

NEW POST Checklist For Site

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

- ☐ Ensure theme and plugins are current and UpToDate as part of a [WP Security Check](#).
- ☐ Process any pending comments.

2. Prepare New Post Local Work Area: 5 to 10 Minutes

- ☐ Create a new post's working, local folder (using possible slug name) on PC for post's working files & media.
- ☐ Append to the folder name remaining needed items, e.g., "post slug name - need KWs + Pics + recipe".
- ☐ Copy over any template files (I use a "[History of Previous URLs.txt](#)" file)
- ☐ Copy over any media & notes files (media, notes, etc.).

3. KEYWORDS RESEARCH Checklist: 20-30 Minutes

- ☐ Go back-and-forth between 1 or more keyword research tools to identify KWs for post topic.
- ☐ Save KW data file(s) to post's working folder.
- ☐ In KW data file, review data & identify slug, h1, h2s, h3s, & recipe name (for recipe posts).
- ☐ OPTION to repeat checklists 2 & 3 until topical cluster is done for multiple posts' topics.

4. NEW DRAFT POST Checklist: 15-25 Minutes

Finalize New Post Working Folder Readiness

- ☐ Verify needed media is available
- ☐ Rename new post's local working folder to be chosen slug name.
- ☐ I will update my "_history of previous URLs.txt" file to show decided current URL, using slug name.

Make New Post Draft & Quick Settings

- ☐ Create New Post draft using initial Post Title as h1 determined value.
- ☐ 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 SEO Settings

- ☐ Assign Focus KW & 1-3 additional KWs.
- ☐ 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.

5. SPECIALTY Create NEW RECIPE Checklist: 20-70 Minutes

- ☐ 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).

If URLs are used, fix Accessibility issues using 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 _x_ °F. (at start of recipe).
 - Insert Dish-Sheet-Pan-Skillet covered-uncovered in preheated _x_°F oven on top-middle-lower rack for __x__ 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.
- ☐ Under “Nutrition” section, tap to <Calculate Nutrition Facts> and finish it out.
- ☐ 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 1st recipe rating

6. Create Post HEADINGS: 10-15 Minutes

- ☐ Create all full or partial headings for an initial strong topic structure such as these:
 - Specialty Recipe Posts only:
 - Ingredients of ...

- How to Make (step by step) ...
- Storage of ...
- Leftovers of ...
- Calories of ... OR Nutritional Values of ... OR Health Benefits of ... (Note: never insert a recipe nutritional block due to excessive DOM site).
- What goes with ...
- 1st heading: Consider using Main, Primary Focus KW.
- Expert Tips for ...
- FAQ on ...
- Conclusion of ... (use primary KW).
- Related to ...
- ☐ Perform headings quality check
 - Ensure H2 & H3 Headings are directly related areas to the post's topic.
 - Tap <Save draft>.

7. Write Main Initial Paragraph: 5-10 Minutes

- ☐ Right after H1, write the first main paragraph that is typically about 3 sentences.
 - 1st sentence: Include & **BOLD** primary and any optionally additional KWs.
 - 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.
 - Tap to <Save>.

8. Blog Post CONTENT Checklist: 60-180 Minutes

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

- ☐ Specialty (Recipes): Insert "WPRM Recipe" block w/Existing Recipe after 1st main paragraph.
- ☐ Write main content under each heading.
- ☐ When writing Conclusion paragraph, include a bolded, focus KW in 1st 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.
- ☐ 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 1st outbound external link focuses on primary main keyword. Others can focus on secondary keywords.
- ☐ 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. When inserting images, optimize each using app "Riot Optimizer" or online tool at <https://tinytng.com/>.

- Compress & then insert content Images following these rules and guidelines.
 - When feasible, have post images use 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.
- ☐ Insert post's "Featured Image" (1200 x 675 px) using focus KW as file name and alt_text.
- ☐ In content, 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 “HTML Anchor” and, if available, the “Title Attribute”.

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

- ☐ Reconfirm SEO metrics are potentially good before publishing.
 - Performance: Ensure no high DOM metrics.
 - 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 next checklist immediately after publishing.

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.
- ☐ 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 ensuring it populated without any “VPI error”.
- ☐ Submit new URL for Indexing using any available internal feature or, submit manually via these URLs:
 - Google: [Google Search Console](#); look under “Inspect any URL...”
 - Bing: [Bing Webmaster Tools](#)

12. 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.

13. OPTIONAL TASKS After Publishing Post Checklist

- ☐ Create or Schedule Social Posting manually or using posting tool, e.g., Creasquare, Postly, etc.
- ☐ For Squirrly SEO, consider to assign labels to this post’s new KWs added into Briefcase.
- ☐ Consider making backups related to post.