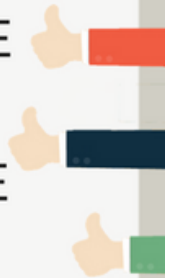


ULTIMATE GUIDE FOR BLOGGERS

CHECKLIST



- HOW TO WRITE
- OPTIMIZE
- AND PROMOTE



BLOG POSTS

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1 Find a catchy title



Headlines, which are catchy by nature and include:

<input type="checkbox"/>	How To...: is something many people ask & enter into the search engines.
<input type="checkbox"/>	Listicles: 3,5 or 7 Steps, Tips, Tricks, Tactics, Secrets, Things, Ways, Reasons etc.
<input type="checkbox"/>	Strong Adjectives: Effortless, Fun, Incredible, Essential, Killer, Painstaking
<input type="checkbox"/>	Freebies: Free Checklist, Whitepaper, Step-by-Step guide, Infographic
<input type="checkbox"/>	Arguments: Dos and Don'ts, Pros and Cons
<input type="checkbox"/>	Triggers & Promises: What, Why You Should Never
<input type="checkbox"/>	Best Practice: advice or tips from experts or professionals of the niche.

#2 Write a great introduction



Tell your key arguments but keep the suspense.

<input type="checkbox"/>	Arguments: Dos and Don'ts, Pros and Cons
<input type="checkbox"/>	Triggers & Promises: What, Why You Should Never

<input type="checkbox"/>	Best Practice: advice or tips from experts or professionals of the niche.
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#3 Maximize the Readability of Blog Posts

Create a well-structured post:

<input type="checkbox"/>	Keep it as short as possible & long as necessary to cover your topic.
<input type="checkbox"/>	Keep it as short as possible & long as necessary to cover your topic.
<input type="checkbox"/>	Organize posts in sections with less than 300 word and strong subtitles.
<input type="checkbox"/>	Keep paragraphs under 150 words.
<input type="checkbox"/>	Use italics and bold for important phrases & keywords
<input type="checkbox"/>	Stress key facts & tips with bullet points
<input type="checkbox"/>	Keep your sentences short for easier understanding.
<input type="checkbox"/>	Use the tonality of your target audience.
<input type="checkbox"/>	Check for grammar and spelling mistakes.

Tip: 3,000 – 10,000 words work best for engagement.



#4 Use Images and Videos as Visuals

Use visuals to grab attention and traffic from image search and social media:

<input type="checkbox"/>	Integrate photos, infographics, diagrams, charts, tables, screenshots, slides or videos in your posts
<input type="checkbox"/>	Include at least one image at the top of your post.
<input type="checkbox"/>	Include keywords in image names & video titles, image's Alt tags and description.
<input type="checkbox"/>	Use strong & descriptive visual as featured image

Tool Tip: Use Canva for easy graphic design

#5 Use Internal and External Links in your Blog Post

Your blog's internal link structure is important for Google ranking. External links will shows authority on the subject.

<input type="checkbox"/>	Use 1-2 internal links to past post.
<input type="checkbox"/>	A descriptive anchor text makes it clear where the link leads to.
<input type="checkbox"/>	Use keywords in your anchor text.

<input type="checkbox"/>	Use relevant links for your current topic
<input type="checkbox"/>	Don't use too many links.
<input type="checkbox"/>	Use 1-2 external links in your blog post.
<input type="checkbox"/>	Link to articles which actually add value to your topic.
<input type="checkbox"/>	Link to websites with a good page or domain authority. Look out for influencers in your industry.

#6 Use Strong Call-to-Actions to Make your Readers Stick to your Blog and to Generate Leads

A strong call-to-action directs visitors to take an action before they leave.

<input type="checkbox"/>	Link to related posts to make your visitors browse your site.
<input type="checkbox"/>	Add a question to encourage your readers to comment on your post or discuss your topic.
<input type="checkbox"/>	Invite readers to subscribe to your blog.
<input type="checkbox"/>	Encourage readers to subscribe to your social channels.
<input type="checkbox"/>	Provide a free download to let your readers take away something from your blog, a white paper, a checklist or an ebook with help content.

