Publishing Checklist

- [ ] Write a great title
- [ ] Make your URL short and clear
- [ ] Add a featured image
- [ ] Use proper heading tags
- [ ] Link to and from relevant content
- [ ] Format your links properly
- [ ] Keep your paragraphs short
- [ ] Use bullets and numbered lists
- [ ] Save your images in the proper dimensions
- [ ] Save your images in the correct format
- [ ] Save your images using a descriptive file name
- [ ] Compress your images
- [ ] Add descriptive alt text to images
- [ ] Write a descriptive title tag
- [ ] Add a compelling meta description
- [ ] Optimize your page for social sharing

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