

# NEW POST Checklist For Site

## 1. PREPARE The Website: A Checklist Before A New Post

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- I make sure the theme and plugins are current and UpToDate as part of a [WP Security Check](#).
- If there were any updates, I'll ensure the site is still functioning.
- Then, I'll follow to process any pending comments.
- Now, I'm ready to focus on the stages and checklists of a new post.

## 2. Post TOPIC Checklist: 5-20 Minutes

This ensures the desired topic is well defined. This is done by defining where it fits in a topical cluster. Determine if it's a high level main topic, a general topic, or a subtopic. Also, be aware of where it fits alongside any parallel topics. This is the first quality control point that ensures a single focused topic that guides you to write only related content.

- Think about a desired topic** of interest or select one from a previously saved Topical Cluster. Example desired topic: How to improve a WordPress site's speed.
- Expand the desired topic** by asking these questions.
  - Will this **desired topic have any subtopics**? Example subtopics: plugins for improving site speed, host server plans for better website performance, best themes for site performance, & plugins that slow down your site.
  - Does this **desired topic have any higher level main topic**? Example high level main topics: how to plan out a website, how to setup a site properly, how to improve a web page speed, & how to select a website host provider.
  - **Are there any parallel topics**? This is the final confirmation that you have a highly focused, desired topic. Example parallel level topics (related to site speed because it's another core topic): how to fix website accessibility issues, improve SEO metrics, & checking plugins for conflicts to improve core site metrics)
- Review a saved Topical Cluster or create one** like an outline, mind map, or chart. There are times where your listed desired topic won't have a subtopic or a higher main topic. Also, save time by reusing it when running checklists on these future related post topics.

My Topic: \_\_\_\_\_

<b>HIGHER MAIN TOPICS</b>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>			
<b>Topics</b>	Desired Topic 1	Desired Topic 2	Desired Topic 3	Desired Topic 4
<b>SUBTOPICS</b>	<ul style="list-style-type: none"> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> <li>• _____</li> </ul>			

- Select 1 desired topic** from the topical cluster to now become "My Topic".

- Verify there's enough time to start** to perform the first of a series of checklists. If so, start it.

### 3. KEYWORDS RESEARCH Checklist: 45-90 Minutes

Don't get hung up on having a lot of keywords. It's just about a very small amount. The extras that you have in your researched list gives you context, semantics, and phrases to consider using when writing content.

#### Prepare New Post Local Work Area

- From my desktop, go to local files of: Domains / <Domain Short Name> / Posts / "\_WorkArea <Domain Short Name>" folder.
- Create new folder with anticipated slug name or title name (probably will be changed later).
- Copy over template file "[History of Previous URLs.txt](#)" and any related files (media, notes, etc.).

#### Research KeyWords (KeyPhrases)

- Use 1 or more KW tools or sources to research keywords for title, headings, slug, and key text content usage.
  - Use below step-by-step guides for different keyword research tools.
  - It's okay if topic changes a bit, during the keywords research.
- Go back-and-forth between 1 or more keyword research tools to produce a minimum of 1 main focus KW and maximum 2-4 secondary KWs.

#### Method 1. Keywords Research Checklist Using Squirrly SEO

1. Go to "Squirrly SEO | AI Research | Find Keywords".
2. Using my initial best choice main focus KW, start its wizard to narrow down their potential choices.
3. Repeat with other KWs, as needed.

#### Method 2. Keywords Research Checklist Using WriterZen

1. In WriterZen, I'll go to the KeyWord Research feature and start a search with my topic idea's keyword (keyphrase).
2. Then, with various filtering, I'll narrow it down where I can make some starting selections. Those selections will then be adding into a NEW Keyword List.
3. With the knowledge of seeing other potential ideas of wording, I'll repeat a keyword search, filter them down, and add more into the previously created Keyword List. This method is repeated until I'm satisfied with some good choices.
4. When enough KWs exist in the Keyword List, I perform a Cluster process, apply "Golden Score" & DA Score". Then, export KWs data list as an XLS file into the post's local working folder.
5. Then, it's just a matter of creating a special spreadsheet and adding notes, highlights, or manual formulas to assist further.
6. Optional (these are notes I follow): These are my own details I use to update KeywordData.xls spreadsheet from WriterZen data.
  - Open exported "KeywordData.xls" file. I then save it as an \*.ods file (LibreOffice Calc file).
  - With the opened data file, I add 2 new columns AFTER column A ("Keyword").
    1. Name new Column B as "Heading – KeyText".
    2. Name new Column C as "KW Value".
  - Only after 2 new columns B & C are added, apply this formula (and apply light gray background) in "KW Value" cell C2:  
**=100+IF(H2<4,0.3,(-H2\*0.2))-((N2-1)\*2)+(O2\*0.2)-((P2+Q2)/10)**
  - Copy C2 to rest of Column C cells.
  - Select & Sort Column C (KW Value) Z-to-A (), merely as a guide, not as confirmations of best values.
  - Improve appearance as follows:
    1. Select top row & make background color as yellow.

