



Status:

Scheduled for:

Needs Approval by:

Submitted by:

Pre-Publish Checklist

Content Quality

- ☐ Grammar, spelling, and punctuation check -
- ☐ Tone of voice check -

SEO Optimisation

- ☐ Is the primary keyword included in the title, headers, and body naturally?
- ☐ Have you added a meta description?
- ☐ Are all images optimized with alt text and proper file names?
- ☐ Are internal and external links included where relevant?

Readability & Formatting

- ☐ Are paragraphs short (2-3 sentences)?
- ☐ Is the article scannable with bullet points or numbered lists?

Hyperlinking

- ☐ Have you tested all internal and external links?
- ☐ Do links open in new tabs where appropriate?

Visuals



- ☐ Are all images high-quality, properly credited, and web-optimised?
- ☐ Have you included videos, infographics, or charts if needed?

Call-to-Action (CTA)

- ☐ Is there a clear CTA (e.g., subscribe, share, comment)?

Preview & Test

- ☐ Preview mode tested?
- ☐ Is it mobile-friendly?

Publishing Setup

- ☐ Have you set the correct publish date and time?
 - ☐ Are categories and tags appropriately added?
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