

ROCK PAPER DIGITAL

YOUR **BLOG WRITING** CHECKLIST

BEFORE YOU START

- Read an article about writing for SEO value
- Think of at least ten topics that you can write about easily & that will engage your audience
- Think about areas of your website or business that you would like to boost & select blog topics accordingly
- Collect your images & web links together

AS YOU WRITE

- Write for your readers not for you - dumb it down if necessary
- Aim for at least 800 words - around 1,500 is optimal
- Use spell check! Spelling & proofreading are essential
- Pick 6 keywords to describe your blog & use them regularly
- Optimize your title
- Add images - around one every 20 lines or four paragraphs
- Insert your links
- Offer a call-to-action or further reading

FINISHING OFF

- Optimize images with SEO-rich names & captions
- Insert your links (Be sure to make external links open in a new tab)
- Optimize your text using a Wordpress SEO plugin
- Add a clear link to your blog on your website homepage
- Share to social media, pinning to the top of your Facebook page & tagging any references or relevant third parties
- Submit to other websites, if appropriate
- Send a dedicated newsletter, with a 'read more' link to your website
- Include a small reminder in future newsletters
- Keep going! At least one blog a month will start paying back



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