HOW TO WRITE A BLOG

CHECKLIST

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- ☐ Identify keyword or keyphrase
- ☐ Targets a niche
- ☐ Solves a problem
- ☐ An enticing or intriguing headline
- ☐ Uses keyword in the headline
- ☐ Uses keyword in the introduction
- ☐ Uses original analogies
- ☐ Includes a call to action
- ☐ Gives actionable steps
- ☐ Offers something free to download
- ☐ Includes video content if you have
- ☐ Includes Images
- ☐ Images include Alt text and Title text
- ☐ Images are no more than 100kb
- ☐ Add a blockquote HTML tag
- ☐ Caption HTML tag below images to add extra context/keyword referencing
- ☐ Uses data to back up statements
- ☐ Uses H2, H3, H4 tags
- ☐ Breaks up walls of text with bullet and numbered points, italics, etc
- ☐ Meets the word count
- ☐ Is it in the correct tone of voice?
- ☐ Is it written in the first or second person?
- ☐ Is it written in an active voice?
- ☐ Does it include transition phrases?
- ☐ Have you answered the question?
- ☐ Edit and proof it
- ☐ Url (remove connector words, e.g., at / in / to)
- ☐ Title Text includes keyword
- ☐ Meta description includes keyword and call to action (check it out / see for yourself)
- ☐ Include the publish date
- ☐ Add social share icons
- ☐ 5 - 10 Internal links
- ☐ Links to a pillar article
- ☐ Post about it on social media