

Checklist to Write a “Pillar Page” Blogpost

Sr#	Task	<input checked="" type="checkbox"/>
1	Did you provide a thorough, all-encompassing rundown of the topic you’re writing about?	<input type="checkbox"/>
2	Did you provide relevant examples and accurate facts and stats to prove your understanding of the concept?	<input type="checkbox"/>
3	Did you link to all of your supporting blog posts in the cluster?	<input type="checkbox"/>
4	Did you properly cite and backlink your sources?	<input type="checkbox"/>
5	Did you go back to those posts and link to this pillar page?	<input type="checkbox"/>
6	Did you spell check and proofread?	<input type="checkbox"/>
8	Choose a call to action for the blog.	<input type="checkbox"/>
9	Are there at least 2-4 images?	<input type="checkbox"/>
10	Is there at least one piece of interactive content embedded in the body (video, social media post, calculator, podcast, audio file)?	<input type="checkbox"/>
11	Is the post 1,500-2,000 words at minimum?	<input type="checkbox"/>
12	Publish the blogpost.	<input type="checkbox"/>
13	Create a content marketing plan.	<input type="checkbox"/>
14	Analyse your blog content via content audit.	<input type="checkbox"/>