



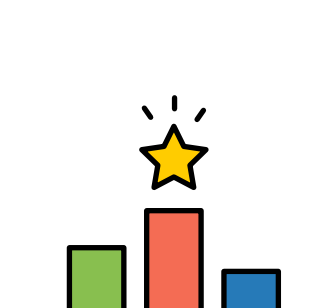
## 20-Step Checklist for Creating the PERFECT BLOG POST

Are you ready to knock out your next blog post by incorporating proven strategies and best practices? Follow this comprehensive checklist to **boost your rankings on search engines** and **increase traffic** to your website.

1

### Did you research the keyword to understand the search intent?

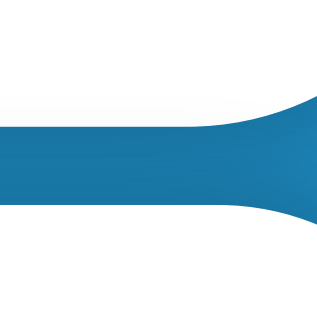
What do the top articles on Google for your focus keyword cover? Gain a deeper understanding and context of what people want when entering a specific query on search engines.



2

### Did you outline the article based on key information from top-ranking content?

Study the top performers on Google for your topic. Chances are, if those articles are ranking on page one, you can benefit from covering similar points and following a similar format.



3

### Did you answer who, what, why, how, when, and where?

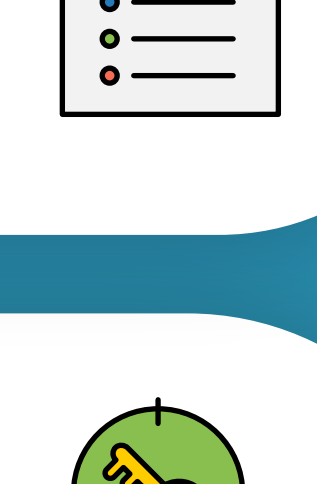
Addressing your topic holistically will give visitors more thorough answers to the questions they're asking.



4

### Did you include 3-5 key takeaways?

You can pull these out and add them at the beginning of your article in a bulleted list or simply incorporate them throughout your piece. Just make sure they're easy to digest and remember.



5

### Did you use the focus keyword in the title?

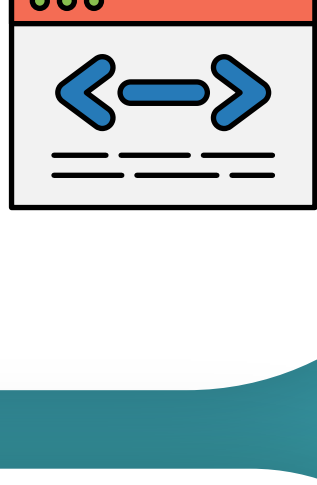
If you want to rank for your focus keyword, you should integrate it into specific locations throughout your blog post. That way, Google and visitors understand what you're covering in the article.



6

### Did you add the focus keyword to the meta description?

Here's another important place to add your primary keyword. Your meta description should be fewer than 160 characters and describe or summarize your article.



7

### Is the focus keyword in the image alt tag?

After finding a relevant image for your article, add alt text that accurately describes it. Integrate your keyword naturally (so it doesn't feel forced).



8

### Did you incorporate the focus keyword into the first sentence or paragraph?

Adding your focus keyword at the beginning of your article helps users know they're in the right place. It also tells search engines your blog post is covering what it claims.



9

### Is the focus keyword in a subheading?

Incorporate your keyword naturally into at least one of your main subheadings – preferably your first Heading 2 (H2) tag.



10

### Did you use semantic variations of the keyword throughout the article?

Add some closely related keywords to your original keyword to give search engines more insight into your topic and page. Addressing related queries also helps you go more in-depth on the subject.



11

### Did you source a relevant image by searching for the focus keyword and cite it in your blog post as an example?

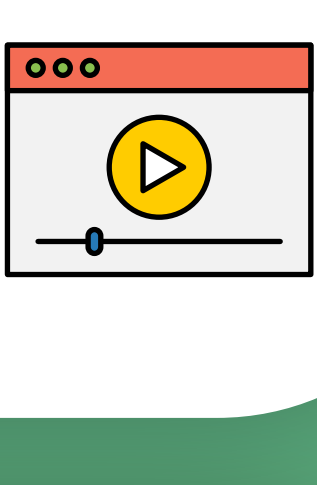
Visuals attract attention and help tell a story. Your featured image should give readers a good idea of what to expect when reading your post.



