

# The WordPress Publishing Checklist by Lorelle VanFossen



- Add the Title**
  - Title capped, short, and concise, no punctuation
- Write the Article:** Write in proper [article structure](#) for maximum readability.
  - If prepared in word processor, paste using the Text Editor or [the Paste from Word option](#).
- Add Links:** Add links in [properly formed HTML links](#).
  - All links are required to have a title attribute describing the destination of the link.
  - Link to [other posts, Pages, categories, and previous posts](#).
  - Do not open in a new tab or window or use [this example \(link opens in new window\)](#).
  - Linking to downloadable media, use [this example \(PDF\)](#).
- Add Headings**
- Add Blockquotes and Citations:** Keep [citations and credits](#) to the source consistent.
- Add Lists**
- Add Images:**
  - Optimize the image before uploading:
    - File size no larger than 150K
    - Image width no wider than 1500px max
    - File name is the image title (with spaces)
  - Upload image:
    - Adjust title if necessary
    - Add Alt Text (required)
    - Image set as attachment
    - Image aligned properly
    - Image sized properly
- Set the Excerpt:** Locate a spot about one to three paragraphs into the article and place the **MORE** feature in between paragraphs or at the end of a paragraph.
- Select Categories (Posts):** Place the post in the most appropriate and related category on the site. If the category has a parent, check it, too.
- Add Tags:** Add one word or a short phrase, usually no more than 4 words, all in lower case.
- Add the Featured Image (if necessary)**
- Save as Draft and Preview Post**
- Set Publish Options:** Depending upon the needs of the author, client, or site, set the **Publish** options for **Visibility** as public, private, or sticky post.
- Pre-Publish Tips:**
  - Do Not Style the Content
  - Use Short Paragraphs
  - Avoid Bold and Italic Abuse
  - No Link Dumps
  - Get to the Point
  - Nouns not Pronouns
  - Make Images Matter
- Last Check Then Publish:** Looking good, **Publish**.

Customize this WordPress Publishing Guide to meet the needs of your specific site and WordPress Theme. *You are permitted to print and share this guide for educational purposes only.*