

How To Checklist



7 Steps to Writing Perfect Blog Posts

Step 1: Make sure your blog post content is awesome

- ☐ Focus on a very **specific topic or niche**
- ☐ Know your **audience**.
- ☐ Be **relevant and up-to-date**.
- ☐ **Provide tips, strategies, how to articles or entertaining content for your specific audience and topic.**
- ☐ make your posts memorable.

Step 2: Write a catchy headline and introduction for your blog post

- ☐ Summarize what your post is about.
- ☐ Outline the **topic** and your **key arguments**, but keep the suspense.
- ☐ Make sure your headline and introduction are optimized for SEO and meet the requirements for the 'title' and 'meta description' displayed in the search engines:
 - **Title with less than 57 characters**
 - **Introduction with 160 characters**
 - **Include keywords**

Tip: Try the [Sumo Kickass Headline Generator](#) to create engaging headlines and titles for your blog post



Step 3: Maximize readability for readers and search engines

- ☐ **be as short and precise as possible** and **as long as required** to get to the bottom of your topic.
- ☐ segmented into **paragraphs** with **strong sub headings**.
- ☐ organized in **paragraphs with less than 150 words** and
- ☐ **sections with less than 300 words**.
- ☐ with subheadings for **each section focussing on a single aspect** of your topic.
- ☐ include at least 1 **internal link** to refer to related content in your past posts.
- ☐ include at least 1 **external links** for quotes or high authority sources referencing on your topic.
- ☐ written in a **language and wording** that meets the tonality of your target readers.
- ☐ **proofread** for spelling errors and grammar.

Step 4: Check your blog posts for keywords

- ☐ Include your **focus keyword in your headline** and **introduction** as well as in **sub headings** and **copy**.
- ☐ Use your focus keyword also in **image and video title and descriptions**.
- ☐ Apply your keywords in your **anchor texts for internal links**.
- ☐ Keep a **keyword density of 1-3%**.

Note: Only use keywords in relevant context and keep your text flow consistently. You are still writing for humans first, not for engines.

Tip: Use the [Google Keywords Planner](#) or [keywordtool.io](#)



Step 5: Use the power of images and videos to visualize your content

- ☐ Visualize **tutorials or technical instructions by using screenshots or screencast videos.**
- ☐ Use **infographics for creating checklists, pros & cons, step-by-step-guides, flow charts** or even for telling stories.
- ☐ Only use relevant images for your content and don't overstuff your blog post with visuals.

Tip: Use [Canva](#) to create easy infographics without being a designer

Step 6: Use links and strong CTAs for your blog posts

- ☐ Use links to guide them to further readings on your site
- ☐ Use sticky content and take aways to make your readers subscribe to your blog or leave their e-mail address to follow-up.
- ☐ Use **strong call-to-actions** (CTAs) to encourage your readers to read on or comment on your post or to grab a white paper, a checklist or an e-book.



Step 7: Promote your blog posts like hell and repurpose your content

- ☐ Share your post on **Twitter, Facebook, Google+ and LinkedIn.**
- ☐ If you have **business pages** on Facebook, LinkedIn, and Google+, share your posts to your pages as well but at different times and days.
- ☐ Also, share your blog post to relevant **groups and communities** on Facebook, LinkedIn, and Google+, but share them on different days and times and use different messages tailored for each group.
- ☐ Schedule your post **multiple times** on Twitter.
- ☐ Share your blog post **images on Pinterest, Instagram, and Flickr**, using your focus image with your introduction, hashtags and a link to your post.
- ☐ If you use multiple images, share them all, but share them on different days and at different times.
- ☐ You can also share your **images on Twitter, Facebook, LinkedIn and Google+** to re-share your posts with different visual anchors.
- ☐ Share your blog post in special interest communities such as **Reddit**.
- ☐ Also share a link to your blog post to social bookmark networks such as **Diigo, Digg, StumbleUpon**.
- ☐ **Schedule** your posts at the **best times for each network** and across several days, weeks and month to extend the lifespan of your posts.

Re-purpose your content:

- ☐ **Re-share** and re-schedule your **evergreen posts** from time to time to revive them.
- ☐ **Syndicate and re-publish** your post on **Medium, Tumblr, LinkedIn Pulse, Bloglovin**, but wait for 3-7 days to let Google index your original blog post first.
- ☐ Turn your images and content into a **slideshow or video to share** on Slideshare and Youtube.
- ☐ Turn longer post into a **white paper, checklist or e-book** as a takeaway for your blog and for re-sharing your content.



