WordPress Checklist: Publish a Successful Post or Page - Every Time!

**TITLES MATTER**

- I have chosen a **clear and concise title** using keywords which are meaningful to my reader
- I have avoided **vague titles, jargon or acronyms** that only an “insider” would understand
- I have written a **descriptive title** for this post using proper sentence capitalization

Unsure what to title your post? Try asking a colleague to gather more ideas!

**CONTENT THAT MATTERS**

- I have carefully chosen my content – **How Users Read on the Web**
- I have included readable content that is more than just a “link to a file”
- I have broken up lengthy text **using headings/lists** to make the content easier to read and scan
- I have avoided unnecessary formatting of my text, such as italicizing and increasing font size/color
- I have written a short **Custom Excerpt** for this post. *(Note: This does not apply to Pages)*

To make sure you’re reaching all your audience needs, check out these tips on **Universal Usability**

**DESCRIPTIVE HYPERLINKS HELP ALL READERS**

- I have used **descriptive and informative links** which will be understood and clear to my reader
- I have avoided using “Click Here” as hyperlink text, instead I have used **meaningful clickable text**
- I have used **Anchors to link** within long pages or posts
- I have used the correct syntax when creating an **email link** *(mailto:emailaddress)*
- I have tested and confirmed all my links are working while **previewing my new post**

With your mouse, highlight the meaningful text that will become the hyperlink, and then use the **Insert Link quicktag** to set up the hyperlink.

**USING IMAGES EFFECTIVELY**

- I have only used images that I have the **legal rights to**
- I have carefully selected images which support the ideas and content that I am writing about
- I have properly resized my image before uploading to my Media Library *(tool such as Web Resizer)*
- I have provided meaningful **alternate text** *(alt-text)* and captions to all my images
- I have set a **Featured Image or Post Thumbnail** *(Note: Theme dependent and does not apply to pages)*

If you are looking for high quality photos for your website, [http://www.pexels.com](http://www.pexels.com) features lots of great photos you can use freely, without attribution of any kind.

**STEPS TO ORGANIZE YOUR SITE**

- I have carefully chosen and assigned my post a category(s) based on our **sites planned categories**
- I have used between **1-3 categories** for my post
- I have reused existing categories when appropriate
- I have set an **Expiration Date** for this post to expire *(if applicable)*
- I have chosen the appropriate **Parent Page** *(if applicable)*

Periodically review you existing content to make sure it is up-to-date and meets all of the above standards. Use our handy **Cleanup Plugin** to help walk you through this step-by-step review/cleanup process.