

Before Publishing Checklist

- Write effective title that includes keywords and draws readers in to your post
- Divide text under headings and/or subheadings for easier readability
- Deep link to past posts
- Ensure the links are functioning
- Ask a question at the end to encourage discussion
- Add images to make your post more visually appealing and increases understanding of your topic
- Add "alt text" and "description" to allotted boxes for your image which will increase SEO and be your description for Pinterest
- Add a featured image that conveys your topic aptly
- Make sure your post is SEO ready!
- Edit, proofread, read through aloud, edit and proofread!
- See the End-of-Post checklist!