

Online Editing Checklist

Use this comprehensive checklist to methodically refine your content, ensuring every post you publish is professional and polished.



Getting Started

- ☐ You've saved a backup of your original draft before making the final edits.

Review Your Content to Get the Full Picture

- ☐ The entire blog post has been re-read for flow and coherence.
- ☐ The transitions between paragraphs and sentences are smooth.
- ☐ There's a consistent tone and voice throughout the post.
- ☐ Your main points stand out clearly.
- ☐ Your content aligns with the original outline or main points.
- ☐ You've read it aloud to catch awkward phrasings or gaps in logic.

Use the Right Language

- ☐ The blog is free of spelling and grammar mistakes and typos.
- ☐ Editing software has been used to double-check language accuracy.
- ☐ The passive voice has been used sparingly and only when necessary.
- ☐ Jargon has only been used where necessary and has been explained where appropriate.
- ☐ The language and word choice is appropriate for the intended audience.

Double-Check Your Facts and Figures

- ☐ Every fact, figure, or statistic has been validated by reputable sources.
- ☐ The currentness and relevance of all sources and statistics have been verified.
- ☐ Hyperlinks are functional and lead to the correct sites.
- ☐ Quotations are correct and have been properly attributed.

Format Your Text and Images

- ☐ Font styles, colours, and sizes are consistent throughout the post.
- ☐ Bulleted and numbered lists and indents are consistent.
- ☐ Images are of high quality and optimised for web use.
- ☐ Images are appropriately sized and aligned with the text.
- ☐ There's sufficient whitespace for easy readability.

Evenly Distribute Your Keywords

- ☐ Keywords align with your content and target audience.
- ☐ Keywords appear naturally throughout the post.
- ☐ Synonyms and LSI keywords have been used.
- ☐ Keywords appear in key locations like headings, subheadings, and meta descriptions.
- ☐ Keyword density is optimal based on keyword research.
- ☐ There is no evidence of keyword stuffing.