



A 5 POINT CHECKLIST

FOR THE

Perfect Blog Post

1. Build Your Launch Pad First

Write an awesome headline.

If you can check off the following points, you've got a headline that should help you grow traffic, get social media shares, and rank well in search engines.

- Does your headline contain a keyword?
- Is your headline a list, how-to, or question?
- Is your headline positive sounding?
- Is your headline about 55 characters long?
- Is your headline about 6–7 words long?

Write a solid introduction.

There's a lot of research that says if you haven't hooked your readers within the first 100 words, they'll leave. So introductions are hugely important!

- Is there a solid hook that will catch people's attention?
- Do you have the most important information within the first 100 words of your post?
- Do you have at least one link to another piece of content on your blog within the first two sentences?

2. Write The Draft Post

Write all the blog post content.

- Are the points in your post backed by research and facts?
- Are there truly unique ideas in your post that either build on the information already available?
- Are your most important ideas at the beginning of your post and the least important at the end?
- Is your blog post about 1,500 words long?

Check the visual appearance of your copy.

- Is your first paragraph a standalone sentence?
- Is your second paragraph no more than two sentences?
- Are all of your sentences 25 words long or less?
- Are all of your paragraphs no more than 3 sentences?

Check your logic and conclusion.

- Does your post flow smoothly from introduction to problem-solving and conclusion?
- Does your post have a clear call to action?

3. Get The Draft Whipped Into Shape

Make sure your post matches your style guide.

- Have you proofread and edited your post?
- Have you made sure your post mentions your keyword in the body several times?



4. Create Associated Content

Create giveaway content.

- Does your post have a helpful download your readers can have in exchange for their email address?
- Do you have solid visuals in your post?

Create social media messages.

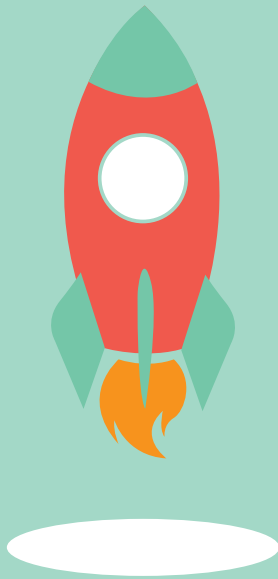
- Do you have a plan to share your content more than once on social media?
- Have you used a quote for a social message?
- Have you used a summary for a social message?
- Have you used graphics in your social messages?
- Do you have Click To Tweet embedded in your blog post?

5. Publish And Promote

There are a few things you should do after you hit that publish button.

Monitor the post after you publish it.

- Have you been monitoring your post's comments?
- Have you shared your post with your email subscribers?
- Have you found a way to repurpose your post?
- Share the post again on social media if it was successful.



Publish!

You launched your post! Now it's time to share it with your email subscribers, help your audience through any questions, and plan how you will repurpose your work!

 CoSchedule

Hear The Raves



"I use CoSchedule to promote every new blog post and to re-promote my most popular posts on a regular basis. It is a one-stop solution, since I can post to every social media channel from within WordPress. It is simple, elegant, and an indispensable part of my toolbox.

— **Michael Hyatt**, *New York Times* Bestselling Author of *Platform: Get Noticed in a Noisy World*



"I need to keep our editorial calendar sharp, coordinate our guest contributors, and make sure we are amplifying our blog posts with social media. For me, CoSchedule does all that perfectly. It's like magic for my blog!"

— **Jay Baer**, *Convince & Convert* Bestselling Author of *YouTility: Why Smart Marketing Is About Help Not Hype*

CoSchedule

The social media editorial calendar for WordPress

The screenshot displays the CoSchedule WordPress plugin interface. At the top, there are navigation tabs for 'WordPress Blog', 'Schedule', and 'Settings'. The 'Schedule' tab is active, showing a calendar grid with columns for each day of the week (SUN, MON, TUES, WED, THURS, FRI, SAT). The grid contains several scheduled posts with their respective times and titles. A large CoSchedule logo is overlaid on the calendar grid.

SUN	MON	TUES	WED	THURS	FRI	SAT
	<p>8a 5 Tips For Writing Better Blog Headlines Marketing</p> <p>8a 5 Tips For Writi</p> <p>9p Don't Miss: 5 T</p>	<p>8a 5 Tips For Writi</p>	<p>4p Schedule Your Blog Like a Content Pro Content Planning</p>	<p>8a Schedule Your</p>		
	<p>8a Planning Your New Editorial Calendar</p>	<p>10a Grow Your Audience & Traffic Now</p>	<p>9p Schedule Your</p>	<p>8a Grow Your Aud</p>		<p>9p Grow Your Aud</p>