

# Blog Post Writing Checklist

- ☐ **Select your topic:** Choose the subject for your blog post, either before or after conducting keyword research.
- ☐ **Define your angle:** Determine the unique perspective you can bring to the topic.
- ☐ **Complete keyword research:** Conduct thorough keyword research to ensure visibility and discoverability of your blog post.
- ☐ **Perform competitive analysis:** Read existing blog posts on the topic. Take note of included information and identify opportunities where you can provide additional value.
- ☐ **Research your topic:** Collect necessary information and conduct research to avoid factual errors and establish authority.
- ☐ **Write your outline:** Create an outline highlighting the main points, subheadings, and sub-points, to organize your thoughts.
- ☐ **Write a strong headline:** Generate 20 to 25 headline options and use the Headline Analyzer Studio to pick the most compelling one.
- ☐ **Include a hook in your intro:** Ensure your introduction immediately grabs readers' attention; rewrite if necessary.
- ☐ **Write blog post body content:** Craft the main body of your blog post, covering all key points and supporting information.
- ☐ **Include image direction and copy notes:** Provide clear instructions for image placement, including headline, copy, and design guidelines to assist your designer.
- ☐ **Place images and videos:** Verify all visuals are appropriately placed, sized correctly, and aren't missing.
- ☐ **Write corresponding social messages:** Create social media content to promote your blog post.
- ☐ **Proofread:** Thoroughly review your writing, checking for errors and inconsistencies. Have a team member review the blog post for additional feedback.