

# Blog Post Format Checklist

Companion worksheet to "The Ideal Blog Post Format for AI Citation"

There is no magic format, but there is a shape that consistently makes a post easier for AI to scan, find a clean answer inside, and quote. Pick one recent post and mark each element present, partial, or missing. The gaps are your rewrite list.

## 1. Score one post against the format

For the post you chose, mark each element: P present, ~ partial, M missing.

| P                        | ~                        | M                        | ELEMENT                                                                            |
|--------------------------|--------------------------|--------------------------|------------------------------------------------------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Specific title</b> names the question or topic, with the city if local          |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Opening that answers directly</b> the answer up top, no windup or bio           |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Navigable headings</b> descriptive subheads, one per real subtopic              |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Short paragraphs</b> one idea each, clean boundaries                            |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Specifics, not generalities</b> real numbers and local detail a model can quote |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>A named author</b> real byline linked to a real bio page                        |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>Contextual internal links</b> three to five, descriptive anchor text            |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <b>A closing that lands the point</b> a distilled takeaway, not a sales pitch      |

## 2. The extraction test

Read the post as a model would. Find two or three sentences it could quote without paraphrasing.

The most citable sentence already in the post:

If you could not find two or three, the fix is more specifics, clearer paragraphs, or both. Note the weakest section:

## 3. Your commitments

Turn the score into three concrete moves.

### This week.

Rewrite the post above to close its biggest gaps from Section 1. The element I will fix first:

### This month.

Build a reusable template with all eight elements built in, so nothing gets omitted. Where I will keep the template:

### Ongoing.

Before publishing, confirm a model could lift two or three clean sentences. The check I will run every time: