CHECKLIST FOR WRITING
GUEST POSTS

GuestPosts.Biz

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☑ **Create a catchy headline**

Select an interesting title for your guest post. Knowing the headline before you start writing helps you stick to the topic and deliver what you promise in the title.

☑ **Identify your audience**

Pinpoint exactly who you are writing the blog post for. When you know the exact audience of your content, it's much easier to be direct with your writing.

☑ **Know your purpose**

All digital content should be created with your marketing plan in mind. (e.g. build brand visibility, build database of email subscribers, boost SEO, etc.)

☑ **Assign one primary keyword**

The keyword should accurately represent the topic and be a top keyword for your industry. It should be relatively popular and have a keyword difficulty that you can likely rank for.

☑ **Use the primary keyword in the headline**

Go back to your headline and make sure the primary keyword is used in the title. This helps in organic rankings.

☑ **Assign a few secondary keywords**

Choose three or four secondary keywords that are related to the primary target keyword for the post.

☑ **Write around 350 words**

Write as much as you need to fully cover the topic, and as a best practice, write around 350 words to show search engines that it is a thorough resource.

☑ **Add value**

As you write your post, provide details, facts, stats, takeaways, news, and information that are valuable and helpful to the reader.

☑ **Show, don't tell**

An important part of this checklist for blog writing is using examples that help audiences deeply understand and absorb the message you are trying to share.

Write original content

The content you create should always be original and topical. It should be well researched and engaging.

Use subheadings

Split up your content using subheadings throughout your post to break up sections of text. Readability improves tremendously and breaks the monotony.

Use the primary keyword in at least one subheading

A part of your blog writing checklist should include inserting the keyword in at least one subheading.

Highlight important information

One of the most important content writing tips is using formatting features that make posts easier to skim. Bold, italicize, or otherwise highlight important information.

Add supporting graphics

Your blog content checklist should also include adding an imagethat make the post more engaging or interesting.

Avoid image copyright infringement

Double-check to ensure that you have the right to publish media to avoid copyright infringement with digital photos and videos.

Add links to relevant internal pages

Add links to other published posts and pages on your site by adding relevant hyperlinks to other internal pages.

Add links to other credible websites

Add relevant outbound, seo-friendly links to other high-quality websites to give credit and link to sources.

End with a call-to-action

Because all good blog posts are written with a goal in mind, end with a call-to-action that tells the reader what you want them to do next.

Optimize for social sharing

Encourage readers to spread your posts by creating shareable content that includes ClickToTweet link, and social media sharing icons.

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