

Free Writer's Checklist: What to do Before You Hit Publish

Any content writer acknowledges that the value of their content is in producing crisp work, articulate and formatted for readability. This means No writer can afford the mistake of publishing content with grammar mistakes, poor formatting or lack of SEO. Some of your readers may be fellow writers or scholars who understand the basic requirements in publishing content.

Before publishing your work, it is important to take a minute and evaluate your writing, looking at it from the reader's point of view. A minor error can have a huge impact on how your work is perceived.

Use the checklist below to check your work before you hit publish.

- Write an effective and catchy title with keywords
- Your introduction captures your reader's attention, and provides value to the reader
- Divide your text into smaller sections using headings and subheadings
- Each paragraph has no more than 4 lines
- No sentence has more than 20 words
- Edit for grammatical and spelling errors
- Remove filler words such as: just, actually, really, although, also, etc.
- Deep link to previous articles
- Link to external articles that provide value to your reader
- Ensure your post is SEO-tastic!
- Ensure that your Call-to-action (CTA) is clear
- Make sure your article is in the proper format: Check fonts, style, spacing, and text alignment
- Add images that are cohesive with your brand and are SEO-ready
- Check the size formatting and placement of images