Content publishing checklist

CHECKLIST TEMPLATE

Business _____ Location _____ Date _____

Each piece

Before each post or page goes live

TASK	NOTES	INITIALS
Content		
☐ Check it answers the brief and the target search		
☐ Edit and proofread it		
☐ Check facts and figures and link to the sources		
☐ Get the client's written approval		
On the page		
☐ Set the page title and meta description		
☐ Check there is one H1 and the headings are in order		
☐ Compress images and add alt text		
☐ Check every link works and opens the right page		
Publish		
☐ Preview it on desktop and mobile		
☐ Publish or schedule it at the agreed time		
☐ Check it is live, indexed and shared as planned		

Completed by _____ Checked by (manager) _____ Date _____ Notes _____