- ❑ Reach out to **influencers** to present your post or link to in and to your post. Like, share and comment their posts to get attention, response, and backlinks to your post.

Note:

- ❑ Don't crosspost, but cross-promote your blog posts
- ❑ **Tailor the message** for your posts to fit each social media platform and audience.

Tip: Get the Complete Guide to Social Media Sharing: What, When & How to Share to help you set up your cross-promotion plan and how to use tools to help you with this task.

The Blog2Social WordPress Plugin allows you to share individually tailored social media posts with one click on all social media platforms such as Twitter, Facebook, LinkedIn, Google+, Instagram, Pinterest, Reddit, Medium, Blogloving and much more. Learn more about the Blog2Social Plugin and the Blog2Social Web App.

Wrap up

Write about a very specific topic for a very specific audience. Optimize your post for readers and search engines by using the right keywords. Promote and seed your blog post on multiple social media and influencer outlets will help you to maximize outreach and performance.





How to Write a Perfect Blog Post

7 STEP CHECKLIST



Step 1



Make Sure your Content is Awesome

- Create content that stands out.
- Pick a niche topic, know your target audience and be relevant, helpful or entertaining.

Step 2



Write a Catchy SEO Title and Introduction

- Write a headline with 6 words & keywords and < 57 chars and an introduction of < 160 chars

TIP: Try the Sumo Kickass Headline Generator

Step 3



Maximize Readability for Target Readers and Search Engines

- Organize your blog post into sections with < 300 words with strong subtitles and paragraphs with < 150 words
- Use bullet points and bold to highlight

Step 4



Check your Post for Keywords

- Identify keywords most likely be used by your target audience for search. Use your keywords in headlines, introduction, paragraphs, image & video discriptions, and links.

TIP: Try Google Adwords Tool for Keyword Reseach

Step 5



Use the Power of Visuals

- Use photos and infographics for concepts, flowcharts, checklists
- Use videos and screenshots for presentations, tutorials, how-to or interviews.

Step 6



Use Links and Strong CTAs

- Interlink your blog posts and use external links to refer to influencers and high authority sources.
- Use strong Call-for-Actions (CTAs) to guide your readers.

Step 7



Promote your Blog Post like Hell

- Use social media to share and cross-promote your post and images.
- Re-purpose and syndicate your content and re-share.

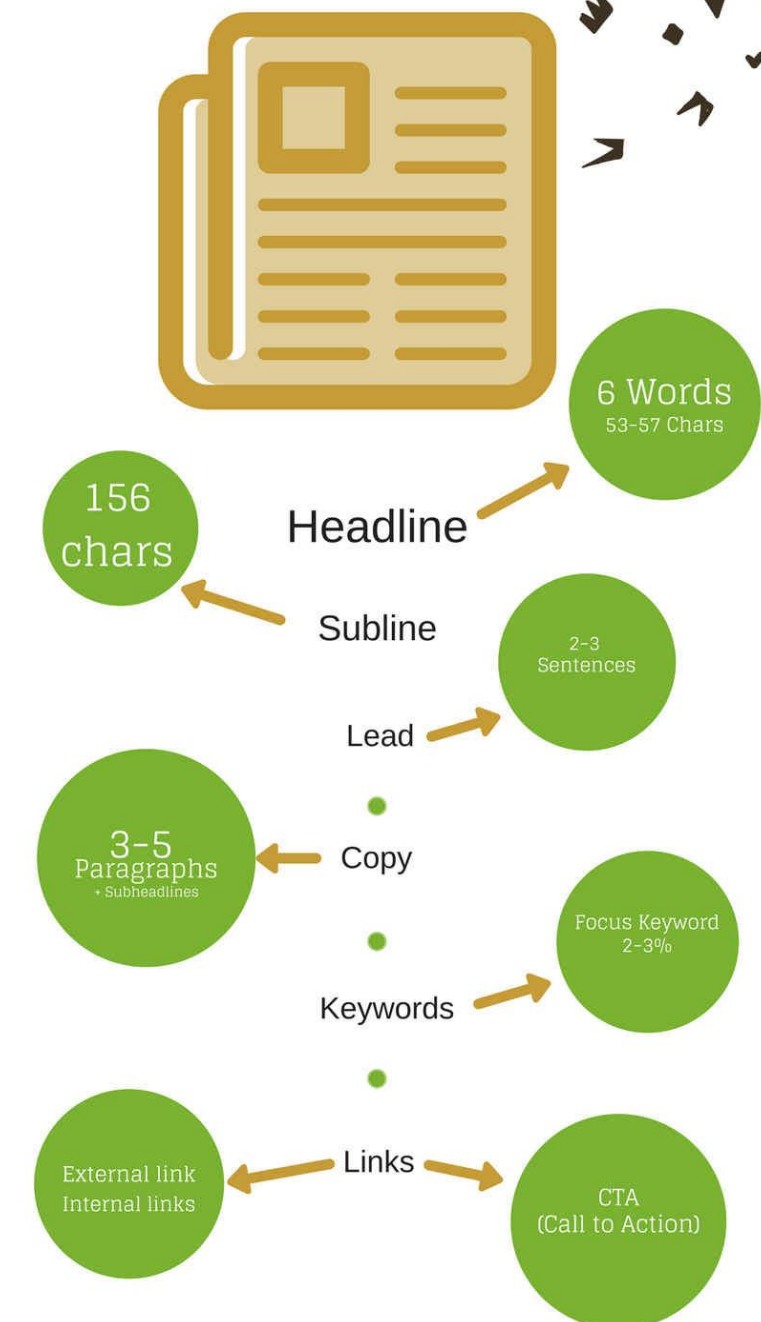
TIP: Try Blog2Social for cross-promoting your post.

