

The 9-Point Blog Content Health Checklist



Run every post through these nine checks. The same audit I automated across three blogs, in a form you can tick off by hand.

- 1 ☐ **Alt text on every image**
No image left without descriptive alt text. Helps screen readers and image search.
- 2 ☐ **Featured image set**
Every post has a featured image so social shares and archive pages get a thumbnail.
- 3 ☐ **Content length** 300+ words
Anything under 300 words reads as thin. Add an example, an FAQ, or a real step.
- 4 ☐ **Freshness** updated within 6 months
Posts untouched for 6+ months go stale. A refresh signals the post is still maintained.
- 5 ☐ **Internal links** 1 or more
At least one link to another post on the same blog. Zero is a wasted signal.
- 6 ☐ **External links** 1 or more
At least one outbound link to a credible source to back up your claims.
- 7 ☐ **Subheadings present** H2 or H3
Break up the text so it is scannable and easier for AI search to parse.
- 8 ☐ **Title not too short** 30+ characters
Under 30 characters leaves click-through on the table.
- 9 ☐ **Title not too long** 60 or fewer
Over 60 characters gets truncated in search results.

Tip: Checks 3, 4, 8, and 9 are just numbers, so they are the fastest to fix. Start there, then work on links and images.

Post title checked: _____