2. Select top row (1): Choose “Format cells | Alignment”, select “Wrap text automatically”. Tap <OK>.
  3. Select 1st column (A): Choose “Format cells | Alignment”, select “Wrap text automatically”. Tap <OK>.
  4. Select all cells and apply borders around all.
  5. Go to menu “View | Freeze Cells | Freeze First Row” & tap it.
  6. Go to menu “Format | Print Ranges | Edit”. In “Rows to Repeat”, select “user-defined” & enter “\$1” (no quotes) in value.
  7. Manually reduce column widths for better viewing fit on screen.
- Review KWs list and make notes in column B for final assignments: h1, slug, h2, h3, KeyText.

#### 4. CLUSTER Consideration Options

Stop here for the consideration if moving forward with the single post topic checklists should be postponed and a cluster of topics should be planned. This can happen be a Discovery Consideration after reviewing a single topic’s keywords data results.

- Option 1. Stop here and repeat checklists 2 & 3 until a desired cluster is the result.
- Option 2. Ready to move forward with a new post settings checklist and/or a topical cluster is readied.

#### 5. NEW POST SETTINGS Checklist: 5-30 Minutes

##### Make Initial New Post General Settings

- Rename new post’s local working folder to be chosen slug name.
- Update "\_history of previous URLs.txt" file to show decided current URL, using slug name.
- Create New Post draft using initial Post Title as h1 determined value; it will potentially be changed later.
- Using post's "Quick Edit":
  - Apply the Slug name.
  - Assign author.
  - Unassign “Uncategorized” and assign only 1 category.
  - Assign Tags, if tags exist.
  - Unselect “Allow Pings”.
  - Tap <Update>.

##### Make Initial New Post SEO Settings

- Assign Focus KW & 1-4 additional KWs (later to be used as H2 or H3 headings).
- Populate Meta Tags. If using Squirrly SEO, follow this list for bottom of post:
  - Assign dynamic fields: SEO/Meta Title (ending in {page}).
  - Adjust the SEO/Meta Title for headliner metrics purposes.
  - Assign “Meta Description” to use “excerpt”.
  - Add in the Meta KWs. Tap <Save>.
- Write the WP Excerpt.

#### 6. Create OUTLINE & 1<sup>st</sup> PARAGRAPH: 20-40 Minutes

##### Create New Post Outline Using Headings

- Create all full or partial headings. They can be finalized later; this is for giving an initial strong topic structure. Also, this can incorporate AI for drafts and then editing.
  - Headings that use Primary Focus KW and consider some headings for secondary keywords.
  - Specialty Recipe Posts only: Ingredients
  - Specialty Recipe Posts only: How to Make (step-by-step but focus on things like tips or notes that aren’t in the recipe)
  - Specialty Recipe Posts only: Storage of...
  - Specialty Recipe Posts only: Calories of OR Nutritional considerations OR Health Benefits of...
  - Don’t insert a nutrition “block” in post. It uses excessive DOMs. Can insert an image of nutrition label.

- Specialty Recipe Posts only: Leftovers of...
- Specialty Recipe Posts only: Sides that go with...
- Expert Tips or similar heading
- FAQ on...
- Conclusion: Heading that optionally uses primary KW.
- Related to >> “Related To (main subject matter)”. It’s here that you’ll list any internal articles or posts you’ll later create links back to this new one.
- Add or change any heading that can merge the ideas shared between the focus KW and another KW. Don’t use the actual KWs. Example: The H2 of “How Much Turkey To Buy per Person” is the merged ideas between focus KW “What Size Turkey” & the secondary KW “How much turkey per person”. The relationship is strongly tied to decided how big a turkey to buy so that you have enough per person.
- Optionally, add any miscellaneous headings for related topics but short paragraph content for a possible future related full article. Uses a popular KW (but not designated for this post). For example, on an apple pie recipe, a consideration for a short paragraph of “How to select good apples” for later writing a complete article.
- Perform final quality control check.  
Ensure H2 & H3 Headings are directly related areas about the rest of the “big picture” items. For example, if this post is about deciding a turkey size to buy, coupled with how much turkey to serve each person, you’ll can also cover the rest of the subtopics very briefly about cooking turkey in the oven, cooking turkey outdoors, and having the right equipment for cooking turkey.
- Tap <Save draft>.

