pyxl

7 EASY STEPS FOR
CREATING AN EFFECTIVE BLOG

1

CREATE A TOPIC THAT RESONATES WITH YOUR AUDIENCE

It is important to have a clear direction and topic from the beginning. Start by defining your target audience to help determine your topic. Then find a high ranking keyword that relates to your topic, and incorporate that keyword into a catchy blog title.

- ☐ Define your target audience
- ☐ Determine your trending keyword
- ☐ Create a catchy title

2

RESEARCH THE TOPIC AND ORGANIZE YOUR CONTENT

Research articles and facts that can be used for subtopics and evidence before writing your blog post. Once you have collected ideas, it is vital to create an outline. An ideal word count should be between 500-800 words.

- ☐ Research and gather ideas
- ☐ Create an outline

3

WRITE OUT THE CONTENT

Start with a captivating introduction and then use heading tags to organize and structure your subtopics. Be sure to write short and easy to consume paragraphs and incorporate lists to increase readability and scanability.

- ☐ Write a catchy hook
- ☐ Use h1 and h2 tags for subtopics
- ☐ Add stats, facts, and quotes for support
- ☐ Write short paragraphs

4

ADD LINKS AND A CTA

Link to related content within your websites, such as blog posts, resources, and webpages to continue the conversation. Be sure to add a call-to-action (CTA) as the next step for your readers.

- ☐ Create a CTA
- ☐ Add internal links
- ☐ Add backlinks

5

ADD IN RELEVANT IMAGES

Include a relevant header image that explains the blog content when the reader first enters your page. Also, include images throughout to provide examples and to break up the text.

- ☐ Add a relevant header image
- ☐ Add additional images throughout
- ☐ Add alt text to all images

6

EDIT, PROOFREAD AND FORMAT

Before editing your paper, you should take time off and rest your brain. Some things you should watch for are grammar mistakes, spelling, word usage, and sentence structure. Then, be sure to alter your formatting to fit your CMS before publishing.

- ☐ Proofread
- ☐ Format your post on your CMS platform

7

MAXIMIZE SEARCH ENGINE OPTIMIZATION

Use search engine optimization (SEO) best practices to help your content be reached by your target audience. Content with high SEO will rank better on search engine result pages.

- ☐ Double-check meta title
- ☐ Write meta description
- ☐ Add internal links and backlinks