 **Blog2Social**
by ADENICN

Smart Social Media Automation

www.blog2social.com

THE PERFECT BLOG POST



Social Media Auto-Posting and Scheduling for WordPress-Blogs and stand-alone WebApp



Auto-Posting

Share your blog posts in social media when you publish your post or scheduled to the best times



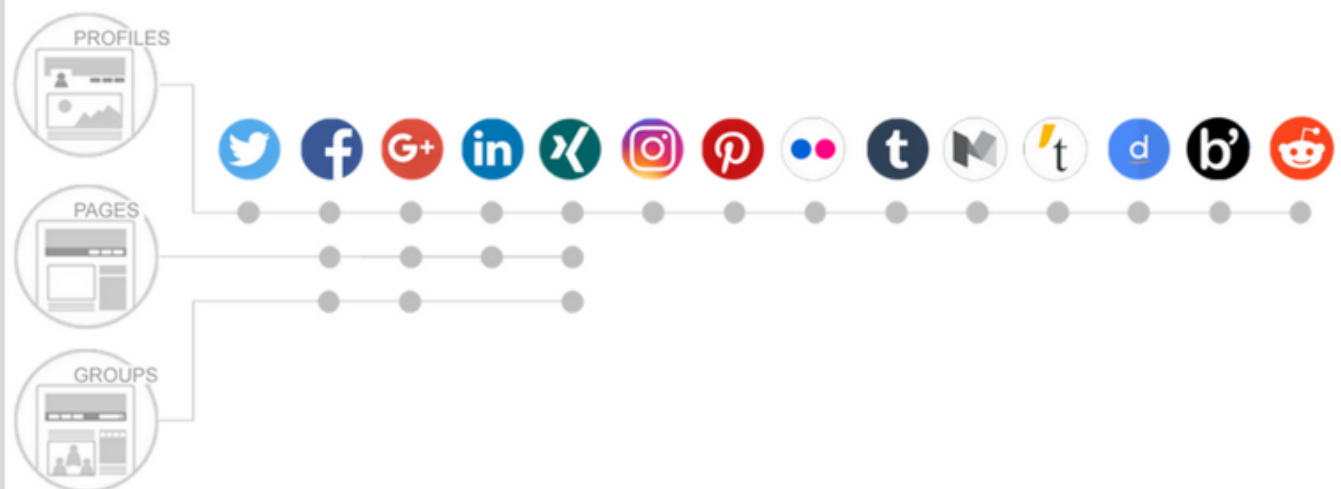
Custom Sharing

Cross-post and share your blog posts with individual comments, hashtags and handles in your social media posts per network



Scheduling

Cross-post in social media scheduled to the best times, personal time settings. One-time, multiple times or recurrently



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