

Blog Post Update Checklist

Created by Jonathan @ [WPCharger](#) - Website maintenance services for bloggers.

If you have questions or need further help, shoot me an email: jonathan@wpcharger.io

SEO & Formatting

- ☐ Keep a short post title
- ☐ Update meta title (make it unique; add numbers, magnet words, parentheses, etc.)
- ☐ Update meta description
- ☐ Update photos for quality
- ☐ Ensure there are not too many pictures, and each has a purpose
- ☐ Scale images to a maximum 1,200 pixel width
- ☐ Fix any broken links
- ☐ Ensure external links open in new window; internal links do not
- ☐ Add more highly relevant internal links
- ☐ Update affiliate links (consider reducing the number of them)
- ☐ Break up content with whitespace for mobile readability
- ☐ Add bullets and graphics
- ☐ Remove/update references to dates

Writing

- ☐ Re-assess the search intent
 - ☐ ChatGPT prompt: When a searcher types [KEYWORD] into a search engine, what are the 2-3 questions they are REALLY looking to answer when they do that?
 - ☐ What are the points that the top 1-2 results are emphasizing or skipping over?
- ☐ Update information for accuracy
- ☐ Add original information, reporting, research, or analysis to existing sections
- ☐ Consider restructuring sections in a more helpful way
- ☐ Make sure the reader can find their answer quickly
- ☐ Consider adding additional sections, if helpful
- ☐ Rewrite a clear, concise introduction using [Agree, Promise, Preview](#)
 - ☐ In 10 seconds, the reader should understand why the post is valuable to them
 - ☐ Add target keyword within the first 100 words
- ☐ Implement “[bucket brigade](#)” content writing method
- ☐ Rewrite the conclusion in a summary format, including any highly relevant internal links

Google Guidelines Checklist

Content and quality questions

- ☐ Does the content provide original information, reporting, research, or analysis?
 - ☐ Take an angle that more authoritative websites do not
- ☐ Does the content provide a substantial, complete, or comprehensive description of the topic?
- ☐ Does the content provide insightful analysis or interesting information that is beyond the obvious?
- ☐ If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?
- ☐ Does the main heading or page title provide a descriptive, helpful summary of the content?
- ☐ Does the main heading or page title avoid exaggerating or being shocking in nature?
- ☐ Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- ☐ Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?
- ☐ Does the content provide substantial value when compared to other pages in search results?
- ☐ Does the content have any spelling or stylistic issues?
- ☐ Is the content produced well, or does it appear sloppy or hastily produced?
- ☐ Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

Expertise questions

- ☐ Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?
- ☐ If someone researched the site producing the content, would they come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?
- ☐ Is this content written or reviewed by an expert or enthusiast who demonstrably knows the topic well?
- ☐ Does the content have any easily-verified factual errors?

People-First Content

- ☐ Create content primarily for readers, not to manipulate search engine rankings
- ☐ Produce content that would be useful to our existing audience if they came directly to the page

- ☐ Demonstrate first-hand expertise and a depth of knowledge on the topic
- ☐ Create content that aligns with the primary purpose or focus of our site
- ☐ Create content that allows the reader to learn what the headline promised by consuming content in the article
- ☐ Leave the reader feeling that they've had a satisfying experience
- ☐ Encourage readers to start or join a discussion in the page comments
- ☐ Do not produce content primarily to attract visits from search engines
- ☐ Do not use automation to produce content, though it can be a reference source
- ☐ Do not summarize what others are saying without adding significant value
- ☐ Do not write about trending topics unless they are highly relevant to our audience
- ☐ Do not leave the reader feeling like they need to seek out better information from another source