Editing Checklist For Blogs

▶ STEP 1: EVALUATE THE CONTENT'S EFFECTIVENESS

- ☐ Does it meet the objective of the piece?
- ☐ Is the piece clearly speaking to the right audience?
- ☐ Is the material presented in a logical order?
- ☐ Is it written in an engaging manner?
- ☐ Is it substantive?
- ☐ Will the introduction draw people in?
- ☐ Will the conclusion spur people to take action?

NOTES:

▶ STEP 2: LINE EDIT

- ☐ Are the sentence and paragraph structures simple and easy to follow? Check for:
  - Clarity around the words "it" and "this"
  - Wordiness
  - Sentence construction
  - Comparison words
  - Beginning a sentence with the words "There is" or "There are"
- ☐ Is the punctuation correct?
- ☐ Are headings correctly capitalized?
- ☐ Does it speak directly to the reader?
- ☐ Do quotes read well?
- ☐ Are bulleted lists properly introduced and consistently formatted?
- ☐ Is the post generally free of jargon?

NOTES:

▶ STEP 3: WRAP UP

- ☐ Does it have a strong title?
- ☐ Are the keywords properly included?
- ☐ Are visuals included and are they accurate?
- ☐ Are all the links correct?
- ☐ Are the names of referenced websites and companies spelled correctly?

NOTES: