

# How To Write A Blog Post

Brainstorm this checklist as you create your next blog post

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Company

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URL

What is your focus keyword or phrase?

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What links to examples/other content do you need (internal and external)?

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Outline your takeaways

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What images help tell the story?

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Break takeaways into subtopics (Use h2 or h3)

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What is your attraction getting title? (coschedule.com/headline-analyzer)

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Create 3 bullets for each subtopic

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Have you checked Grammar and Spelling? (Grammarly)

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Write a hook in the first paragraph  
(Why should I read this?)

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Create your metadata (title, description, URL, alt img)

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Create paragraphs for each bullet

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