

# CHECK LIST | BLOG ARTICLE WRITING BEST PRACTICES

Strategic blog article writing is more science than art. Ensure your blog articles resonate with your customers and are aligned to your business goals with this Check List.

- 1 WRITE FOR RELEVANCE AND INTENT**

Today's SEO best practices are all about relevancy and intent. Ensure your content is relevant to your reader and that the content meets the desired intent.
- 2 CREATE A CATCHY TITLE**

Research shows that 60% of readers won't read past your headline. Use long tail key phrases such as "internet marketing for lead generation" vs. just "inbound marketing." Include keywords and/or phrases your target audience is interested in. Ideal title length is under 65 characters.
- 3 USE SUB-HEADERS**

Another on-page SEO element, these should be written with H2 tags or smaller (not H1 tags), which signal a title and can help break up text for the reader. Be sure to integrate the keywords you're using with Sub-Headers
- 4 OPTIMIZE FOR ON-PAGE SEO**

Be sure to add keywords, make your URL shorter and more keyword friendly.
- 5 WRITE FOR THE RIGHT LENGTH**

HubSpot research shows the best-performing blogs average about 2,100 words. serpIQ found that most of the top 10 Google results are between 2,032 and 2,416 words.
- 6 ADD DATA**

Include data and numbers as much as possible. When connected to research, this brings added credibility to your post. Tip: Numbers written as numerals (23) instead of words (twenty-three) gain greater reader attention.
- 7 ADD META DESCRIPTION**

This is the short description you see on a SERP to "preview" what the page is about. BlogSpot research says the ideal meta description length is under 155 characters. Descriptions should start with a verb, such as "Learn."
- 8 INCLUDE ANCHOR TEXT**

These are the word or words that link to another page, either on your website or on another website. Taking care in selecting which keywords to link can increase your blog's ranking with Google.
- 9 OPTIMIZE FOR MOBILE**

Readers spend nearly 2 of 3 minutes online these days, so optimizing your post for mobile improves both the reader's experience and SEO.
- 10 ADD IMAGES & VIDEO**

Keep your reader's attention and interest, and help enhance your content by adding relevant images, social media posts, graphics, and videos. Your featured image should be at the top of the page to draw in the reader.
- 11 ADD TOPICS AND TAGS**

These are specific, public-facing keywords that describe a post. Think of tags as "topics" or "categories," and choose 10-20 tags that represent all the main topics you want to cover on your blog.
- 12 INCLUDE A CTA**

At the end of every blog post, insert at Call to Action. Provide links for more information, ask them to subscribe to your blog or register for your newsletter or sign up for an event. When your readers take action, this becomes a lead.

