

The Blogging Checklist

SEO Basics

- Always do your **keyword research** before writing a post. (Tools like Ubersuggest, SEMrush, or Google Keyword Planner are lifesavers.)
- Include your **primary keyword** in:
 - Your Title (The H1)
 - The first 100 words (Yeah...this means in the intro)
 - In at least one subheading (H2 or H3)
 - Your Meta description
- Keep your URL slugs **short and keyword-rich**.
- Add **alt text** to all your images. (Google loves this!)
- Link to **your own posts** (internal links) and **trusted sources** (external links).

Writing for Your Audience

- Know who you're writing for**—define your audience and their struggles.
- Research all trending topics** using Google's "People Also Ask," Quora, Reddit, and other competitor blogs.
- Every post should have a **clear purpose**. Think about what your readers gain?
- Write like you're chatting with a friend, not writing an essay.
- Add **checklists, templates, and step-by-step guides** to make your content more useful.

Build Your Email List

- Choose an **email platform** (ConvertKit, MailerLite, etc.).
- Offer a **freebie** to attract subscribers (checklist, ebook, mini-course, template).
- Place **opt-in forms** everywhere:
 - Pop-ups
 - Sidebar forms
 - Inside blog posts
- Set up a **welcome email sequence** to nurture new subscribers.
- Email your list **at least once a week**—stay in their inbox!

Stay Consistent

- Create a **content calendar** (Notion, Trello, or Google Sheets work great).
- Set a **realistic schedule** (1 post per week is better than 5 posts, then burnout).
- Batch-create content** so you're not scrambling last minute.
- Schedule posts ahead using **WordPress or Squarespace**.
- Repurpose old posts into **social media content, infographics, or videos**.