

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:

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Secondary Keywords:

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Intent (circle one): Informational Transactional Navigational

Step 3: Map the Content Type

Choose the most appropriate content format:

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| <ul style="list-style-type: none"><input type="checkbox"/> Product review<input type="checkbox"/> Top 10 or best-of list<input type="checkbox"/> Comparison post<input type="checkbox"/> How-to guide or tutorial<input type="checkbox"/> Case study<input type="checkbox"/> Buyer's guide<input type="checkbox"/> Problem-solution post<input type="checkbox"/> Product roundup<input type="checkbox"/> FAQ or myth-busting post<input type="checkbox"/> Tool or resource page<input type="checkbox"/> Interview or expert roundup<input type="checkbox"/> Opinion piece or editorial | <ul style="list-style-type: none"><input type="checkbox"/> Step-by-step guide<input type="checkbox"/> Research-based post<input type="checkbox"/> Roundup of industry news<input type="checkbox"/> Customer story or testimonial<input type="checkbox"/> Checklist or template<input type="checkbox"/> Ultimate guide<input type="checkbox"/> Resource list or directory<input type="checkbox"/> Trend analysis post<input type="checkbox"/> Visual or infographic post<input type="checkbox"/> Event recap<input type="checkbox"/> Guest post or collaboration |
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Step 4: Plan the Structure

Tentative Titles:

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Headings/Subheadings:

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Internal Links to Include:

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External Links to Include:

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Visuals/Media Needed:

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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:

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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

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

