Blog Article Publishing Checklist

GATHER + GO TRAVEL

GatherandGoTravel.com

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Research, Write & Edit

- ☐ Conduct keyword research on topic, save all value keywords
- ☐ Review content of other top performing articles
- ☐ If applicable, see what questions people are asking about the topic on Quora or Reddit, or watch top YouTube videos
- ☐ Draft outline for article
- ☐ Write article
- ☐ Edit with Grammarly
- ☐ Read aloud with MS Word reader

Set-Up Post

- ☐ Set optimal page title using Yoast SEO
- ☐ Keep title to 50-60 characters
- ☐ Set meta description (incorporating more keywords)
- ☐ Set page Google page slug (URL string) to be easy/short
- ☐ Find all post images
- ☐ Set featured image for each post
- ☐ Size all photos for web, titled, captioned, have alt text, and description
- ☐ Set categories + subcategories + tags
- ☐ Turn on comments
- ☐ Use the most up to date post template for my blog (w/sidebar, ad, top & bottom post templates)
- ☐ Make sure each article has a clear TOC (H2 headings, sometimes include H3)
- ☐ All subheaders categorize as H3 or H4 headings
- ☐ Insert links to related articles, readings lists & travel planning resources
- ☐ Add a pinterest image at the bottom

Test>Publish

- ☐ Test all links, confirm all external web links to open to external page
- ☐ Check to make sure all photo galleries set to max width for best display on computer
- ☐ View page mobile responsiveness, make adjustments as needed. In mobile, make photo galleries max width
- ☐ Set main image, title, & meta description for social - twitter/facebook. Save image in canva w/correct dimensions if necessary.
- ☐ Publish

After Publishing

- ☐ Add a mobile image of article clip to "Social Media Links" page
- ☐ Run article check for broken links https://ahrefs.com/broken-link-checker
- ☐ Run article through FB debugger https://developers.facebook.com/tools/debug/
- ☐ (Twitter no longer offers a preview option)
- ☐ Run article through LinkedIn post inspector: https://www.linkedin.com/post-inspector/
- ☐ If applicable, share article link to any related published Google Maps
- ☐ If applicable, include article link to any related Bookshop.org pages
- ☐ Insert article link on any related blog content pages
- ☐ Record article on Article Tracker, enter date for next update, enter future links to add
- ☐ If applicable, record article to Affiliate Link Tracker to keep record of affiliate link placements

- ☐ Record article to Marketing Tracker, indicate channels to promote article
- ☐ Copy all final article text to have a final updated copy of the article, save to Google Drive
- ☐ Save all edited article images on Google Drive
- ☐ Submit new URL to Google Console for indexing

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