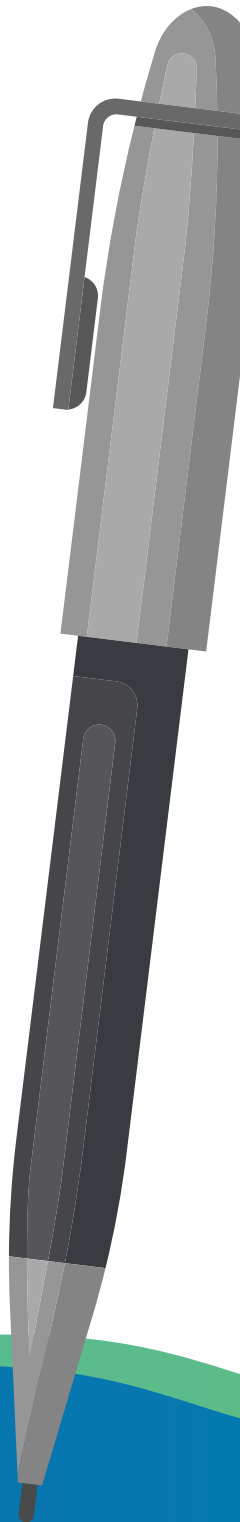




# THE ULTIMATE BLOGGING CHECKLIST

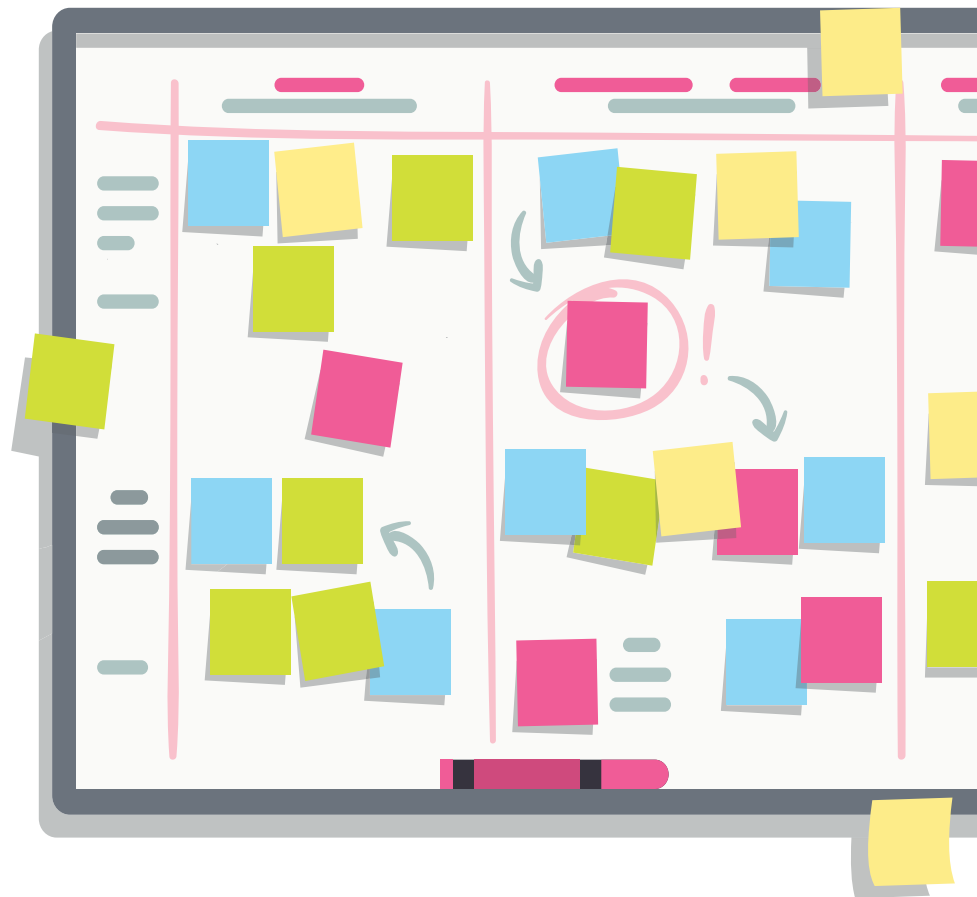
Create Blogs that Deliver the Results You  
Need to Hit Your Big Picture Goals

Your blog is one of your most valuable marketing assets. You can't afford to neglect it or throw things together without best practices in mind. This checklist is perfect for helping you stay on track and drive the best results for your blogging efforts. Follow each part of this checklist as you plan, create, promote, and analyze your blog content.



# 01. PLANNING

To drive real business results through blogging, you need to get creative and conduct thorough research so you know you're delivering insightful, engaging content for the right audience.



## ✓ **Get to Know Your Buyer**

Conduct buyer persona research, using market research and real data from current customers. This helps you identify who exactly your ideal customer is and what kind of content they will be looking for.

## ✓ **Create a List of Your Prospect and Customer FAQs**

Interview people in your sales department, and create a list of questions they frequently receive from prospects and customers. These questions can inspire blog content ideas.

## ✓ **Get Inspired with Industry News and Recent Events**

Make sure to monitor trending topics and stay on top of industry news and recent events. Frequently follow or subscribe to thought leaders in your field to learn what's going on in the industry, and consider how certain trends will affect your industry and your clients' industries.

