How To Write The Perfect Blog Post



Most Be Audience Conscious

- [ ] Is this blog post telling a story, answering a question or solving a problem? Be sure that each post is either gonna help, entertain or educate your reader.

Grab The Attention Of The Reader

- [ ] Use a catchy headline. Grab the attention of your reader!
- [ ] Within the 1st paragraph be sure to spark the interest of the reader.

Make Sure The Post Is Readable

- [ ] Use SEO tools effectively.
- [ ] Place visuals throughout the post to help break up the text.
- [ ] Use bullet points and/or numbered lists.
- [ ] Use short sentences and limit difficult words.
- [ ] Use Subheading (ex. HI, H2, H3, etc)
- [ ] Use transition words. - Give direction.
- [ ] Thoroughly check grammar and spell check (I highly recommend using Grammarly)

Provide Value

- [ ] What value are you providing your reader with?

Be Strategic

- [ ] Include 2-3 Pinterest pins throughout the blog post.
- [ ] Include 2-3 content upgrades throughout the blog post.
- [ ] Determine what the one-liner quote will be and create a "Click to Tweet".

CALL-TO- ACTION (CTA)

- [ ] Include internal and external links.
- [ ] Include internal and external links. Ask your readers to do something (ex. subscribe, follow you on social media, etc).

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