BLOGGING CHECKLIST

- **Editorial plan** - This will help you to stick to a schedule, plan the content and keep the end goal of your blogging strategy in mind.

- **Client personas** - pinpointing exactly who you're writing for will make it much easier to create purposeful content.

- **Cornerstone content** - choose 4 key themes that your business stands for. Write a post on each and make sure each subsequent post relates back to them.

- **Add value** - make sure your content is answering client's questions. Keep company news stories to a minimum.

- **SEO** - make sure your blog is optimised for search engines - see the SEO checklist for details.

- **Word count** - write at least 500 words to show search engines that your piece is authoritative.

- **Heading** - make sure it's short, descriptive and includes one of your keywords.

- **Subheadings** - use these to split your content and make the piece more readable.

- **Image** - add an eye-catching, high-quality pic. Try Unsplash or Pexels for royalty-free images.

- **Call to action** - remember to add contact details and/or a more specific call to action to each post.

- **Promote** - share your post on social media and add a link to it to your client emails.

- **Sign up** - invite prospects to sign up to your blog so you can start to build a sales funnel.

ARE YOU MISSING ANY?
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