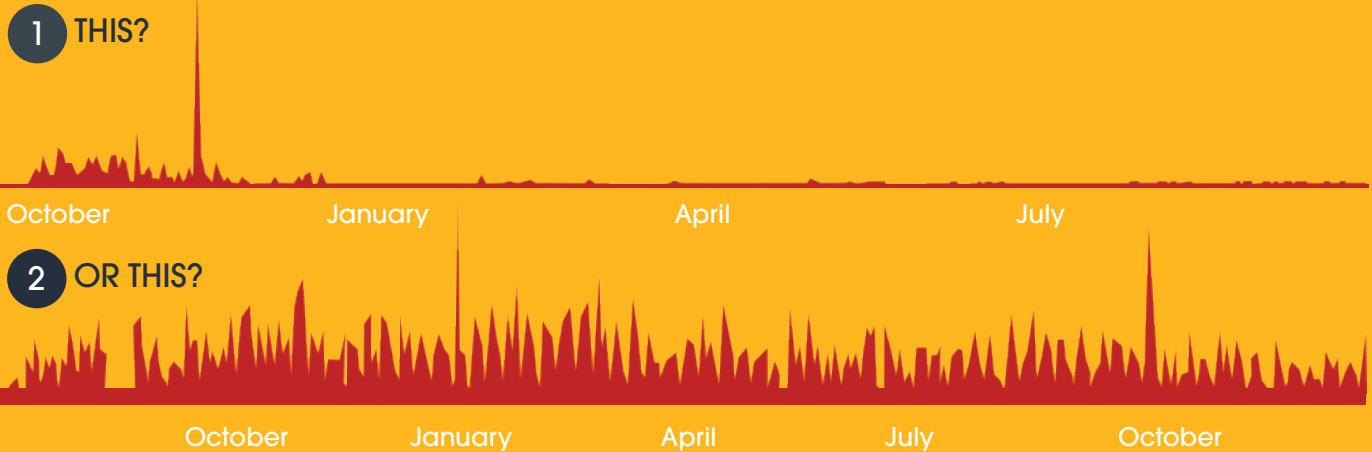


One of two things will happen after you launch a blog post: it generates a continuing stream of ongoing traffic or it doesn't.

Google Analytics Pageviews



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?

CONTENT



DOES THE INTRO AND 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?

Tips for writing for highly-educated professionals:

- Write content that is digestible, concise, and scannable. Include several powerful sub-headings to break up the content.
- Write factual, credible content, free from unnecessary marketing jargon.
- Blogs have high bounce rates – the intro paragraph is important to keep people from clicking away.
- 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 researched the keywords, synonyms and modifiers that relate to the topic and used them in a unique title tag and meta description?
- 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?
- Are you able to include the primary page topic in the URL?

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?

WHEN AND HOW TO USE IMAGES



ARE YOU FOLLOWING THESE GUIDELINES FOR IMAGE SELECTION?

- Use images when they are relevant to the content and high quality.
- Don't overuse images simply for the sake of including a visual.
- On mobile, images will push relevant content lower down on the page.
- When selecting images, think about the emotional impact they will have on the page.