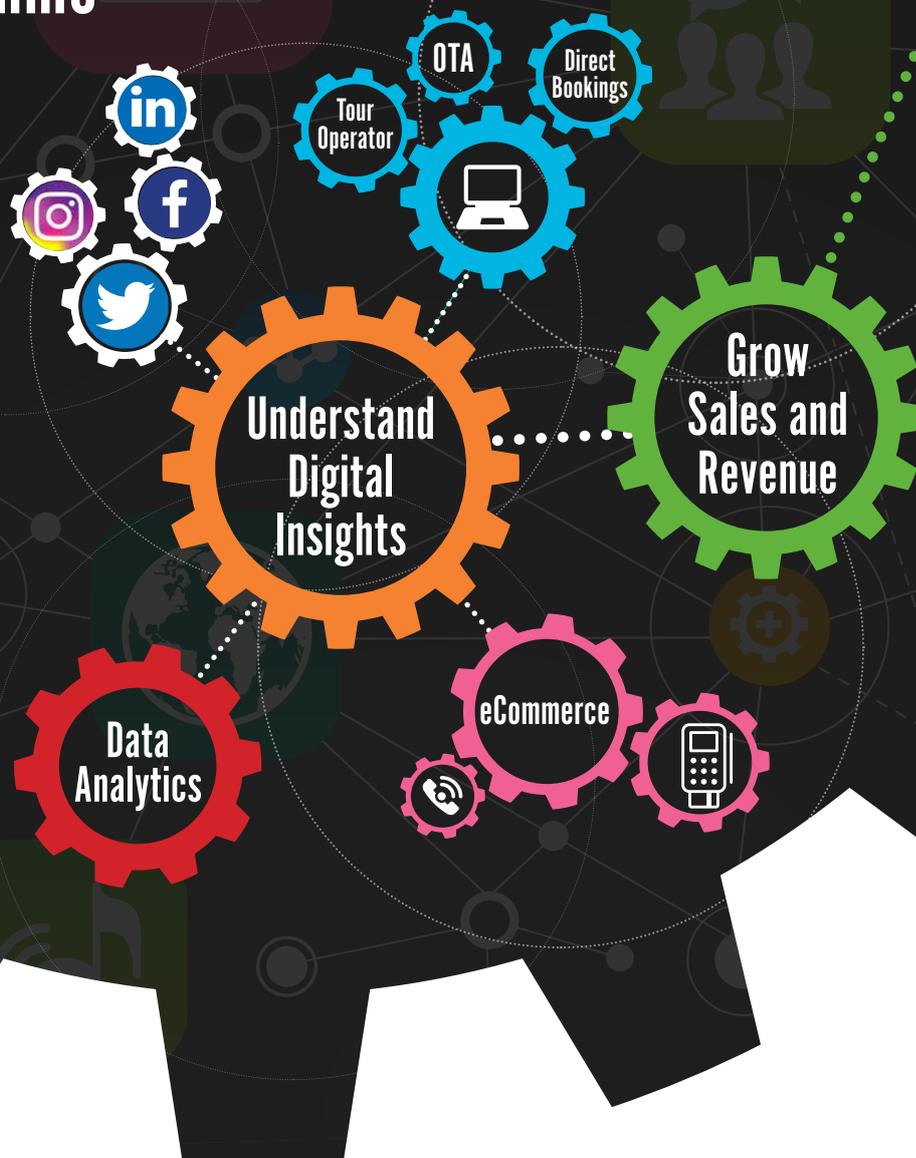


Part of the
**Digital Performance
Improvement
Programme**

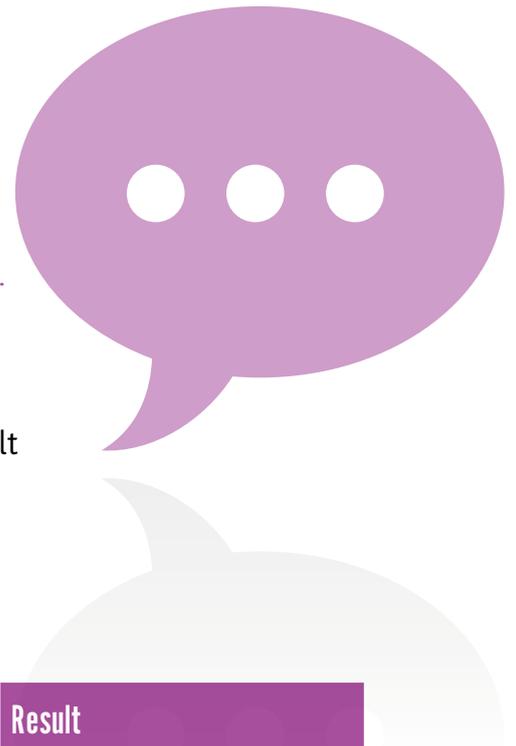


BLOG POST CHECKLIST

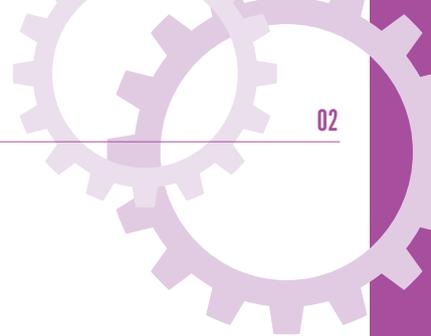
BLOG POST CHECKLIST

A blog can be a super valuable way of businesses generating more relevant traffic to their website, however, if the blog content is not structured in the right way it will be very difficult to get people to read the content.

The following checklist gives you some guidelines on the best way of structuring this content.



Issue	Reason this is important	Result
Is there a maximum of 3 to 4 lines in each paragraph?	Most people skim through content, so you need to make it easy to read.	
Does blog content have content for every stage of the Buyers journey?	We tend to write a lot of content that will attract an audience but not enough content at other stages of the funnel.	
Have we linked out to relevant articles?	These should be linking to other internal articles on your website and some external articles.	
Is there good imagery/video in the post?	Very few of your audience will read long pieces of content unless it's great content and it's broken up with images/video.	
Is there a compelling title on the blog post?	Remember this is what people will see on social media.	
Do you make it easy for people to share?	You need a social sharing plugin to make it easy for people to share.	
Do you link to it from other pages on the website?	It's good to link from the post to other posts but you can also find posts to link back to this one!	



Issue	Reason this is important	Result
<p>Is there a clear call to action to take people to the next level?</p>	<p>Imagine you had a good piece of content that 'attracts' and 'engages' the audience. You want to give them the opportunity to move to the next stage so you can 'nurture' them or give them an offer so they can skip 'nurture' and 'convert'.</p> <p>For example: get them to sign up to your email list where you can send a series of emails which both nurtures and then tries to convert them.</p>	
<p>Does the blog content target keywords/topics that people are searching for?</p>	<p>Typically, at least 80% of your content should be targeted at what people are searching for. There are times you just want to get some news out about your business which people may not be searching for but for the majority of times, you are targeting keywords people are searching for.</p>	
<p>Is the blog content optimised for SEO?</p>	<p>Blog content should follow the DPIIP SEO checklist.</p>	

