

CREATING THE PERFECT BLOGPOST CHECKLIST



Lilach Bullock
Generate leads that convert

The way your blog post looks can have a huge impact on the success of your blog.

What does your blog look like to a first time visitor? Is your content easy to find, logically written, and arranged on the page in a way that is easy to read?

1 HEADLINES

Have you chosen a working title for your blog post?



2 PREPARING YOUR POST

Have you created an outline of the post?



3 GROW YOUR POST

Have you expanded your outline into a full blog post?

4 THE INTRODUCTION

Have you created an introduction that captures your readers attention?



5 THOROUGHNESS

Have you covered every important aspect of the topic?

6 CALL TO ACTION

Have you included a 'Call to action' at the end of your post?



7 KEYWORDS

Have you included keywords at appropriate points in the post?

8 SEO

Have you SEO'ed the post and added a meta description?

