



# Blog Checklist

## How to Use This Checklist :

1. Clarify your audience, goal, and topic using the *Strategy & Audience* section.
2. Follow the *Structure & Content* points to create a clear, engaging, and purposeful blog.
3. Improve readability, tone, and style to make the content easy and enjoyable to consume.
4. Check SEO basics, visuals, and layout to ensure your blog performs well and looks clean.
5. Add a clear CTA and do a final proofread to ensure the post is valuable and ready to publish.

# Blog Checklist

## 1. Strategy & Audience

- Is the target reader clear?
- Does the post address a real question, pain point, or goal?
- Is the topic aligned with your business goals and funnel stage (awareness/consideration/conversion)?

## 2. Structure & Content

- Is the title specific, clear, and compelling?
- Does the opening hook grab attention within the first 3–5 lines?
- Are there clear subheadings that guide the reader?
- Does each section have a clear purpose and message?
- Are there examples, evidence, stories, or scenarios to make ideas tangible?
- Is the post free from unnecessary jargon (or clearly explained if used)?

## 3. Readability & Style

- Are paragraphs short (2–4 lines) and easy to skim?
- Is the tone appropriate for your audience (and consistent)?
- Are sentences varied in length to create rhythm?
- Do you use “you” to speak directly to the reader?
- Have you removed repetitive phrases and filler?

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## 4. SEO Basics

- Is there at least one main keyword or phrase you're targeting?
- Does it appear in the title, intro, at least one subheading, and naturally in the body?
- Is there a meta description drafted (around 140–160 characters)?
- Do images have meaningful alt text?
- Have you included relevant internal links to other posts/pages?

## 5. Visuals & Layout

- Are there images, screenshots, or simple visuals where helpful?
- Is there enough white space to avoid a “wall of text”?
- Are lists and bullets used where they make reading easier?

## 6. CTA & Next Steps

- Is there a clear call-to-action at the end?
- Does the CTA match the stage of the funnel (e.g., read next, download, book a call)? (if applicable)
- Is the next step easy and obvious for the reader?

## 7. Final Polish

- Has it been proofread (for spelling, grammar, clarity)?
- Does the post feel genuinely helpful, not salesy? (Hint: Read out loud)
- Would your ideal customer find this worth bookmarking or sharing?



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**Contact Us @**  
[marketing6thpixel@gmail.com](mailto:marketing6thpixel@gmail.com)

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