#7 Optimize your Blog Posts for SEO



Use keywords your target audience actually searches for, when looking for information on your topic. Integrate your keywords in your:

<input type="checkbox"/>	headline / title
<input type="checkbox"/>	introduction / lead
<input type="checkbox"/>	Subtitles
<input type="checkbox"/>	Copy
<input type="checkbox"/>	images and videos
<input type="checkbox"/>	links and anchor texts

Make sure title and introduction meet the requirements for the 'title' and 'meta description' displayed in the search engines:

<input type="checkbox"/>	Title: less than 57 characters including focus keywords.
<input type="checkbox"/>	Introduction: cover the essence of your post in the first 160 characters and include focus keywords

Tool Tip: Use Yoast for a basic SEO and readability check



#8 Encourage Follows, Likes & Shares of your Blog Post & Images

Make it easy for visitors to follow your social channels and to share blog posts & images to their communities.

<input type="checkbox"/>	Add social media buttons for your social channels at the of your blog, in your footer and on your contact page
<input type="checkbox"/>	Add social media buttons and bars at the top and bottom of each blog post.
<input type="checkbox"/>	Use social media buttons on your images.
<input type="checkbox"/>	Display an embed code for your infographics and invite your readers to share.
<input type="checkbox"/>	Always use strong call-to-actions: Follow me, Please share.

#9 Cross-Promote your Post on Social Media

To promote your blog post, schedule and tailor your message for each social media platform and audience.

<input type="checkbox"/>	Share your post on profiles, pages and in different groups on Twitter, Facebook, Google+ and LinkedIn at different times and on different days.
<input type="checkbox"/>	Use different messages tailored to each group or audience.



<input type="checkbox"/>	Schedule your post multiple times on Twitter.
<input type="checkbox"/>	Share your blog post images on Pinterest, Instagram and Flickr with an introduction, hashtags and a link to your post.
<input type="checkbox"/>	Share the rest of your post's images on different days and at different times.
<input type="checkbox"/>	Also share your images on Twitter, Facebook, LinkedIn and Google+ to re-share your posts with different visual anchors.
<input type="checkbox"/>	Share your blog post in special interest communities such as Reddit.
<input type="checkbox"/>	Also share a link to your blog post to social bookmark networks such as Diigo, Digg, StumbleUpon.
<input type="checkbox"/>	Schedule your posts at the best times for each network and across several days, weeks and month to extend their lifespan.
<input type="checkbox"/>	Re-share and re-schedule your evergreen posts to revive them.

Tool Tip: Use Blog2Social to automatically schedule and cross-promote posts

#10 Syndicate your Content



Wait for a couple of days before you re-publish your content to allow search engines to index your blog post as original content.

<input type="checkbox"/>	Re-publish your post on blogging networks like Medium, Tumblr, Bloglovin'
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<input type="checkbox"/>	Re-publish your content on Torial if it is relevant for journalists.
<input type="checkbox"/>	Syndicate your blog post on LinkedIn Pulse, if it is business related.
<input type="checkbox"/>	Syndicate your post as blog post on Quora and for answering questions on your topic.

#11 Re-purpose your Content



Make the most of your blog posts by turning it into multiple content pieces:

<input type="checkbox"/>	Turn your key facts and images into a slideshow and share it on Slideshare or Scribd
<input type="checkbox"/>	Screencast your slideshow into a short video clip with a link to your blog post and share it on YouTube, Vine & Co.
<input type="checkbox"/>	Turn your blog post into a podcast. Add it to your blog post for readers who prefer to listen and share it on iTunes, Google Play Music, Stitcher, PocketCast.
<input type="checkbox"/>	Turn long posts into a white paper or ebook as take away for your blog and to share it on Slideshare, Scribd, Issue & Co.
<input type="checkbox"/>	Write a checklist for your post as takeaway.
<input type="checkbox"/>	Create infographics for your post and share them.
<input type="checkbox"/>	Repurpose your content for guest posts on other niche related sites



12 Reach Out to Influencers



Reaching out to influencers and fellow bloggers is most important to get more outreach, authority, reputation, and valuable backlinks.

