

A checklist to optimise a blog post for readers, search engines and shareability

<p>Headline Draw the reader in and get them to click on the blog post</p>	<ul style="list-style-type: none"> <input type="checkbox"/> The headline includes at least 2 of these elements; <ul style="list-style-type: none"> <input type="checkbox"/> Surprise Element <input type="checkbox"/> Question <input type="checkbox"/> Curiosity <input type="checkbox"/> Negative/Positive <input type="checkbox"/> How to <input type="checkbox"/> Number or list <input type="checkbox"/> Personal reference <input type="checkbox"/> Concrete fact <input type="checkbox"/> The headline is optimised for an SEO keyword or phrase <input type="checkbox"/> The headline is not misleading
<p>Image Get the reader to start reading the blog post once they have clicked on it</p>	<ul style="list-style-type: none"> <input type="checkbox"/> The main image is eye-catching and unique <input type="checkbox"/> Credit is given to the creator of the image <input type="checkbox"/> The chosen keyword or phrase is used in the alt tag of the main image
<p>Connection/Hook Give the reader the feeling that if they keep reading they will overcome a challenge OR be able to add value to someone else by sharing</p>	<ul style="list-style-type: none"> <input type="checkbox"/> The connection/hook connects with the reader personally <input type="checkbox"/> The connection/hook highlights a pain point of the reader. The challenge they will overcome by reading further <input type="checkbox"/> The 'Ace' is introduced. The topic or statement the rest of the blog will be anchored to
<p>Body Make sure the reader has no choice but to share your content</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Content anchors back to the 'Ace', the overarching point of the blog <input type="checkbox"/> Content is optimised for the SEO keyword or phrase, without over-doing it <input type="checkbox"/> Sentences are short and easy for the reader to digest. Every word matters and it is free of jargon <input type="checkbox"/> Sub-headings and dot points are used and the chosen keyword or phrase is included in them where possible <input type="checkbox"/> Content informs the reader, before promoting the author <input type="checkbox"/> Content is written to one person. The reader feels as if the blog was written just for them <input type="checkbox"/> Topics are not over-explained, the reader only gets the information they need <input type="checkbox"/> Helpful links are included where necessary to further inform the reader <input type="checkbox"/> Relevant images, informative screenshots and graphics are included throughout the body
<p>Conclusion End with a bang! Ensure the reader wants to come back for more. And ask for a little something in return.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> The conclusion offers something clear the reader can put into action immediately <input type="checkbox"/> The power of the 'Ace' is re-emphasized <input type="checkbox"/> A call-to-action is created. Share, comment, download or something else <input type="checkbox"/> The length of the post is appropriate to the audience <input type="checkbox"/> Social media sharing buttons are included

