

# BLOG POST CHECKLIST



Checklist	Blog Post Checklist
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Purpose	Ensure all blog posts are as effective as possible in garnering SEO and leads.
Documents and Templates	<ul style="list-style-type: none"><li>• Standard marketing tools for blogging, CTAs, and social media.</li><li>• Graphic design tool like Canva.com.</li><li>• Use an SEO tool like SEMrush to establish keywords to use.</li></ul>

Step			Task	Done!
1	Content	Persona	Determine your target Persona. Who are you trying to attract? <a href="#">Buyer Personas</a> are important and fundamental to the positioning of your blog content.	
2	Content	Length	Blog posts should be 600 up to 1200 words long (1200 apparently the ideal according to Medium) and be grammatically correct, free of spelling errors, and formatted correctly. You can use a tool like <a href="#">Grammarly</a> to quickly check for grammar and spelling issues. <a href="#">Learn the Anatomy of a Perfect Blog Post.</a>	
3	Content	Photos	Photos work best in the top, just under the title. A photo or header works perfectly in social media too at the size of 1024 x 512. Photos throughout are nice as well and break up longer pieces. Create a custom header in <a href="#">Canva.com</a> or find a picture on Google making sure it is available for "reuse."	
4	Content	Read More	Insert the "read more" separator in a natural break, under whatever you want to appear in the blog summary EMAIL and the BLOG LISTING page. So make the "above the fold" long enough to be interesting, and hook them into wanting to read more. NOTE: If your blog post automatically sends in a newsletter, be aware that some blog email templates have character limits. You do not want to cut off the hook sentence in your newsletter, so do a few test until you know how many characters will present without truncating.	
5	Content	Links to Other Content	It is important to give Google signals about what pieces of content this blog post relates to and to encourage more page views of your website. End with <b>Read More About [topic]</b> and provide links to blog posts of related content. About 3 or so. And potentially a long form	

Step		Task	Done!
		website page about this topic, sometimes called a “pillar page” e.g. “This post is part of X for dummies” or whatever the pillar page is called.	
6	Content	<p><b>Call to Action</b></p> <p>Ensure every blog post has a Call to Action (CTA) Button of some kind, that links to your targeted Offer Landing Page.</p> <p>We are freaks for CTAs!</p> <ol style="list-style-type: none"> <li>1) Image at top of blog linked to landing page if appropriate with a button built in if appropriate</li> <li>2) Button CTA in first inch or two of copy</li> <li>3) Text CTA buried somewhere in the blog post</li> <li>4) Image CTA at the bottom</li> </ol> <p>A good example can be seen <a href="#">here</a>.</p> <p>CTA buttons generally say action things like Read More, Download the PDF, Contact Us. <a href="#">Here are CTA examples</a>. Best practice on CTAs - Top, Middle Text, Bottom and Pop-up. Read our post <a href="#">11 Actionable Tactics We Learned From Inbound</a> for more on CTAs.</p>	
7	Settings	<p><b>Titles</b></p> <p>Titles should contain the keywords/concepts and 60-100 characters, 16–18 words</p>	
8	Settings	<p><b>URL</b></p> <p>URL should closely match the title and contain the keyword. Can be shorter (50-60) and human readable but not necessary to be totally grammatical. Just use - to separate words.</p>	
9	Settings	<p><b>Author</b></p> <p>Best to be from a person if possible. Make sure that the bio is as complete as possible including social links, and with a nice picture.</p>	
10	Settings	<p><b>Tags</b></p> <p>Add or create tags that include the keywords/concept. We feel you should have a SET list and not add tags whimsically.</p> <p>Tags are best to set by the marketing strategist and kept really simple: Company Name News, Product 1, Product 2, Product 3 ... literally 3 or 4 depending on how you use tags in your blog menu. Look for “Categories” on the</p>	

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Step			Task	Done!
			right hand side of <a href="#">this page as an example</a> -- this list corresponds to who and what we sell and nothing else. HubSpot has a really easy way to <a href="#">clean up your tags</a> and consolidate that we use all the time! Blog, Tag menu item.	
11	Settings	Meta Description	VERY IMPORTANT! Meta should describe the blog post's content in a direct response type of copywriting style. Remember this is what is posted on social and what gets people to want to read it or not! So make it catchy. It should not be overly long.	
12	Settings	Featured Image	Almost always set a Featured Image, depending on the template. Again this is what's used for social so make it catchy. Ideally add a few so we can create multiple social posts easily that doesn't take extra time. Remember 1024x512 will work on FB, LinkedIn and Twitter (leave margin room due to LI)	
13	Settings	Social	Promote your blog post on your designated social media channels. When you publish your blog post, some blogging platforms automatically post to social. Be sure to check the social settings and Include your graphical image and ensure copy is optimized with hashtags, small URLs, and all other conventions that work best in social. On HubSpot In the Social auto-publishing setting, click Preview.	
14	Test	Blog	Ensure you preview your blog post before publishing. After you publish, ALWAYS look at your post on your blog page listing e.g. blog.yourwebsitename.com and also click on the post and look at it that way. You'll discover weird little problems with "read more separator" picture wrapping etc. Quickly fix and repost.	
15	Test	Social	And go out and view your social media posts and click through to ensure they are redirecting to blog correctly. If not, delete social and repost by hand.	
16	Test	Email	Go check out your weekly (or daily/monthly) blog post email and make sure your post looks right there. Tweak picture or read more if it isn't looking good.	

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Step			Task	Done!
17	Measure	Blog	<p>With blogs we typically track these items:</p> <ul style="list-style-type: none"><li>• Number of blog post views (organically vs. email)</li><li>• Number of clicks on CTA</li><li>• Number of conversions (new contacts)</li><li>• Staying power over time... still generating traffic months later? Anything that we can reuse a year later? <a href="#">Always consider refreshing and reposting old content</a>, everything old is new again!</li><li>• Number of blog subscribers</li></ul>	

## References

[Project - Setup and Publishing blogs on HubSpot](#)

[HubSpot Blog Training](#)

[HubSpot Blog Resources](#)

[HubSpot CTAs](#)

[HubSpot Pop-Up Forms](#)

[Blog Auto Posting Social Media](#)

[OM Blog - 11 Actionable Marketing Tactics Inbound 2019](#)

[Complete Guide to Updating and Republishing Blog Content](#)

[31 Call-to-Action Examples You Can't Help But click](#)

[Cleanup and Manage Your Blog Tags](#)