

Blog Checklist

General Guidelines for copy and blogs



Try to focus a keyphrase, not just a keyword



Use at least one of the prominent keywords in the Title/Header



Use at least two other phrases/words that are possible searches for your keyword



Work toward having 3-5 cornerstone blogs at a minimum. You can also update to a new edition or when new info is available.



Description and Alt Text are most important for pics/graphics.-if possible (not too crazy), use at least something related to your keyword/phrase



Your title is always your H1, use H2 and H3 for sections



Don't worry about the readability tests-more technical/complicated subjects should sound more 'difficult' to read because of their subject matter



Work to include at least one interlink and one outbound link in each post if possible



Share a teaser and the link to your blog posts in your newsletter and in all of your social media posts

