



10 Steps to a Great Blog Post

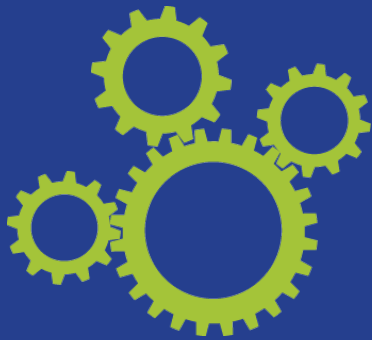


EPIPHANY
creative services



Step 1: Understand your audience.

- Have a clear understanding of who they are.
- What do they want to know about?
- What will resonate with them?



Step 2: Start with a topic and working title

- Brainstorm a few topic ideas to get you started.
- Choose one.
- Create a working title that grabs the reader.

Step 3: Write an Intro (and make it captivating.)

- Work to keep their attention within the first two lines or you lose them.
- Show the purpose of the post and explain how it helps readers solve a problem. (Remove or ease their pain point. Teach them something new.)



Step 4: Organize your content.

- . Avoid too much information - for the reader and the writer.
- . The trick is to organize the info so the readers are not intimidated by the length or amount of content.
- . Ideas: sections, lists, tips, whatever's most appropriate. But it must be organized! Don't just ramble and wax eloquent. It doesn't work!
- . Outline your post.

Step 5: Write the content.

- . Take your outline and just fill in the blanks.
- . Use your outline as the guide.
- . Expand on all of your points as needed.
- . Write about what you feel comfortable talking about, and do additional research, if necessary, gather more information.



Step 6: Make it look great/easy to read. Visual Appearance



- . Pictures don't make a post visually appealing □ it's the formatting and organization of the post.
- . Keep titles and subtitles in the post consistent.
- . Do pictures always have a similar border?
- . Keep style consistent from post to post.

Meta Description

Meta descriptions give searchers the ability to read a short summary of the post before clicking into it. They are ideally between 150-160 characters and start with an action verb, such as "Learn," "Read," or "Discover." It gives the searcher a snapshot of what they will get by reading the longer post.

Tags

Keywords that describe the post. They allow readers to search for more content in the same category on your blog.

Step 7: Include a CTA (Call-to-Action) at the end.



- What do you want them to do? Why are you doing this? (Conversion)
- At the end of every blog post, add your CTA.
- They will click on the CTA if they enjoyed your blog post and want more information on that particular topic.

Step 8: Optimize for on-page SEO.

- Incorporate keywords but don't impact reader experience.
- Make your URL shorter and more keyword-friendly. Don't overdo keywords or attempt arbitrary keyword density -- Google's knows!



Anchor Text

The word or words that link to another page -- either on your website or on another website. Search engines take those into consideration when ranking your page for certain keywords. Consider which pages you link to. Link to pages that rank well for that keyword. You could end up having it rank first instead of second.

Local Search

Social media is playing a bigger role in search engine optimization. When content is shared on social media, it's prioritized in the ranking results. Therefore, encourage readers to tweet out parts of your post. Also, encourage your writers to update their Google+ accounts with their social networks and pictures. Google will often prioritize posts with an author's picture. This stands out in search engines when someone is searching for a topic you've written about.

Optimize for Mobile

74% of users say they're also more likely to return to a site in the future if it's mobile-friendly.

Step 9: Pick a catchy title.



- Keep the title accurate and clear.
- Make it sexy -- whether it's through strong language, alliteration or another literary tactic.
- Optimize for SEO by sneaking some keywords in there.
- Shorten it up. No one likes a long, overwhelming title.

Step 10: Add a great image!

Put additional visuals to complement the different sections of your post.
Add data or statistics to back up any claims you made in your post.

BEST PRACTICES

1. Keyword the image in the alt text and
2. Place keywords in the title.



