


The Art of Content Marketing



Blog Checklist

Research Topics:

Find topics with keyword and phrase searches. Use Google, YouTube, Amazon and TubeBuddy. Also tools like Semrush.

Write:

Check style. Eliminate weak words and excessive words. Check headlines and sub-headings. Proof read and line edit. Re-check the next day. Print and read again.

Use Hemingway App and Grammarly. Spell checker

Images:

Rename alt tags with key words (image name). Resize per channel. Create extra pinnable image in correct format. Quality stock image?
Text on image?

Optimize and SEO

Headline has keywords. Add keywords and phrases to article. Meta tags for article and permalink align with keywords and headline.
Add article to correct category.

Call to Action

What do you want readers to do? Share? look at other articles? (internal links) Subscribe? Comment?

Other content? Add video, slides, podcast, ebook etc