25 Points before publish a blogpost

1. The URL:

Have you used your keyword phrase into the URL?

2. H2-H6 :

Have you used your keyword phrase in a subheading?
H1 is for the title. Use your keyword only once in a H2. For all other subheadings it's recommended in the training to use the H3 only.

3. Images:

Don't use your keyword as alt tag in an image. Images you name for what it is in the alt tag. You want visitors to find your website via Google images too. Be creative in adding alt tags.
eg: When your keyword is Moulinex blender, and your picture is a Moulinex blender, you can use the keyword, but when your keyword is, how to lose weight, don't call your picture of a Moulinex blender after your keyword phrase when it does not fit your image.

4. External link:

Google loves connections. Have you created, at least, one external link.

5. Writing:

Appearance of your keywords in the content. Keep your content relevant and use your keywords wisely. Try to fit them in naturally. Do not force the subject. Is your content written as if you where talking to a friend?

6. Google crawl:

Use your keywords in different combinations, Google will recognize this when crawling your post.

7. Eye-catching title:

Try to wrap your keyword phase into an eye-catching title for your post.

8. Title length:

The length of the title is the best between the 40 and 70 characters.

9. The description:

When Google shows your post, it doesn't always take the filled in meta description but the first lines of your post. Keep that in mind when you write your first paragraph.

10. Meta description:

This is what your article is about. The 160 character part max of the SEO that have to seduce people to click on. When you choose to fill in your meta description, use an appealing one. Be sure the meaning in your meta description reflects your post. Take a look at the competition, what are they using, make yours better then theirs. Write it welcoming and flawless.

11. Number of words:

Under 500 means you are in the wrong business, the bare minimum is 750 however I doubt you will attract a lot of traffic with that, it depends where you are writing about. 1000 or more will make you interesting for Google and Bing.

12. Keyword phrase:

Use for every post a new keyword phrase, is your keyword phrase unique?

13. Internal links.

Try to link every post with another post on your website. Have you done that?

14. CTA: (Call to action)

That can be a button, a read more, a click here, something to activate your visitors to click. Have you placed, at least, one?

15. Subtitles:

Visitors are screening your webpage. Are your subheadings appealing? They also need to relate to the next paragraph beneath your subtitle.

16. Proofreading:

Try to write without spelling errors. Ask someone to proofread. Have you checked your grammar?

17. Copyright:

Have you used information or images of some source? Have you placed the credits to that source?

18. Links:

Are all your links clickable and are they opening into a new tab?

19. Categories:

Start right away with using categories. Is your post added to the right one?

20. Tags:

Have you filled in 3-5 tag lines? Tag lines is additional information for the search engines to find your post. Use the keyword tool to find some great tag lines.

21. Featured image:
Have you added a featured image?
22. The fold:
Does your first image appear above the fold? Above the fold is what people see on their screen without scrolling.
23. Visuals:
Optimize your images before uploading them. (See additional training) Have you resized and renamed your images before uploading? Have you linked your images to additional info, if not you need to set them to none. You can choose to add a YouTube video or an infographic too.
24. Publish:
You can publish your post and share it on social media.
25. Google Fetch:
Fetch your post in Google Search Console and Bing Webmaster Tools

Success writing your next post!