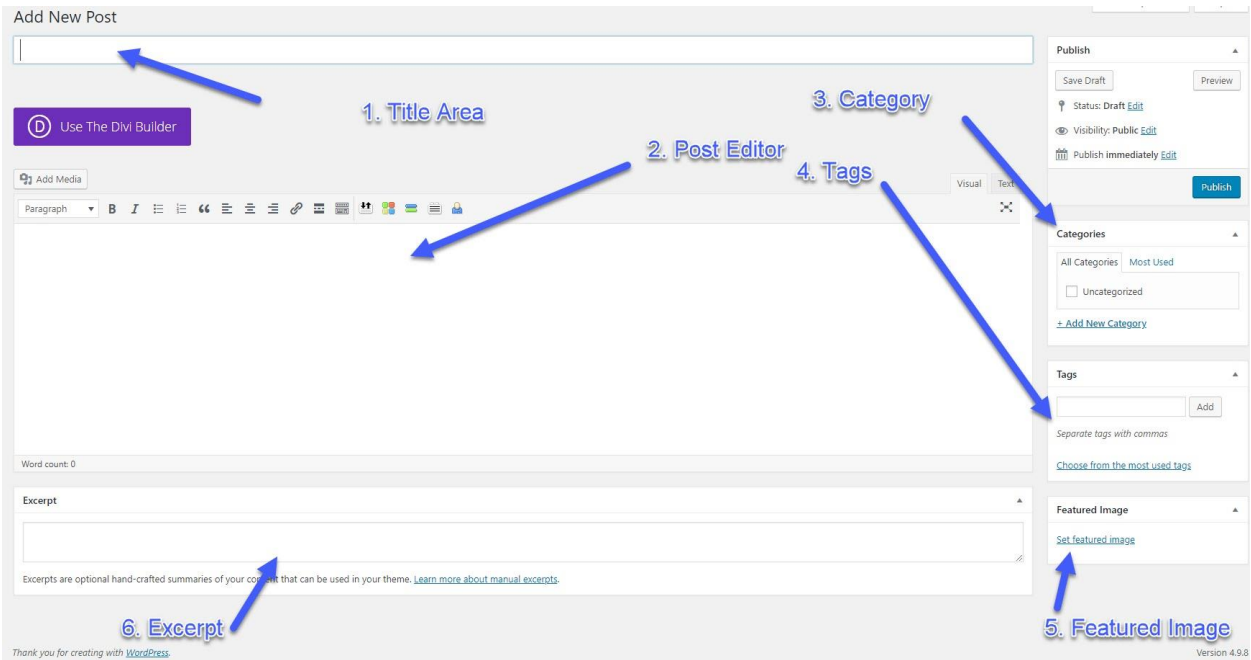
ADD AN EXCERPT

What to shoot for when creating excerpts:

1. Keep it short and descriptive.
2. Make sure it's related to the attached content.
3. Try to create an excerpt that can also be used as the SEO snippet.
4. Try to include important, topic-specific keywords in your excerpt.
5. Remember that your featured image, title, and excerpt might represent the first impression your visitors get. Make them good.

DO YOUR SEARCH ENGINE OPTIMIZATION (SEO)

More Info [HERE](#)



Locations of the data entry areas.

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