### Write Initial Paragraph (after H1)

- Write the first paragraph that is typically about 3 sentences.
  - 1st sentence: Includes primary and any optionally additional KWs in first sentence, all KWs bolded.
  - 2nd sentence: Ensure it’s a justifiable interest for continuing, e.g., “Keep reading to see ..., and other surprising considerations.”
  - Last sentence: Should include links to appropriate category first and then to tags where this post is listed.
  - Generally, don’t list any posts’ URLs here. They are to be shown later throughout the article and/or under “Related Posts” type of heading.
  - Tap to <Save>.

## 7. SPECIALTY Insertion Checklist (Example New Recipe): 20-70 Minutes

- Insert “WPRM Recipe” block after 1<sup>st</sup> paragraph.
- Tap <Create New Recipe> and follow next steps.
- General section
  - Add Recipe Title & Summary: Ensure it includes text of any KP.
  - Add in Servings count and type.
  - Leave cost empty.
- Times section: Populate and then tap “Recalculate Total Time”.
- Categories section: Populate all items.
- Equipment section: If any, list here.
- Ingredients section
  - Tab “Edit Ingredients”: Populate with 2 or more items. Ingredient name limit is 135 chrs.
  - Tab “Ingredient Links”. Populate any but keep only for internal URLs, if possible. Broken links don’t often appear in even the best technical audits.

- Tab “Unit Conversion”. Only after adding in all ingredients, tap to “Convert All Automatically”. Apply “Keep Unit” for items shown in red.
- Instructions section (required for SEO)
  - Tab “Instruction Media”
    - MUST use 2 or more steps.
- NOTE **Don’t use URLs**: They might become a **negative in “Accessibility” scores** via PSI as being “bad URLs with no discernible reference(s).
- The current ones with Accessibility issues are fixed by these steps (in order):
  - Get into Edit mode of the recipe in post.
  - Go to URL in question (ingredients, instructions, or notes).
  - Copy the text of the affected ingredient, instruction, or notes and paste into Notepad.
  - In the recipe, DELETE the affected recipe item fully (replacing text doesn’t typically work).
  - If this is an ingredient or instruction, create a new blank one. Then, copy-and-paste from notepad back into the new blank entry space.
  - If necessary, move the newly replaced item into correct location.
  - Click to <Save & Close> recipe.
  - Click to <Update> post.
  - Recheck PSI to confirm Accessibility issue is gone.
- Double-check any Baking Instructions to include (can copy sample text; then replace yellow highlighted areas with actual text):
  - Preheat oven to   °F. (at start of recipe).
  - Insert Dish-Sheet-Pan-Skillet covered-uncovered in preheated   °F oven on top-middle-lower rack for    minutes.
- Tab “Metadata”: MUST Populate summary steps.
- Tab “Associated Ingredients”
  - Associate each ingredient to an instructional step.
  - Drag to arrange ingredients order to match recipe’s usage order.
- Add Images
  - Add Primary Recipe Image (1200x675). Can duplicate featured image to upload with different file name and different alt+text. Optionally, use any KW not yet used but related to recipe title.
  - Add images to all instructions steps (480x270) or add none.
- Final Actions: Ensure the recipe SEO is showing okay (yellow). Only needs 1<sup>st</sup> recipe rating

## 8. Blog Post CONTENT Checklist: 60-180 Minutes

This blog post content checklist is for everything after previously completed 1st paragraph.

- Write Main Content Under Each Heading.
- Add 3 or more outbound internal links.
- Add 2 or more outbound external links. Consider each link is set to open in a “new window” and “no follow”.
- Ensure 1<sup>st</sup> outbound external link focuses on primary main keyword. Others can focus on secondary keywords.
- When writing Conclusion paragraph, include a bolded, focus KW in 1<sup>st</sup> sentence. Write in a way that summarizes what was covered in the post. Content should be interesting enough as if reader has jumped to this section to decide if the post should be read. After that, write for further call-to-actions such as clicking for other posts, leaving comments, or sharing.
- Tap to <Save>.

