

CHECKLISTS

Use these to help you stay on track throughout the 90 Day Challenge

Blogging Checklist

Research Keywords:

Have you included...

One relevant keyword/phrase in your blog post title
One relevant keyword/phrase in your URL
One relevant keyword/phrase in your title tag
One relevant keyword/phrase in your Image file names
Various relevant keyword/phrase in your main headings?
One relevant keyword/phrase naturally in your blog content?

SEO:

Have you included links to other content on your site? Is there a published date on the article? Have you filled in your image ALT tags correctly? Have you made use of your heading tags (e.g. H1, H2, H3, etc.)? Is your URL short?

Do you separate words in your URL with a hyphen?

Do you only use one H1 tag in your post?

Visuals:

Are your blog post images on brand? Is there enough white space on the page? Is your text a minimum of 16px (12pt)? Have you used bullet points or ticks within your post?

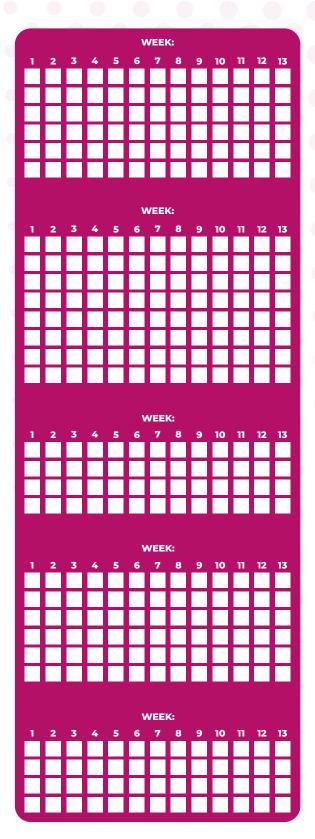
Is your title tag under 55 characters?

Content:

Does it feel like it's written for one person?
Is there a strong hook to get someone to read it?
Does your personality come through in your writing?
Do your headlines convey the information in the next section?
Is your meta description compelling?
Is it focused on one topic or question?

Promotion:

Do you give people the opportunity to share your article? Do you give people the opportunity to comment on the article? Do you have a strong CTA both at the end and in the article? Do you offer any related downloads?



Video Checklist

Research Keywords:

Have you...

Renamed the video file with the video title before upload? Included one relevant keyword/phrase in your title? Kept your video title between 20 and 60 characters?

Description:

Have you...

Given a summary of the video (minimum 200 words)? Included a link to your website? Included links to your social profiles? Included timestamps to key points in the video? Included relevant, approved affiliate links? Mentioned and linked to related videos?

Tags:

Have you added up to 500 characters of relevant tags? Have you included the video title as a tag? Have you included common mispelled keywords as tags? Have you included your channel and business name as tags?

Thumbnail:

Is your thumbnail simple and clear?

Does it reflect the video content?

Does it look like clickbait? (clickbait = bad)

Did you limit text to 3-5 words?

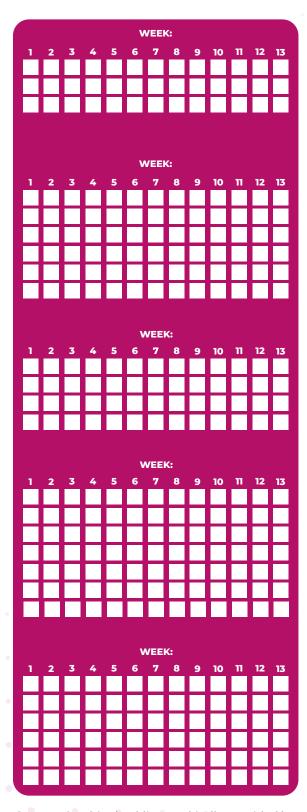
Does it work on dark and light backgrounds?

Is it 1280 pixels wide x 720 pixels high?

Have you tested legibility at small sizes?

Finishing Touches:

Have you added at least one recommended end screen video?
Have you included the subscribe option?
Have you added an info card to a related video or your website?
Have you added the video to a playlist(s)?
Have you uploaded a closed caption file?
Have you proofed/checked the captions file?



Content for this checklist was kindly provided by:



Podcast Checklist

Recording & Editing:

Have you...

Included an intro and outro for the episode? Edited the podcast content (e.g. removing mistakes)?

Included any sponsor messages?

Normalised the audio?

Removed any background noise or hiss?

Extracted snippets for sharing on social media?

Publishing:

Have you...

Uploaded the audio to your podcast host?

Written a summary of the podcast episode?

Included time stamps of key points in the episode?

Provided show notes?

Provided a transcript for your website?

Included links to other relevant content in your show notes?

Promotion:

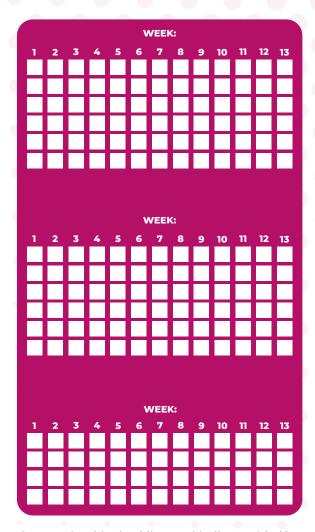
Have you...

Created episode artwork?

Added the episode to your website?

Shared the episode on your social media?

Shared audio snippets on social media/your website?



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