

Blog Post Editing Checklist

Marya Jan – [Writing Happiness](#)

Is your idea relevant to your target audience? **Yes/No**

Does your post deliver a single, clear message? **Write your message in a single sentence.** -----

Does your headline have at least one of these elements?

Clear benefit: -----

Curiosity: -----

Is your headline self-selecting? Meaning, does it specify who the post is for?
Yes/No

Who is this for? -----

Have you made your lead (the introduction) as strong as possible?

Ask a question -----

Shocking statement/statistic -----

Empathetic opening -----

Story -----

Quote -----

Other -----

Is it screen friendly? Incorporate some of these elements into your post.

- Bold **Yes/No**
- Italics **Yes/No**
- Quotes **Yes/No**
- Images **Yes/No**
- Bulleted lists **Yes/No**
- Numbered lists **Yes/No**
- Sub-headings **Yes/No**
- White space **Yes/No**

How long are your paragraphs? Usually 3-5 sentence length works best.

Have you got any one-sentence paragraphs? **Yes/No**

What makes your idea engaging?

Provocative statement **Yes/No**

Contrary advice **Yes/No**

Fresh angle **Yes/No**

Insightful **Yes/No**

Execution style **Yes/No**

Incomplete and invites discussion **Yes/No**

Have you added a strong call to action? What do you want people to do after they have finished reading?

Share socially (Facebook, Twitter, Google+, Pinterest etc)

Leave a comment

Download

Subscribe to your blog

Get on another list

Buy

Did you try changing the font colour or size to catch all the typos? **Yes/No**

Have you read it aloud before you post? **Yes/No**

Have you given your final draft a 24 hour rest before you are ready to post?

Yes/No

Found this useful?

Email it to a friend. Maybe they'd like to subscribe to [Writing happiness](#) and grab my free ebook '**9 New Rules of Blogging – Grow Your Business with Little Traffic, No Connections & Limited Hours**'

Like Writing Happiness page on [Facebook](#).

Follow Marya on [Twitter](#)

Circle her on [Google+](#)