

# Beginner-Level Content Writing Checklist

## Before Writing

- ✓ Choose 1 main keyword
- ✓ Find 3–5 supporting keywords
- ✓ Check "People Also Ask" for FAQ ideas
- ✓ Write an outline with headings

## While Writing

- ✓ Include main keyword in title, intro, headings, naturally in text
- ✓ Use short paragraphs (2–4 lines)
- ✓ Use lists, bold, headings for structure
- ✓ Add 1–2 internal links
- ✓ Add 1–2 external authority links
- ✓ Include at least 1 image or graphic

## Editing

- ✓ Check grammar and spelling (Grammarly)
- ✓ Check readability (Hemingway) → aim for grade 6–8
- ✓ Make sentences clear and simple
- ✓ Rewrite awkward sentences with Quillbot if needed

## SEO Optimization

- ✓ Write meta description (include main keyword)
- ✓ Check keyword usage (Yoast SEO or RankMath)
- ✓ Use keywords naturally — no keyword stuffing

## Before Publishing

- ✓ Add featured image
- ✓ Add alt text to images
- ✓ Check all links work
- ✓ Add call to action (CTA)

## After Publishing

- ✓ Submit URL to Google Search Console
- ✓ Share post on at least 1 social media channel
- ✓ Save in the content tracking sheet

## Final Tip:

- 👉 **Your English does NOT have to be fancy.**
- 👉 Google prefers **clear, helpful content**.
- 👉 Focus on: helping the reader, answering questions, giving value.