



# BUSINESS BLOG



## Checklist

Optimize your blog for success

WORDS-DESIGN.COM

# Business Blog Checklist

## Blog Schedule

S M T W T F S


Choose a schedule between once a month to once a day. (Twice a week is recommended.) Select your days above.

## Format

### Title

H1 headline

### Subheadings

H2 or H3 headline

Bold emphasized text

### Lists

Unordered list for tips

Ordered (numbered) list for steps

## Post types

### Choose a post type

How to...?

What is...?

Listicle

Company update

Industry news

Storytelling

Interview

Comparison

Review

Roundup

Opinion/editorial

Answer other common questions

## Content

### Headline

Action verbs

Questions

Numbers and stats

What's in it for me?

### Introduction

Present topic

Hook your reader's attention

Table of contents if 1000+ words

### Body

Include personal insight

Provide examples

Use metaphors

Answer common questions

Be conversational

Use short paragraphs

### Conclusion

Next steps

Call to action

Author box (short bio)

## Search Engine Optimization

### Add keywords

- H1 headline
- H2 or H3 headlines
- Body copy
- Link anchor text
- Title
- URL
- Meta description
- Image alt tags

## Call to action

### Guide readers to the next step

- Download a free resource
- Connect on social media
- Watch a video
- Book a call
- Make an appointment
- Get a quote
- Buy now

## Multimedia

### Add multimedia elements

- Photos
- Graphs
- Infographics
- Screenshots
- SlideShares
- Videos
- GIFs
- Memes
- Call-out boxes
- Embedded social posts
- CTA banners

## Editing

### Edit before publishing

- Check spelling and grammar
- Use one idea per paragraph
- Shorten long sentences
- Check for redundancies
- Add transitions between ideas
- Remove or define jargon
- Check for inconsistencies
- Fact check names and dates