## ✓ **Conduct Keyword Research**

Using all the research you did on buyer personas, industry news, and customer and prospect FAQs, start identifying what keywords you want to rank for. Your research should be based on those keywords' monthly search volumes and competition rankings provided by a keyword research tool. Build a list of keywords so you can align your SEO strategy with your blog content. Ensure the list includes long-tail keywords.

## ✓ **Build Your Content Calendar**

With your keywords in mind, start mapping out blog content for each of your buyer personas. Build a blog schedule with your team to ensure your blog is consistent. Your content calendar will give you a bird's eye view of every post being created. It can help you build topic clusters.

## ✓ **Clarify Your Ideal Reader for Each Blog Post**

You want each post to be targeted and relevant. As part of your planning for each post, identify exactly who the content is geared toward and be specific about how the post will help them overcome a challenge or achieve a goal. This will help when it comes time to write.

# 02. CREATING

The creation phase of blogging is time consuming and often considered the most important phase, so you want to be sure you're doing it well. With best practices in mind, you're prepared to create the most valuable content possible for your audience.



## ✓ **Optimize Your Blog Around a Primary Long-tail Keyword**

Add your primary long-tail keyword to your blog post's title, URL, body, headers, image alt text, and meta description. But don't overdo it. Make sure to use it naturally throughout, and keep the reader experience as your top priority. You're writing blog content for humans, not search engines.

## ✓ **Keep the Title and Meta Description Concise**

Make sure your blog post title is about 60 characters long and your meta description is under 155 characters long. This will ensure your title and meta description are not cut off in search engine results pages.

## ✓ **Check for Proper Formatting**

Include whitespace to make your blog easy to read, as well as images for visual engagement and to support your blog content. To break up long segments of text, try adding subheaders, numbers, or bullets.

### ✓ Utilize Different Types of Mediums in Your Blog Posts

Try switching your content up and including different mediums in your posts. Slideshare presentations, infographics, gifs, and videos are great starting points. These can break up the text and add more engaging elements to your post.

### ✓ Add Internal and External Links

As you're writing each post, add relevant links to both your own business's resources (other blog posts, landing pages, etc.) and resources that are published elsewhere, preferably on a site with a high domain authority.

### ✓ Encourage your Readers to Share Your Post

If your readers love your content, give them a way to easily share it. Include social sharing buttons on each post, which allow visitors to easily share your content with their connections and followers.

### ✓ Always Include a Call to Action (CTA)

Each post you're publishing serves a purpose. You're educating your audience to help them solve a problem or achieve a goal, but you're also encouraging them to take action on your website. Include a CTA at the end of each post that provides a logical next step so you can convert readers into leads. For example, a blog post titled [6 Keyword Research Tools](#) might have a CTA leading viewers to a keyword research tipsheet you created.



# 03. PROMOTING



One of the most common blogging tips you will hear highlights the importance of getting your content out there – *Create less, promote more.* You are investing a lot of time and resources into creating awesome blog posts. Why not make the most of them?

## ✓ Consider Auto-Publishing to Your Social Channels

This makes it easy to expand the reach of your content and get your audience engaged with every post. Set up auto-publishing for your most impactful social media account, like LinkedIn and Twitter. Check the preview text and images so your automated social shares are enticing and informative enough to spark interest in your audience.

## ✓ Delight Your Email Subscribers

An email newsletter is great for increasing views for your posts. Find a schedule, like weekly or monthly newsletters, that best fits your audience's needs.

## ✓ Reach Out to Thought Leaders in Your Industry

If you see your blog is performing really well and you're getting great feedback, reach out to thought leaders in your industry to see if they would be willing to share the blog post with their followers. This can generate a lot more traffic to your site and help you establish your credibility with a much bigger audience.

## ✓ Engage in Online Communities and Forums

Identify online communities that are relevant to your expertise and align with your target audience. These might include Facebook and LinkedIn groups or web forums like Quora. But don't just drop links to your blog posts. Get involved in discussions to provide more value and establish your authority, then occasionally reference a relevant blog post you wrote and share a link to it.

# 04. ANALYZING

Reviewing your blog performance is crucial to your overall strategy. If you're not reviewing what posts are performing well and finding where you can make improvements, you won't hit your goals. Dive deep into your data so you can better understand your audience and the impact your content has on them.



## ✓ Look at the Right Metrics to Gauge Overall Performance

Your blogging efforts don't end when you click 'publish.' Evaluate the most important metrics, like visits, shares, and CTA clicks, and use these insights to develop future blogging strategies. Ensure you're spending your blogging time and effort as well as you possibly can, and be consistent in analyzing data for each blog post.

## ✓ Find Top Performing Posts to Historically Optimize

After analyzing your blog posts, make sure to update your most successful posts with up-to-date information, like adding relevant statistics from a new research report or adding more items to a listicle. This should be an ongoing practice to ensure your blog content is as accurate and comprehensive as it can be.

## ✓ Look for Ways to Repurpose Content

For your top performing blog posts, look for ways to repurpose the content so you can expand its reach even more. You can use new formats to repurpose the content, like creating shareable graphics or developing a SlideShare. Then, distribute the repurposed content through different channels to reach more people and further engage your audience.

## Not Sure What to Blog About Next?

Our Blog Idea Generation Toolkit is Here to Help!

[Download Now](#)