## 9. MEDIA & DESIGN Checklist: 20-45 Minutes

Now the focus is to insert infographics, tables, pictures, videos, and to set any graphical settings for visual appeal.

- Consider optimization stage prior to uploading each one (using app Riot Optimizer or online at <https://tinypng.com/>).
- Compress & then insert content Images following these rules and guidelines.
- When feasible, have remaining post images use additional KWs in alt\_text.
- Never use an image from the Media Library more than once.
- Never duplicate another image's alt\_text in the Media Library.
- If uploading a duplicated image file, ensure the filename has been changed before uploading. And its "alt text" are different.
- Insert post's featured image (1200 x 675 px) using focus KW as file name and alt\_text. This significantly boosts the SEO internal metric score.
- Must add one post image using focus KW as part of file name and part of alt\_text. Optionally, repeat with images for remaining keywords.
- Ensure all blocks (e.g., image blocks) have WP properties of "Title Attribute".

## 10. PUBLISHING Blog Post Checklist for SEO: 5-15 Minutes

- Perform a final review and consideration of any high DOM metrics. Or, can publish, perform a PSI check, and address it only if high DOMs are reported.
- Reconfirm SEO metrics are good before publishing.
  - No paragraph is over 150 chrs.
  - No heading has total content text over 300 chrs.
  - Optionally, check readability and grammar. Can use tools like "[TextFocus](#)".
- Publish it only if ready to perform the next checklist right after publishing steps.

## 11. IMMEDIATELY AFTER PUBLISHING Post Checklist: 10-15 Minutes

Perform Quality Control Check. Confirm new post appears in newest posts, appears in correct category, and uses correct slug.

- On other posts, add the new post's link where appropriate. As a minimum, look over the new post for any internal links used. Then, you'll know which posts should potentially have a new internal backlink inserted.
- Check PSI for metric details that can be fixed now. For example, if DOMs are too high, consider to remove TOC (depends on post length). But, for Kadence, it adds 50-100 DOMs.
- if using LiteSpeed plugin, inspect WP post properties of VPI are populated (typically to disable lazy load for header logo & featured image).
- Submit new URL for Indexing (or submit vi
  - Google: [Google Search Console](#); look under "Inspect any URL..."
  - Bing: [Bing Webmaster Tools](#)

## 12. ADMINISTRATIVE TASKS After Publishing Post Checklist

- Make Spreadsheet file log entry for "new post published".
- In local files, move the working post folder over to the published posts folder.
- If any changes needed, update these checklists or any time duration for each section.
- Printout this procedure for the next post to do.
- Recipes only:
  - Consider asking for a recipe rating (it adds this post into some Search Engines' "Review Snippets").
  - Add it to personal recipes mobile app, after deleting any previous, old recipe, if existed.

## Social Posting Checklist to Share New Post

Perform one or more of the following methods to share the new post to social platforms.

- Create or Schedule Social Posting manually or using posting tool.
- Use Creasquare tool to post socially.
- Use Postly to create or schedule announcement of new post.
  - Go to <https://app.postly.ai/login>. View in FULL SCREEN mode. Or, visit the main site at [Postly.AI](https://Postly.AI) for any documentation.
  - Tap on “Select Platforms” & select desired platforms, e.g., “Select All” & tap <Continue>.
  - In “Create a post”, enter in social posting content & end with URL.
  - Tap <Add Media> fm footer; upload min 1200px image (any shape).
  - Scroll down to populate any custom required entries shown for various social platforms.
  - Respond to fix anything that's prompted.
  - Scroll down and tap to publish or schedule it.

## 13. OPTIONAL TASKS After Publishing Post Checklist

- For Squirrly SEO, consider to assign labels to this post’s new KWs added into Briefcase.
- Make individual backups related to
  - Create article's PDF file.
  - Backup using Zippy plugin or other backup.
  - Recipes Only: Create recipe's PDF file and Backup using WPRM Export feature.
  - Backlinks Post Publishing Work
    - Review the list of desired backlinks to send out advising of links used & requesting returned backlinks, using draft email template.
    - Create a separate domain name folder in local files, in the post’s folder. This is for saving various exchanged related backlink emails and other communications.