

A Checklist to Structure Your Blog

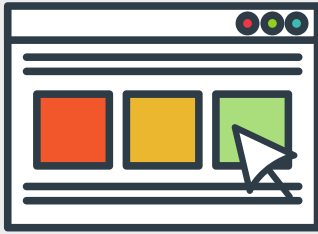


A Quick Reference List



Umbrella Digital Media

Blog Checklist



Content Checklist

- Check headline length. Run it through Headline Analyzer for feedback.
- Does your introduction hook in the audience you are writing it for?
- Headings - use the H2 tag for your headings
- Subheadings - use the H3 tag for your headings
- Upload images max size 1200 x 600 px and optimise *
- Link to other articles on your site to support your content
- Link to other external articles which are relevant to your topic
- Keep your conclusion brief
- Have you included a call to action? What should the reader do next?



Technical Checklist

- Check the title length is not too wordy. 6-8 words is ideal.
- Check the URL length. 2- 3 words including your keyword
- Use a unique keyword or phrase for your article.
- Use your keyword in your URL and at least one in your H2 and H3 headings
- Add article excerpt (160 words)
- Copy article excerpt into meta description box (SEO)
- Copy blog title into Meta title box (SEO)
- Add target keyword in Content Analysis box and refresh
- Featured image size 1200 x 600 px and optimise*

*Use Tiny PNG for image optimisation