# 10-Point Checklist for Writing Amazing Blog Posts

Taking a few minutes to plan your posts and organize your thinking will ultimately make you a better and more effective writer. Use this checklist every time you write a post.

1. Know Who You're Writing For

Write down the following key pieces of info for your intended audience: How much do they already know about the topic? What is the goal of your post? To educate, inspire, or motivate? Or something else? What's the #1 problem your audience is facing that your post can solve?
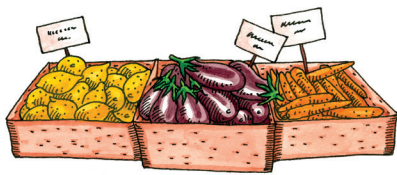
2. Do Some Keyword Research

Using Google Keyword Planner or another keyword tool, choose a keyword phrase for your post that has at least 1k-10k monthly searches.

3. Research Your Topic

Google your topic incognito and open every link that comes up in the first two pages of results. Read through every link and save any URLs you think are useful. Make note of any interesting information as you go, including, facts, stats, or ideas you might want to research further for your post.
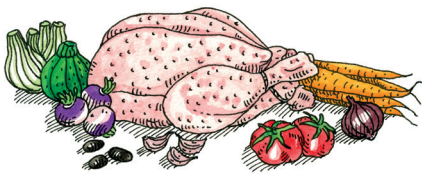
4. Create a Basic Outline for Your Post

Your outline should include your theme, one main topic, and some subtopics that will help your readers understand your main topic.

5. Come Up With a Working Title

Giving your post a simple, working title will help put you in the zone for writing.

6. Hook Your Reader in the First Two Lines

Introductions don't need to be overly complicated or clever. Here's a method to try if you get stuck:
Paragraph 1: What is the most interesting thing that people would want to know about your topic?
Paragraph 2: A sentence or two further explaining what you just said and putting it into context.
Paragraph 3: Clearly set out what the reader can expect to read in the rest of the post.
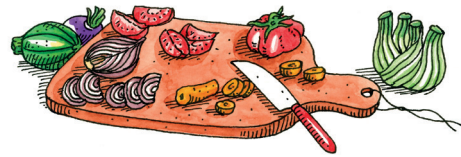
7. Write Your Post

Put together a skeleton structure—basically, bullet points for each section of your post, including your introduction and conclusion.
Next, flesh out each section with more bullet points for the main points you want to address.
Lastly, fill in the gaps. Work through each section, fleshing out your bullet points with proper sentences.

8. Add Images and Links

Add images and quotes to your posts to break up the text. If you use any stats, numbers, or research in your post, always include a link.
Need high quality images? You can find good ones at Unsplash.com and Pexels.com (both free), and Dreamstime.com and Stock.adobe.com (both premium)

9. Optimize for SEO

Search your post for your keyword phrase to check how many times you used it. If you haven't reached 1-2% density, go back through your post and add more references.

10. Rewrite Your Title

Choose a type of headline for your post and then write down five possible titles. Choose the one you feel will resonate with your target audience the most.

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