

ESSENTIALS CHECKLIST FOR BLOGGING

Refer to this handy checklist to make sure you're getting the most value from your blogging efforts.

CONTENT

- Substantive yet concise: between 500–1,000 words
- Jargon-free and written in natural language and active voice
- Reflects your personal voice—the way you would speak to a client
- Expresses an original and authentic point of view
- Offers valuable expertise, insight, and guidance
- Answers specific questions you have heard from your clients
- Addresses the pain points of your current and prospective clients
- Promotes and/or supports your niche offering
- Has been proofread by another person

TITLE + LINKS

- Title is catchy, to the point, relevant, compelling, and 55 characters or less
- Content accurately matches the title
- Includes links to related articles (or past blog posts)
- Includes a link to contact you

FORMAT + IMAGERY

- Avoids big text blocks in favor of headlines, subheads, bullets, and callout quotes to make your post engaging to read
- Features a high-quality hero image that relates to your topic
- Contains lists, how-to's, case studies, and Q&As whenever possible
- Analytics are in place to check post performance
- Easy to read on mobile devices

SEARCH OPTIMIZATION

- Set up Google Analytics
- Share a link to your blog on your social media platforms (LinkedIn, Twitter, Facebook, and/or Instagram) with a provocative message or teaser
- Share your blog posts with your team and ask them to share it with their networks
- Include meta descriptions (the short descriptions that that appear in Google search results, right below the blog title)
- Ensure that your meta descriptions relate to your blog post title and expand upon it, but don't duplicate the title
- Include keywords (common phrases a client or prospect would use to look up this article in the post title, URL, and 1-2 times in the copy)
- Tag a related blog post (previously written) to your new post
- This post maps to what your readers are already showing you they are interested in reading, based on analytics