

HOW TO EDIT A BLOG POST

The Ultimate Checklist

BY THE SIDE BLOGGER

EDITING FOR STYLE

- Break up your content with headers and sub-headers.
- Use short but varying lengths for consecutive paragraphs.
- Use clear visual breaks between sections.
- Add images when needed.

EDITING FOR READABILITY

- Check for spelling and grammar mistakes.
- Get rid of adverbs and passive sentences.
- Avoid grammar expletives.
- Switch weak verbs with more stronger, more persuasive words.
- Use contractions to add a personal and informal touch.

EDITING FOR SEO

- Add meta title and meta description.
- Use inbound links.
- Use alt texts for your images.

EDITING FOR ENGAGEMENT

- Add a beautifully designed featured image.
- Add at least one pinnable image.
- Add a CTA (Call to Action) to all of your posts.

