# 2018 Blog Health Checkup: 20-Checks in 20-Minutes

It's always great idea to double check that your blog and blog articles are healthy, and SEO friendly. It's also important to get other expert opinions. So, here's mine. Keep in mind, I've been doing this for 20+ years. This 20-point list should take you 20 minutes or less to complete.



- I researched a list of **topics before** I started writing articles.
- I used a **keyword research** tool to help brainstorm my list of topics.
- I have a **featured image** in each blog post.
- I have a **blog calendar** showing when and which days I'm posting new arti
- My **featured image** is automatically displayed when shared
- I have **share buttons** on each blog post.
- I regularly **use images** throughout each blog post, as often as I can.
- All of my images have **alt tags** and captions for SEO.
- I have an **email capture form** on each post.
- I give away a **free download** on each post, in exchange for an email.
- I regularly **bold** the sentence using my target keywords in my blog posts.
- When relevant, **I link to my other posts** as often as I can.
- I aim for longer, **more in-depth posts** because they usually rank higher.
- I have **Google Analytics** installed

- I have **Google Search Console** setup.
- I show **related articles** on each post to keep people on my blog.
- My subscribers **automatically get emailed** new posts when I publish.
- My blog is **responsive** because so many people read on mobile devices.
- My new posts are **indexed by Google** I've searched and found them

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