

# BLOG POST CHECKLIST

## HOW TO WRITE AMAZING BLOG POSTS

### RESEARCH

- Find a low competition, high volume KW
- Review Google Top 2 Results
- Review Google Suggested Searches
- Make a list of related keywords to include in post

### WRITE

- Open with an open loop story
- Draw the reader in with emotions
- Add images or proof
- Use a good headline
- Embed YouTube video
- Close the loop in the conclusion
- Summarize your post
- Include a clear CTA in your post
- Add outbound links
- Quote experts
- Add internal links
- Include read more link to your content at the end
- Add correct category
- Add tags
- Images
  - Create 2-3 pin images
  - Create a featured image
  - Add alt text to images
- Extra Credit
  - Add an infographic or chart
  - Create a new freebie for the post
- Proofread

### OUTLINE

- Use kws naturally in post and in headline
- Use H1, H2 and H3 headings
- Bold important key phrases
- 1,000+ words
- 3-7 Topics (H2 headings)
- Short paragraphs (2-6 sentences each)
- Use bullet points

### PUBLISH

- Double check links
- Double check email signup
- Interlink on older posts
- Make post shareable

### PROMOTION

- Share with friends
  - Facebook
  - Email
  - Instagram
  - Pinterest
  - Twitter
- Link to your guest post from your blog
- Check the post to answer comments
- Repurpose the content