**Headline Basics: What to Include**

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| **Action Items** | **Notes** | **Resources** |
| * **Answer a Question** |  | [**Headline Ideas**](https://coschedule.com/blog/headline-ideas/) |
| * **Use Keywords** |  | [**Google's Keyword planner**](https://ads.google.com/home/tools/keyword-planner/) |
| * **Optimize Your Headline** |  | [**Free headline analyzer**](https://coschedule.com/headline-analyzer) |

**Your Blog Content: Essentials**

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| **Action Items** | **Notes** | **Resources** |
| * **Write for Humans** |  | [**Writing for your audience**](https://coschedule.com/blog/how-to-find-your-target-audience/) |
| * **Use Internal Links** |  | [**Internal linking**](https://yoast.com/internal-linking-for-seo-why-and-how/) |
| * **Set up Analytics** |  | [**Google Analytics**](https://analytics.google.com/) |

**Preparing for the Future of Blog SEO: Voice Search**

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| **Action Items** | **Notes** | **Resources** |
| * **Ask Questions** |  | [**The Future of Voice Search**](https://coschedule.com/blog/the-future-and-present-of-voice-search-seo-with-jeremiah-smith-from-simpletiger-amp-122/) |
| * **Be Specific** |  | [**Marketing trends**](https://coschedule.com/blog/marketing-trends-2019/) |
| * **Write the way you speak** |  | [**Writing for search engines and humans**](https://coschedule.com/blog/how-to-write-for-search-engines-humans/) |