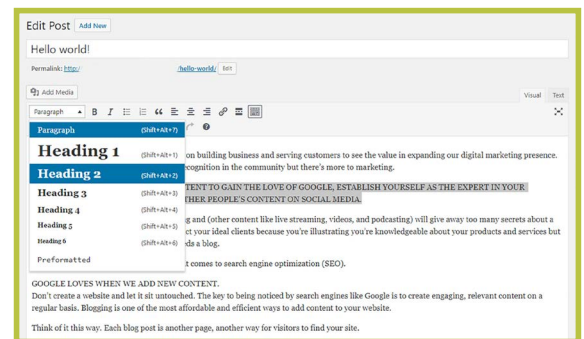


» CHECKLIST «

What Every Blog Post Needs

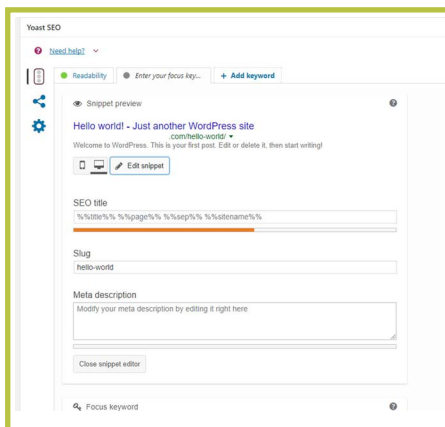
- ❑ **Choose a topic.** Review Google Analytics to understand how people are finding your website. Listen to clients and prospects to understand what they want to know about you and/or your business. These questions and comments become keywords and ideas you track on a spreadsheet. Then create content from these ideas.
- ❑ **Identify a keyword** or phrase related to the topic to use in blog post title and every 100 words in the post.
- ❑ **Search current blog posts** for related content. Link those posts in the one you're writing. It is helpful to have an idea of the content you're linking prior to starting to write so you can weave that content into the new post.
- ❑ **Research, write, re-write** 350–550 words per post unless otherwise noted. There may be times where it makes sense to go longer, but often long posts can be broken into smaller, bite-size pieces.
- ❑ **Use bullet points, bold, and numbering** where it makes sense. For example, if the post is called 5 Ways to Save for Retirement, use numbering and make each point bold: **1. Start Saving for Retirement Early** then add the content for that point.
- ❑ **Review blog post for keyword usage.** Recommended to use keyword in title, bold heading, and every 100 or so words. This isn't a variation of the keyword; it is the exact word or phrase.
- ❑ **Add IMAGE or GRAPHIC** for every blog post. PRO TIP: Don't just Google. Use Pexels, Death to Stock Photo, iStock and more to avoid copyright infringement: <https://www.canva.com/learn/free-stock-photos>
- ❑ **Post to WordPress website.** Use the Yoast plugin to maximize your efforts. Include the keyword, metatag, and meta description on each post. Add at least **THREE Header 2s (H2)** and include the keyword in one of these to boost Google visibility.



LEARN MORE:

Legally Using Images

<https://www.socialmediaexaminer.com/how-to-legally-use-images-in-social-media-marketing>



What is Yoast?

<https://yoast.com>

<https://yoast.com/wordpress-seo>

Using Yoast for WordPress

<https://moz.com/blog/using-yoast-seo-for-wordpress>

Why Meta Descriptions Matter

<https://blog.hubspot.com/marketing/meta-descriptions#sm.000017vqna84yics7r1iteic3fje5>

How to Write Effective Meta Descriptions for SEO and Social Media

<https://blog.hubspot.com/marketing/how-to-write-meta-description-ht#m.000017vqna84yics7r1iteic3fje5>