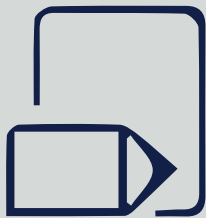


Content Checklist

[Before You Hit Publish]

Before you hit publish on a blog post, it's best practice to optimize the latest content piece and meet the following check boxes. By walking through this final check, you ensure content quality and conversion potential. Approach your content readiness in this order.

Content Structure



- a catchy and specific title
- grammar checked with an online tool
- the word count exceeds 1,000 words
- the paragraphs are short
- content includes transition words and active voice
- multiple secondary headlines
- bolded and italic words throughout the copy

SEO



- optimized content for one primary keyword
- the keyword is included in the title headline
- keyword volume is .10% of the copy/1,000 words
- post URL is short and includes the keyword
- images include the keyword in title & alt-text
- meta description & title includes the keyword
- link out to 2 external quality blog posts
- link to 3 internal blog posts that are relevant

Conversion Tactics



- two conversion options for every 1,500 words
- one download asset per article
- relevant download asset to customer journey
- call to action at end of blog post
- introductory email after conversion download