Ultimate Blog Checklist

Don't just write...optimize your content so that people will actually want to read it!

Before You Write	1. Pick Your Niche/Brand...and stay focused ☐	2. Look at competitors for inspiration...do it better ☐	3. Think about target audience and how you can help them solve a problem ☐
4. Select Your Keywords ☐	**Start Your Outline**	5. Create H1 Title using keywords ☐	6. Create supporting H2 tags...stay focused and consistent ☐
7. Write Appealing Introduction-Pull in your readers! ☐	8. Write Supporting Content: stay positive and persuasive ☐	**While Writing**	9. Keep Fonts Easy to Read: simple style and no smaller than 14-16 px ☐
10. Strive for Optimal Word Count: Let competitor be your guide or try for 2500 words ☐	11. Insert Internal and external links ☐	12. Make Easily Scannable: -bullet points -numbers -headers -small chunks of text ☐	**After Writing**
13. Make Blog Easy to Navigate by adding: -table of contents -anchor links ☐	14. Make It Visually Appealing: -relevant images -featured image ☐	15. Add 1 Call to action such as: -leave a comment -share on social -sign up for email list ☐	16. Optimize Page Speed: PageSpeed Insights ☐

BLOG POST TEMPLATE

learnandserve.org

H1 HEADING/Keyword Rich Title

Featured Image:

Quality image relevant to content, eye Catching and unique

Catchy Intro: Short and sweet, grab the reader's attention, briefly outline the point of the content to follow. Make them want to read more.

H2 HEADING/Keyword Rich but not stuffed

Main content: Prove you are the expert by offering your solutions to your reader's problem. Break up your paragraphs so that there aren't large chunks of text. Use numbered lists or bullet points if possible.

Add Additional Image, Infographic or Video

Use this to break up text and be sure to use optimized image

H2 HEADING/Keyword Rich but not stuffed

Add as many H2 subheadings and sections of content necessary to complete your piece. Remember not to use any H1 tags for subheadings, only one should be used and assigned as your title.

Conclusion: Wrap up the article and push people to action with one of the following:

| SOCIAL SHARE BUTTONS | LEAVE A COMMENT | BUY OUR PRODUCT | SIGN UP FOR E-MAIL LIST |