12

### Did you embed a relevant video from a focus keyword search and cite it as an example?

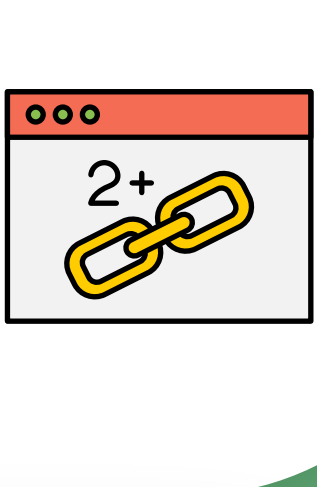
69% of people prefer watching a video to learn about a product or service.<sup>1</sup>



13

### Did you add at least two internal links throughout the content?

By linking two articles that cover similar or complementary content, you're establishing a hierarchy on your website and showing Google how it's structured to increase crawlability.



14

### Is there at least one external link with a high domain authority (DA) that connects readers to a statistic, quote, or research?

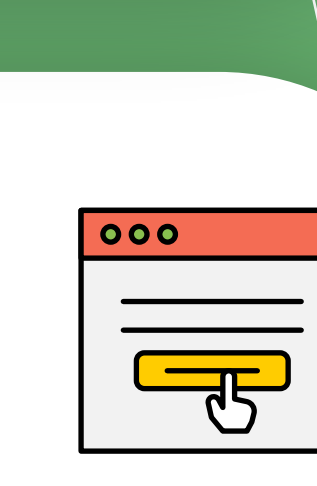
Experts believe external links are the most important source of ranking power. Search engines consider external links as "third-party votes."<sup>2</sup>



15

### Did you add a relevant and contextual call to action (CTA) at the end of the article?

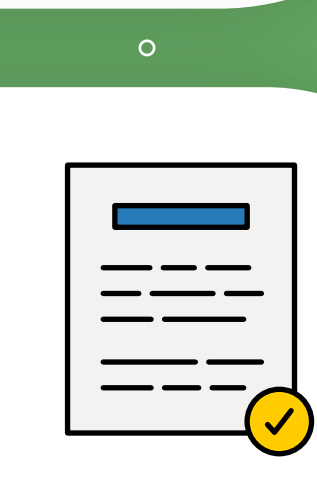
Placing a strategic CTA at the end of your article will encourage users to take further action to lead them down the sales funnel.



16

### Are sentences 2-4 lines of text or less?

Short sentences are easier to comprehend. If you're too wordy, you'll quickly lose people.



17

### Are paragraphs no longer than 4-6 lines of text?

Short paragraphs are much easier to read (and less intimidating) than long ones.



18

### Did you use bullet points to break up large blocks of text and summarize key points?

Bullet points help keep your page organized and scannable.



19

### Did you write the article in active voice?

The active voice sounds direct and confident while keeping your writing concise and easy to understand. You'll use fewer words and more efficiently convey your message than if you were writing in the passive voice.



20

### Is the blog post 1,000 to 1,800 words long?

Blog posts should be as long as necessary to address a topic comprehensively. However, the most successful blog posts are more than 1,000 words. "What is" blog posts should be at least 1,300. "How-to" blog posts should be at least 1,700 words. Listics should be longer.<sup>3</sup>



## WANT TO HAND OVER BLOGGING TO THE PROS?

Learn about MIG's Content Builder Services if you want to reach, engage, and win new customers through blogging.

**LEARN MORE ON:** [marketinginsidergroup.com/content-builder-services/](https://marketinginsidergroup.com/content-builder-services/)

<sup>1</sup> "Video Marketing Statistics 2021," Wyzowl, 2020. <https://www.wyzowl.com/video-marketing-statistics/>

<sup>2</sup> "External Links," Moz, 2021. <https://moz.com/learn/seo/external-link>

<sup>3</sup> "How Long Should Blog Posts Be in 2021?" HubSpot, 2021. <https://blog.hubspot.com/marketing/how-long-should-your-blog-posts-be-faq>