

Content Planning Checklist for Affiliate Blog Posts

Use this checklist to organize your ideas and ensure your affiliate blog content is optimized for your goals and audience.

Step 1: Clarify the Post's Purpose

(Check all that apply)

- Educate the reader about a topic
 - Answer a specific question
 - Compare similar products or services
 - Promote an affiliate product
 - Capture email leads (build your list)
 - Increase topical authority on a subject
 - Rank for a specific keyword or keyword cluster
 - Drive traffic to a sales funnel or landing page
 - Encourage social sharing
 - Support a larger piece of pillar content
 - Repurpose for future content (e.g., email, social, video)
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Step 2: Define Your Target Keyword(s)

Primary Keyword:

Secondary Keywords:

Intent (circle one): Informational Transactional Navigational

Internal Links to Include:

External Links to Include:

Visuals/Media Needed:

Step 5: CTA and Monetization

Main Call to Action:

Affiliate Product or Offer:

Email Opt-In Opportunity:

Other Monetization Method:

Step 6: SEO Prep

Meta Title:

Meta Description:

URL Slug:

- Featured Snippet Opportunity? (Y/N)
- Schema Needed? (Y/N)

Step 7: Content Repurposing Plan

This content be repurposed into:

Step 8: Optimize Before Publishing

You can use plugins such as Yoast SEO to help check these for you:

- Keyword used in title
 - Keyword included in first 100 words
 - Keyword used naturally throughout content
 - Proper use of H1, H2, and H3 headings
 - Title tag optimized (length, relevance)
 - Meta description includes keyword and is compelling
 - URL is short, clean, and includes keyword
 - Internal links to related content
 - Outbound links to authoritative sources
 - Alt text on all images
 - Optimized image file sizes (for fast loading)
 - Mobile-friendly formatting
 - Readability score is appropriate for your audience
 - Page speed is optimized
 - Content answers search intent clearly
 - Featured snippet opportunities targeted
 - Schema markup included (if applicable)
 - Content length aligns with top-ranking pages
 - CTA is clear and well-placed
 - No broken links or technical SEO issues
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Step 9: Promote Your Post

(Check all that apply once completed)

- Share on Facebook page or group
- Post to X (formerly Twitter)
- Create and share a Pinterest pin
- Post to LinkedIn (personal or business page)
- Publish a YouTube short or video summary
- Share on Instagram or Instagram Stories
- Submit to relevant subreddits
- Email to your newsletter list
- Share in niche Facebook or online communities
- Submit to content aggregators (e.g., Mix, GrowthHackers)
- Reach out to influencers or partners to share
- Repurpose into a Quora or Reddit answer with a link
- Link from existing related blog posts
- Run a paid promotion (Facebook/Google/Pinterest ads)
- Include in your blog's sidebar or homepage feature
- Turn into a lead magnet or content upgrade
- Repurpose into a slide deck for SlideShare or LinkedIn
- Create a short audio clip or podcast mention
- Answer related questions on forums and drop the link
- Schedule reposts over the next 30–60 days

Final Notes:

Deadline:

Author:

Notes

