

Content Publishing Checklist

A content publishing checklist makes sure every article goes live with the right intent, metadata, heading structure, topical completeness, internal links, images, schema, and indexability, then verifies it after publication.

16 checks · 8 sections · For: Writers, editors, content managers

Site: _____ Checked by: _____ Date: _____

TOPIC AND INTENT

☐	Confirm intent	Content type matches query intent	High
☐	Choose primary query	One primary query defined	High

METADATA

☐	Write title	Unique and compelling	High
☐	Write meta description	Clear summary	Medium
☐	Set URL	Short and descriptive	Medium

STRUCTURE

☐	Set H1 and headings	Logical outline	Medium
--------------------------	----------------------------	-----------------	--------

CONTENT

☐	Check completeness	Covers related subtopics and questions	High
--------------------------	---------------------------	--	------

LINKS

☐	Add internal links	2 to 5 relevant internal links	Medium
☐	Add external references	Authoritative sources cited	Low

MEDIA

☐	Add images with alt text	Images compressed with alt text	Low
--------------------------	---------------------------------	---------------------------------	-----

TECHNICAL

☐	Add schema	Article schema set	Medium
☐	Add Open Graph	Social tags set	Low
☐	Check canonical and indexability	Self canonical and indexable	High
☐	Check sitemap	URL appears in sitemap	Medium

POST-PUBLICATION

☐	Verify live page	Returns 200 and renders correctly	High
☐	Request indexing	URL inspected in Search Console	Low

Common mistakes

- Publishing without a primary query
- No internal links from existing pages
- Missing schema and Open Graph tags

- Not checking the live page after publish

When to run this checklist

- Before publishing any article or page
- When updating existing content
- As part of editorial QA

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.