



# BUILDING AN OPTIMIZED BLOG POST

Worksheet and Checklist

## ORGANIZING

GOAL: What is the purpose behind your post?

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PERSONAS: Who are you talking to?

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PILLAR: What theme are you talking about?

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KEYWORDS: What topics are you writing about?

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FORMAT: What structure best fits your persona?

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CREATE YOUR URL:

WRITE A META DESCRIPTION:

WRITE OR DRAW  
A DESCRIPTION  
OF YOUR IMAGE:

WRITE ALT TEXT:

WRITE THE BLOG TITLE:

WRITE A CATCHY OPENING SENTENCE:

TELL YOUR READERS WHAT TO EXPECT IN A SYNOPSIS:

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OUTLINE THE CONTENT OF YOUR BLOG WITH THREE PRIMARY SUBHEADERS:

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WRITE THE CALL-TO-ACTION:

## OPTIMIZING

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### URL

Include targeted keywords in your URL.

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### META DESCRIPTION

Give search engines a snapshot of what your post is about in under 300 characters.

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### IMAGE

Draw readers into your blog post with engaging visuals. Include a keyword-filled alt-text description.

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### H1 BLOG TITLE

Keep your H1 Blog Title 50-60 characters (including keywords) so it's findable.

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### SUBHEADERS

Catchy subheaders with keywords are used to outline your blog and keep your reader engaged.

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### BODY

Ensure each blog contains high value content to add to your brand's authority.

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### CTA

End the post with an image or line of text that prompts your readers to take action. It is a "call" to take an "action."