



B L O G G I N G C H E C K L I S T

- Define your ideal customer and goals
- Brainstorm ideas with staff members
- Research and choose keywords
- Create a content calendar
- Outline blog post structure
- Write compelling content
- Add internal links preferably to other helpful blog posts on your website and add external links
- Proofread and edit
- Optimize SEO
- Format and enhance the blog post
- Preview, publish and promote the blog post
- Monitor and analyze performance