<input type="checkbox"/>	Invite other bloggers to comment on your blog post & -ask for their opinion
<input type="checkbox"/>	Look up your keywords in the search engines and comment on other topic related blog posts
<input type="checkbox"/>	Link to your post to generate valuable backlinks

#13 Watch your Blog Post Stats



Keeping track of stats & performances makes it easier to grasp your audience's preferences and create content that performs well.

<input type="checkbox"/>	Analyze your blog post stats for page views, -page count and reading time.
<input type="checkbox"/>	Watch your blog for comments on your post and reply to each comment in time.
<input type="checkbox"/>	Keep track of your counts on blog subscriptions and leads for download material.
<input type="checkbox"/>	Watch your social media statistics for likes, shares and comments.

Social Media Auto-Posting and Scheduling



Auto-Posting

Automatically share on social media when you publish a new post or at your best time settings for each network.



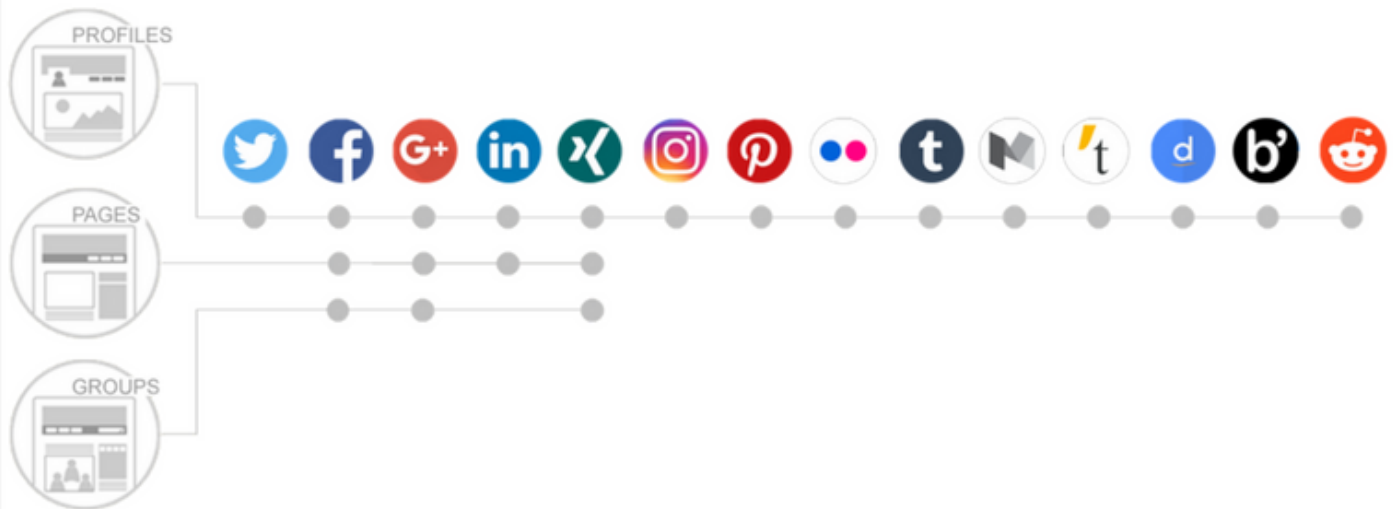
Custom Sharing

Tailor your posts with individual comments, hashtags, handles or emojis for each social network and audience.



Scheduling

Automatically share your posts at the best times to post on each network. Re-share your posts multiple times or recurrently.



Test **Blog2Social** 30 days free of charge

[Test WP plugin](#)

or download

[Blog2Social Free from wordpress.org](https://wordpress.org/plugins/blog2social-free/)

[Test WebApp](#)

or visit

<https://www.blog2social.com/en/webapp/>

