



## THE HEADLINE

- Will people be able to walk away from the post with a “take away”?
- Written 25 Headlines And Selected The Most Compelling
- Does the headline contain a promise of payoff on the reader’s time?
- Can you make the headline contain intrigue or cause curiosity to get the click?

## THE FEATURED IMAGE

- The post has a feature image and it is assigned properly to be the feature image.
- Feature image is appropriately sized for the major social networks.
- Feature image isn’t cluttered up with a lot of words.
- The color scheme of the image will stand out on social media.

## THE HOOK

- The post has some kind of hook at the beginning to inspire continued reading.

## THE LINK STRATEGY

- The post links out to related, authoritative resources for information on external sites.
- External links are set to open in an external window.
- The post contains internal links to other blog posts.
- The links are natural language and fit the post, not “keyword stuffed”.

## THE SUBHEADINGS

- The post contains subheadings
- Words in the subheading have the first letter capitalized
- The subheadings use the H2 or H3 formatting and visibly looking bigger and bolder than the surrounding text.
- Subheadings are phrased to be interesting and inspire the read (like the main headline), not simply labels of sections.
- If a reader scans the article, the subheadings will inspire a full read.

## THE IMAGES

- The post contains high-quality images in number which is appropriate to the length of the post.
- The images aren’t stupid stock photos, but something which adds to the post.
- You have the legal right to use the images you have selected.
- If a reader scans the article, the subheadings will inspire a full read.
- The filenames of the image files contain keywords which are correct to what the image contains.

# BLOG POST PREPARATION CHECKLIST



- Image filesize has been optimized for quick load times.
- Images have ALT tags.

## THE CONTENT

- Post is free of grammar and spelling errors.
- Paragraphs are short. No long paragraphs.
- Text is left aligned.
- Quotes or anything from another site is set aside with a blockquote.
- All lists are bulleted or numbered.
- Important points stand out as bold text or otherwise highlighted.
- Images have ALT tags.
- Post excerpt is written manually, not auto-generated from the first few sentences of the post.

## THE VIRAL COEFFICIENT

- The post contains one or more tweetables.
- The post displays share buttons which are easy to use.
- The post contains assets specifically for sharing (i.e. an infographic, vertical feature image, quote graphics, etc.)

## THE CALL TO ACTION

- The post contains a final call to action at the end.
- The post leads to a lead magnet or content upgrade specific to that blog post.
- Opt-ins are shown within the content.
- There is a call to action at the top of the post (after the hook).
- The post has a clear marketing goal and is optimized to make it happen.

## SEARCH ENGINE OPTIMIZATION

- Headline contains the primary keyword phrase
- Is the URL permalink cleaned up? Contain keyword phrase?
- Keyword phrase found within content naturally?
- Meta description contains keyword phrase - AND written to be compelling when it shows in Google.
- The post title and description has been verified that it will show up properly in Google SERPS without being cut off.

## Tools I Personally Use To Prep My Posts:

### [Social Warfare](#)

Take fine-tuned control over your social media shares, by defining exactly how your post will show up on social when a reader shares it.

### [Yoast SEO](#)

Pretty well known - and popular. I use the Pro version myself, but it gives me the ability to customize how my post appears on Google. Also provides scoring before you publish so that you can optimize your post for a target keyword phrase before it goes live.

### [Thrive Leads](#)

I use Thrive Leads for my opt-in forms. But specifically for blog posts, I use it to put content upgrades right inside blog post content. Plus, I can set up the forms where people can opt-in as they read without removing them from the post. [This post will show you how to build that.](#)

## Lab Training For Better Content:

### [Building A Content Marketing Calendar](#)

### [Blog Post Traffic Plan](#)

### [Creating An Effective Lead Magnet](#)

### [Content Marketing Clinic](#)