

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. H1, 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.
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