9 Steps to Publishing Successful WordPress Blog Posts.

1. Target Keywords

☐ Every post you write should target a primary keyword or keyword phrase that is relevant to your post.

2. Include a Captivating Title

☐ Aim for a succinct, descriptive title that is SEO-friendly.

☐ Include your main target keyword or keyword phrase.

☐ Dress it up with adjectives and adverbs.

☐ Readers enjoy "how-tos," lists, and easily scannable benefit statements.

☐ Keep it under 55 characters

3. Optimize an SEO-Friendly URL

☐ Keep this between 50-80 characters (this should include your target keyword phrase).

☐ A shorter URL has a higher click-through rate and is more readable and understood by Googlebot.

4. Strategically Format and Organize Body Copy

☐ A "Read More" tag.

☐ Keywords, H2, and H2 tags.

☐ Well-written anchor text.

☐ Action items in the closing statements.

☐ Internal and external links.

☐ Short paragraphs, bullets, numbered lists, block quotes, italics, and bold fonts to break up chunky text or to emphasize a particular point.

5. Provide an Illustrative Meta Description

☐ Every post you write should target a primary keyword or keyword phrase that is relevant to your post.

6. Use a Correctly Formatted Feature Image

☐ Resize and rename your media.

☐ Set the title, ALT text, and caption to include your main keyword phrase.

☐ Add a description of the image in the description field.

7. Select the Proper Categories and Tags

- [ ] Select the category or categories most related to your post.
- [ ] Add the most appropriate tags.

8. Add Authorship and Preview Your Post

- [ ] Set the appropriate authorship (give credit where it's due!).
- [ ] Preview your post in order to recognize any errors.

9. Share Your Content Via Social Media

- [ ] Include social media icons on your blog.
- [ ] Encourage users to Tweet a link.
- [ ] Ask your blog writers to link their social media accounts.