

BLOGGING CHECKLIST

- ➔ **Post Title** – Write an attention-getting headline. Include your keywords if possible.
- ➔ **Purpose** – What's the purpose or “call-to-action”? Make sure you get your point across loud and clear.
- ➔ **Target** – Who are you writing for? Picture them in your mind while you write.
- ➔ **Benefits** – What will your readers get out of your post? Make sure it's something positive.
- ➔ **Evergreen** – Create a timeless and classic post that will get results for years to come.
- ➔ **Images** – Drive your point home even further with a compelling image.
- ➔ **Scannable** – Use formatting like bullets and sub-headlines to break up long text.
- ➔ **RSS** – Capture your new readers and encourage them to subscribe to your RSS feed.
- ➔ **Related Links** – Revive old posts by linking to them strategically throughout your post and/or at the end of it.
- ➔ **Social Media** – Add the icing on the cake with some social bookmarking links.