

BLOG WRITING CHECKLIST



TO-DO LIST

- My blog is a suitable length for the content
- This is a topic my target audience are interested in
- The headline is succinct and grabs attention
- This blog fits into my regular posting schedule
- I'm adding value for my readers
- My blog has been proofread by someone else
- The headline reflects the blog content
- I'm sharing my blog on social media

I'm improving SEO by using:

- Bullet points
- Subheadings
- Images
- Links
- Keywords



REMEMBER

The perfect length for your blog depends on your audience and purpose. Longer blogs tend to perform better but, if this impacts quality, keep it short and sweet.

NOTES

