

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

## Titles Matter

### TITLES MATTER

<input type="checkbox"/>	I have chosen a <a href="#">clear and concise title</a> using keywords which are meaningful to my reader
<input type="checkbox"/>	I have avoided <a href="#">vague titles, jargon or acronyms</a> that only an “insider” would understand
<input type="checkbox"/>	I have written a <a href="#">descriptive title</a> for this post using proper sentence capitalization



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

## Content That Makes a Difference

### CONTENT THAT MATTERS

<input type="checkbox"/>	I have carefully chosen my content – <a href="#">How Users Read on the Web</a>
<input type="checkbox"/>	I have included readable content that is more than just a “link to a file”
<input type="checkbox"/>	I have broken up lengthy text <a href="#">using headings/lists</a> to make the content easier to read and scan
<input type="checkbox"/>	I have avoided unnecessary formatting of my text, such as italicizing and increasing font size/color
<input type="checkbox"/>	I have written a short <a href="#">Custom Excerpt</a> 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

### DESCRIPTIVE HYPERLINKS HELP ALL READERS

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



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

### USING IMAGES EFFECTIVELY

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



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

## Steps to Organize your Site

### STEPS TO ORGANIZE YOUR SITE

<input type="checkbox"/>	I have carefully chosen and assigned my post a category(s) based on our <a href="#">sites planned categories</a>
<input type="checkbox"/>	I have used between <a href="#">1-3 categories</a> for my post
<input type="checkbox"/>	I have reused existing categories when appropriate
<input type="checkbox"/>	I have set an <a href="#">Expiration Date</a> for this post to expire (if applicable)
<input type="checkbox"/>	I have chosen the appropriate <a href="#">Parent Page</a> (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.