



BLOG POST CHEAT SHEET

1. Decide on an idea for your blog post.
 - a. Google Analytics- <https://analytics.google.com> - is a great resource for topics that tend to perform well. Another great way to know what your audience wants or needs, is to create a survey... or look at past email responses and blog comments to see the types of questions your audience regularly asks.
2. Select a keyword or keyword phrase for your blog post.
 - a. Use Google Adwords Keyword Planner- www.google.com/adwords/ - and Buzzsumo- <http://buzzsumo.com/> - to find popular keywords.
3. Make an outline for your blog post.
 - a. What problem are you solving? How are you benefiting your audience by writing this post? What are you teaching them?
4. Write an in-depth post.
 - a. At least 1,500 words.
 - b. Solves a problem for your audience.
 - i. Even a small problem!
 - c. Actionable.
 - i. There's a clear next step for them to follow.
 - d. Content is easy to read.
 - i. Short paragraphs.
 - ii. Bullet points when necessary.
 - iii. Headings.
 - e. Personable.
 - i. Written how you speak, not stuffy, too many "professional" words, impersonal, or robotic.
 - f. Make your post stand out.
 - i. Add a personal story related to the content.
 - ii. Include a case study.
 - iii. Show Screenshots or images.

- iv. Add an infographic, audio recording, or video.
- 5. Add SEO to your post.
 - a. Add keyword to your post's title.
 - b. Add keyword to post's URL.
 - i. Separate each keyword with a hyphen.
 - c. Add keyword to content itself.
 - i. As many times as you can without sounding spammy.
 - d. Add keyword to headlines within your main content.
 - e. Add keyword to image file names.
 - f. Add keyword to Meta description.
 - g. Add keywords to the title of your social media-friendly image, image descriptions, and posts.
- 6. Grow your email list and make sales.
 - a. Partner with other in your niche.
 - b. Do giveaways.
 - c. Includes a content upgrade.
 - i. Helps your audience take action on the next step they should take after reading your post.
 - d. Put new subscribers into a sales funnel if you have a related product.
 - e. Retarget blog post readers with Facebook ads in order to encourage them to buy the product in your sales funnel.