



Ultimate Blog Post Checklist

Note: If you need help with any of these items, email me at angela@angelagiles.com and lets chat!

1. **Write a keyword-rich blog post of at least 2,500 words.** Remember, by producing detailed long-form content, you can be perceived as credible and valuable. This is also helpful if you are trying to rank higher on Google, and convert your readers to customers and subscribers.
2. **Your main keyword must be at least 1% of the total amount of words.** Though, you should also note that Google recognizes synonyms and like phrases. So for readability, it does not have to be the exact same word or phrase, 1% of the time. For instance, “picture” and “image” are most of the time, the same. If you want to improve readability, you may want to use a synonym, especially if the keyword would be repeated too many times in a short space. I would suggest having at least 3 other “keyword” phrases that relate to your main keyword.
 - a. Example: Main Keyword is: social media presence
 - i. Here is a list of other keywords related to social media presence.
 - ii. [boost social media presence](#), [building social media presence](#), [creating a social media presence](#), [how to build social media presence](#), [how to gain a social media presence](#), [how to grow social media presence](#), [improve social media presence](#), [improve your social media presence](#), [increase social media presence](#), [managing your social media presence](#), [monitor social media presence](#), [social media presence](#), [social media presence for business](#), [social presence](#), [tips to increase social media presence](#), [ways to increase social media presence](#), [why have a social media presence](#)
3. **Do Google SEO Keyword research.**
 - a. Use [Keysearch.co](#). Use this coupon code “KSDISC “ to get 20% off!
 1. Do a search for the keyword you are looking for. Look at the top 10 in Google see if you can beat them by having 3 of them having a DA less than yours and the links 1 or N/A and the colors yellow or green. Make sure the search volume for that keyword is at least 200 and in green. Otherwise if it is higher like in the

red you will have to build more links to it.

<input type="checkbox"/>	Keywords 699	Volume	CPC	PPC	Score
<input type="checkbox"/>	blog disclaimer	590	2.16	0.09	31

2. Use the main keyword 4 times: in article title, meta description, one subheading and somewhere else in text..
 3. Meta description Use main keyword
 - a. Use action oriented language like starting sentence with Learn, Discover, Goals
 - b. Write a short sentence telling the searcher why they should read your post (the benefit to them NOT you)
 - c. Keep it under 155 characters
 4. Your goal is to write a BETTER more in depth article than the other 10 top on Google so your article ranks.
 5. Grab the list of at least 100 other keywords from Keysearch.co and use them at least once throughout your article.
 6. Get the top 10 other articles and look at them before you begin writing yours - see where you can fill in the gaps - make sure your new article fills in these gaps.
 7. Create an outline before you begin writing your article. For example: heading, subheading and text. Rinse and repeat and identify where each of the 100 keywords can be used.
 8. Also consider getting the questions that people are asking from Keysearch.co for that main keyword and use them in your headings/subheadings
 9. Grab al Keywords that are MUST have that are in the other top 10 articles on Google from Keysearch.co and make sure they are in your article.
4. **Links: Each article should have 8 links in it if at all possible.**
- a. It should have 2 links to other articles inside your blog and one being up to the category it is in.
 - b. It should have 2 links out to other high value articles outside of your blog.
 - c. It should also have 2 links from your other articles to the new article and another from the category it is in to the new article.
5. **Images:** Get Classy images use hautestock,
- a. Name your images with keywords. Use a diff keyword for each image - 2 to 4 other images w different keywords. If you are also using pinterest, put the pinterest pin description in alt of each image.
 - b. 3 Pinterest images per each blog post:
 - i. Do "[end of Pinterest](#)" keyword research for your Pinterest Images. If you don't know what this is then I highly suggest you take the [SEO Adventures course](#). It will make your Pinterest organic views skyrocket.
 - ii. Write your pin descriptions in tracking spreadsheet - Note: Create 2 or 3 pin descriptions so you can use them with the different pinterest images you create.
 - iii. Make pinnable pinterest images

1. Look at other images on pinterest that have the same pinterest keywords. Make the images super similar so that they index quickly on pinterest
 2. Don't give it all away up front.
 3. Make a big promise to the reader so that they have BIG Emotional Relief
 4. Make sure that the reader believes they can achieve your promise. Story format often works in this case. The reader needs to believe they can achieve it. Ex: I want to show you how I made \$5K per month vs (dont do) You can make \$5k per month.
 5. Make sure that it is SUPER BENEFICIAL not boring and blah.
 6. You must have an Eye catching design
- iv. Upload a featured image if theme allows

6. Other Misc Items:

- a. Table of contents in each blog post where appropriate.
- b. Youtube Video where appropriate. Embed the video into your blog post.
- c. Affiliate links with different CTA and buttons
- d. Content Upgrade that is super compelling that will get peeps to optin. You could consider using a RESOURCE Library if you are going to have different content upgrades for different articles.
- e. Add table of contents to each blog post where relevant
- f. Run each blog post through page analyzer in [Keysearch.co](http://keysearch.co).
- g. Use thirsty Affiliate Plugin for no follow links
 - i. Note: Thirsty Affiliate Plugin will mark a link as no follow.
 - ii. All affiliate and sponsor links & outgoing links need to be marked as nofollow.
- h. Use Table Compress plugin for Compression Articles
- i. All headlines and subheadlines must be h1 and h2.
- j. The permalink/slug is the primary keyword, and must be kept short for Yoast. For example, if your primary keywords are "Positive Thinking Techniques," the permalink should appear like this: <http://www.angelagiles.com/positive-thinking-techniques/>
- k. Insert the "Read More" tag.
- l. Choose the category of your post. You shouldn't more than 5 categories for your blog.
- m. Add all of the tags related to the post.
- n. Invite your readers to gain access to your very own library of resources.



7. Make sure you have the YOAST SEO plugin.

- a. One of the first things you should do is to put in the meta description. You can do this by clicking "Edit Snippet."

Snippet Preview

15 Positive Thinking Techniques for a Healthier, Happier You! (plus 3 motivation tips) | Angela Giles
https://www.angulgiles.com/positive-thinking-techniques

Nov 9, 2018 - Are you a positive thinker? Are you struggling to overcome negative thinking? Facing unpleasant circumstances and life challenges in an optimistic ...

  Edit snippet

SEO title insert snippet variable

Title Page Separator Site title

Slug
positive-thinking-techniques

Meta description insert snippet variable

Are you a positive thinker? Are you struggling to overcome negative thinking? Facing unpleasant circumstances and life challenges in an optimistic manner would eventually allow you to be more productive. Why not do some positive thinking exercises? Such approaches will make you happier and healthier! If there are lots of negative things running in your mind right now, the positive thinking tips in this article might help you out.


Did you get the green light to both readability and SEO?


Publish ▲


Save Draft Preview

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

 Publish immediately [Edit](#)

 Readability: Good

 SEO: Good

In case you don't, just look at the "Readability Analysis" and "Focus Keyphrase" recommendations. This can be found under Snippet Review. There is no need to match all of the other details, just make sure that both circles are green. Further down the page, you can find "Social Warfare Custom Options." Make sure to fill out the Social Media Title, Social Media Description and Pinterest Description fields and INCLUDE the images.

DO ALL OF THIS BEFORE YOU EVER HIT PUBLISH.