How To Create Blogs For Business

Checklist Provided By

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Set Up

- ❑ **Blog Topic Idea Generation**
  Blog topic ideas can come from many places.
  - ❑ **Google what you do/ offer**
  - ❑ **Check autocomplete**
  Most searched terms will be recommended.
  - ❑ Use free research tools e.g.:
    https://serps.com/tools/keyword-research/.
  - ❑ **Survey Clients**
    Use survey tools like Survey Monkey.
  - ❑ **Survey Fans**
    Use survey tools like Survey Monkey.
  - ❑ **Ask questions on Social Media**
    Use polling here and gain insight.
  - ❑ **List your product benefits**
  - ❑ **List your points of difference**
  - ❑ **Have an opinion on what's going on in your industry**
- ❑ **Create time**
  Put time in your diary. Allow yourself 1-2 hours per week. A total of 6 - 8 hours per month to document your idea, draft, edit and then publish 1 blog post per month.
- ❑ **Document Your Blog Topic Idea**
  Write a few paragraphs about your blog topic idea.
- ❑ **Platform**
  Ideal platform is your own website. Wordpress is the largest blogging platform you can use. The platform you are on should have SEO capabilities, e.g. Yoast.
- ❑ **Platform alternatives**
  Facebook Notes, LinkedIn Pulse, Medium, Guest Blogging, Contributing Writing.

Publishing

- ❑ **No Duplicate Content**
  Google will penalise for duplicate content, this is why it's important to write from your perspective.
- ❑ **Add SEO elements**
- ❑ **Keywords -** Select a key phrase that will appear in the title, first paragraph, be used 2-3 times in the entire post and be used in ALT text of a image.
- ❑ **Add Analogies**
  Put you within your blog post. Analogies are great for this. Personal stories are ideal this ensures your blog post is unique and makes content difficult to copy.
- ❑ **Add Cover Image**
  The cover image for best results when you post on Social Media should be 1200 x 628 pixels. Use Custom Size setting in **Canva.com**.
- ❑ **Add Images With ALT Text**
  All images including the cover image should have ALT Text. This is in addition to the name of image. Use business name and a key phrase e.g. '**Serena Dot Ryan - Facebook Ads Strategist.**'
- ❑ **Add Links**
  Look for ways to link to other relevant pages on your website and to other relevant related websites. Collaborations with other businesses that you mention in your blog are great for this.
- ❑ **Add Anchor Links**
  When you link, highlight and link keywords rather than copy and paste the link only.
- ❑ **Add Title**
  Be interesting and evoke curiosity. Avoid clickbait, look for ways to appeal to your audience, refer to keywords you searched. Keep this to 70 Characters.
- ❑ **Meta Data**
  For SEO Friendly purposes the title should be maximum 70 characters and meta description should be 155 Characters.

- ❑ **Install Yoast**
  Have a SEO plugin added to your website. On Wordpress, Yoast is ideal.
- ❑ **Repeat The Title**
  Ideally repeat the title in the first paragraph.
- ❑ **Improve Readability**
  Readability affects getting found. You can improve readability by shorter sentences, increasing white space, including sub-headings and bold key points.
- ❑ **Add Call To Action**
  Be mindful to not be too salesy. At the end of the blog post prompt them as if you're a friend helping them with a call to action like 'Learn More' or "Discover More' or 'To book in Online…'
- ❑ **Publish on website**
- ❑ **Customise for Social Sharing e.g. repurpose into Videos (*The How To Create Videos For Business Checklist* will help with this).**
- ❑ **Publish on Social Media**

Metrics

- ❑ **Insights**
  Know how and where to find insights in your Business Page Manager.
- ❑ **Plugins**
  Use plugins such as **Social Warfare** to encourage sharing of post and **Facebook Comments** Plugin to encourage comments and shares.
- ❑ **Focus on Comments**
  Set reminder to respond to all comments especially in first 7 days of blog being live.
- ❑ **Shares**
  More shares you get the better.

Action

- ❑ **Iterate, Update, Optimise**
- ❑ **Repurpose**