

CHECKLIST:

10 things to do before you post a blog article

Content marketing can be a powerful way of sharing your expertise; you'll build credibility for your business and develop trust with your customers. Plus Google loves it for giving your website SEO a boost. Deciding what to talk about should be strategic; answer their key questions and walk your customers through each stage of their sales journey with you. Think about the different ways that you can communicate your message; as a written article, video, podcast, interview, how to video or infographic. If you're writing an article, this checklist of 10 things to do before you click the 'upload' button will help your article be found online, and will encourage customers to engage with you.

- 1 Proof read** Articles with inaccuracies, or worse, typos, will damage your credibility. Ask someone to proof read your article for you, or step away for a while before returning for a final read through with fresh eyes.
- 2 Keywords** Do keyword research and weave relevant keywords and phrases into your article and descriptions.
- 3 Post title** Include keywords that people will be searching for. Make it sound exciting so people will want to read it.
- 4 Paragraphs** Break long paragraphs into smaller sections. Add sub headers to make text easier to skim read.
- 5 Links** Add cross link to other content on your website to keep the reader engaged for as long as possible.
- 6 Image ALT Tags** Choose relevant images to attract attention and add descriptions to images for SEO and voice search.
- 7 Title Tags** Use keywords and phrases, putting the most relevant ones first.
- 8 Meta Description** Summarise your article for search engines to understand what the article is about.
- 9 Sources** Double check your sources and any statistics or data.
- 10 Engage** End your article with a question to spark engagement or thought. What is your 'call to action' - what do you want customers to do now?

