

CHECKLIST FOR WRITING A BLOG POST THAT DELIGHTS READERS

Goals, research and strategy

- Identify your goals and metrics
- Explore other blogs
- Select content focus and topics
- Choose your keywords
- Decide on a point of view

Draft content that aims to surpass existing content and shares something uniquely personal and uniquely human

- Draft your blog post summary
- Conduct an online search for your draft topics and keywords
- Revisit your blog post summary
- Outline your blog post
- Write the first draft of your post
 - Reader-first mindset
 - Scannable features
 - Sixth grade reading level, when possible
 - Minimize the use of subjective words and labels
 - Keywords and links
 - Word count
- Select supporting imagery
- Obtain editorial feedback and finalize your post

Publishing, promotions, and maintenance

- Upload your blog post
- Promote your blog
- Track the success of your individual posts
- Refresh and repurpose your content