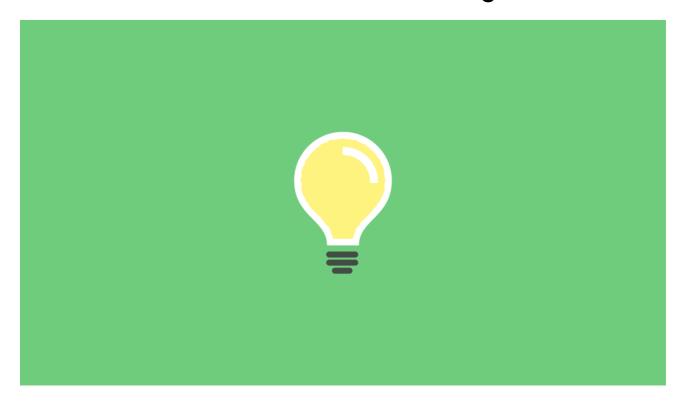
How To Write The Perfect Blog Post



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. sub Make and Share Fige). Checklists checkli.com		