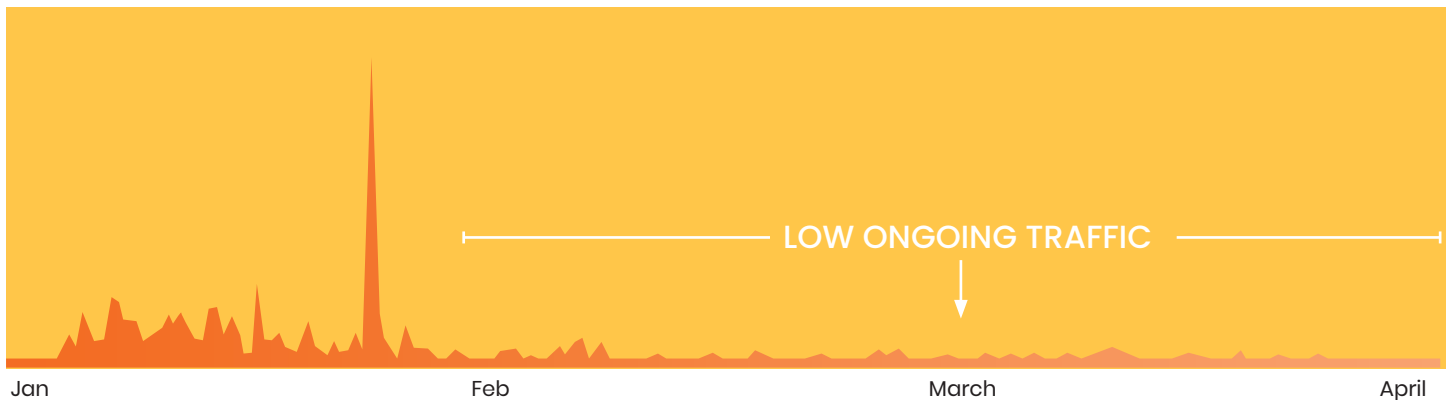


## Your Next Blog Post: This Could Happen to You

One of two things will happen after you launch a blog post: it generates a continuing stream of ongoing traffic or it doesn't.



### Generate more traffic for your blog post by following this simple checklist

#### SELECTING THE RIGHT TOPIC:

DOES THE BLOG ADDRESS A PROBLEM OR ANSWER IMPORTANT QUESTIONS THAT YOUR CUSTOMERS HAVE?

- Once you select your topic, identify an important question your customers have around this topic, then write the BEST answer to the question.
- Focus on ONE primary topic and think about what would make a good story for the reader.

#### DEMONSTRATING YOUR AUTHORITY:

WILL THE BLOG SUGGEST THE AUTHOR IS AN AUTHORITY ON THE TOPIC?

- Does the post offer in-depth, valuable and or unique information demonstrating mastery of the subject matter?
- Have you researched facts and data and included elements like video, quotes, etc., to improve engagement?
- Is your Author page fully developed and to position you as an authority?

**WRITING FOR PEOPLE:**

**DOES YOUR CONTENT ANSWER THESE QUESTIONS?**

- What do you want to tell people reading the post?
- Why is it important to them?
- Why is it important NOW?

**Ensure the Content is Easy to Read and Scan:**

- Write content that is digestible, concise, and scannable. Include several powerful sub-headings to break up the content.
- Write factual, credible content, free from marketing jargon.
- Blogs have high bounce rates – the intro paragraph is important to keep people from clicking away.
- Spend money on great images that make sense with the content.
- Keep your paragraphs to 2-3 sentences max!

**WRITING FOR SEARCH ENGINES:**

**IS THE BLOG SEARCH ENGINE FRIENDLY... WILL IT RANK IN GOOGLE?**

- Have you identified the top 3 keyword phrases for which you would like to rank?
- To increase the page's search ranking opportunity, have you included your target keywords in headings, subheadings, bold text and bulleted lists within the body content?
- Are these keywords used high up on the page, i.e. in the blog intro and title?
- Did you include the primary keyword in the blog i.e., name?

**LINKS TO RELEVANT CONTENT:**

**IS INTERNAL AND EXTERNAL LINKING BAKED IN?**

- Does the page link to at least one relevant product or service page on your website?
- Have you Included links to the most relevant content such as blogs, PDFs, awards?
- Is the anchor text explanatory for the page you are linking to?
- Can you link to a relevant, authority 3rd party web page for added credibility?

**CALL TO ACTION (S):**

**IS THERE A PROMINENT "NEXT STEP" FOR PROSPECTS?**

- What is the action you want them to take after reviewing this page? This reduced bounce rate and increases revenue.

**WHEN AND HOW TO USE IMAGES:**

**ARE YOU FOLLOWING THESE GUIDELINES FOR IMAGE SELECTION?**

- Use images when they are relevant to the content
- On mobile, images push relevant content lower down on a page.
- Important images that you would like to appear in Google image search should include keywords in the <img> alt tag.