# Don't forget to spellcheck

## a readability checklist for your content

We get it -- you've spent a lot of time putting together your work, and you can't wait to get it out in the world. But avoid potential missteps and check off the items below before you click 'publish.'

☐ **Have you used a lead-in image that fits the content of the article?**
Imagery sets the tone for an article, and encourages readers to dive in. Choose colorful, on-topic images that fit the style and tone of your blog. Bonus points if you stay away from stock imagery!

☐ **Do you have a header that is intriguing and matches the content below?**
Your post title is probably the most important piece of a successful article. Make sure it encourages interest and is relevant to the content that follows.

☐ **Are you clear of any potential areas that may be a "wall-of-text?"**
Designate "sections" of content to allow for structured reading experiences that lead to clearer understanding and engagement.

☐ **Do you use sub-headers that inform the content that follows ?**
Subheadings designate natural sections to break up long stretches of text, add visual interest, and foster reading comprehension.

☐ **Did you spell check?**
(Just in case you need a reminder.)