

RULES *to* BY BLOG



CAMPAIGN
CREATORS

RULES TO BLOG BY

PLANNING & WRITING



☐ 1. *ESTABLISH THE ARTICLE'S FOCUS KEYWORD AND CATER IT TO YOUR BUYER PERSONA.*

*A **focus keyword** is the main keyword (or phrase) that you are trying to rank for. A **buyer persona** is your target demographic that will potentially search the article's focus keyword.*

- » Think about what your potential customers would search when creating keyword driven articles.
- » Try to include the keyword(s) often, but make sure it occurs naturally and doesn't detract from readability.

☐ 2. *WRITE ARTICLE OVER 500 WORDS*

- » Create one or multiple section sub-headers in article. This will make your article easier to read, provide visual breaks, create information hierarchy, and improve SEO.
- » Format the article to have bullets or numbered lists (if applicable). Conduct necessary research and include any data to back up your claims. **Remember to cite these within the post and not as footnotes.**
- » Link to outside blogs, biographies, web pages, news articles, etc. via hyperlinks in the body of the blog. Keep it natural and avoid random links. The key here is to provide quality supplemental information.
- » If possible, link to one or more pertinent internal company blogs.
- » Create a relevant call-to-action (CTA) that will provide additional value to the reader at the end of the post and keep them engaged.

"Blogging with best practices in mind is the single most valuable thing you can do to build your business' brand online. Each post is an asset that gives back to you time and time again by being searchable in Google, being sharable on social, being linkable online and being remarkable enough to win you leads and customers."

*- Sarah Bedrick
Program Leader,
Introductory
Training Hubspot*

☐ 3. *CREATE A COMPELLING TITLE*

- » Start with your working title.
- » As you start to edit your title, keep in mind that it's important to keep the title accurate and clear.
- » Include the focus keyword in title if possible.
- » Now, work on making your title sexy—whether it's through strong language, alliteration, or another literary tactic.
- » If you can, optimize it for SEO by sneaking some keywords and numbers in there.
- » Finally, see if you can shorten it up at all; no one likes a long and overwhelming title. <http://blog.hubspot.com/marketing/a-simple-formula-for-writing-kick-ass-titles-ht>

☐ 4. *HAVE ANOTHER TEAM MEMBER REVIEW THE ARTICLE FOR GRAMMAR, TONE, AND CONSISTENCY WITH THE BRAND'S VOICE.*

IMAGERY

☐ 5. *SELECT 2-5 RELEVANT IMAGES TO SPRINKLE THROUGHOUT THE ARTICLE.*

- » Choose the article's featured image.
- » Set the alt tags for all images (try to include keywords).

TECHNICAL

☐ 6. *CREATE SEO TITLE (BLUE HEADER TEXT IN GOOGLE SEARCH ENGINE RESULTS PAGE) 50–60 CHARS.*

- » Ensure the focus keyword is used in SEO title.
- » Confirm title is accurate, concise, and keyword rich.



- ☐ 7. *CREATE A META DESCRIPTION (BLACK BODY TEXT IN GOOGLE SEARCH ENGINE RESULTS PAGE) 150-160 CHARACTERS RECOMMENDED.*

Custom vs. Customized Website - Business on Market St.

www.businessonmarketst.com/blog/custom-customized-website/ ▼

Sep 30, 2016 - There's a big difference between a custom vs. customized website. It is important to understand the difference when creating a new website.

- ☐ 8. *ENSURE THE META DESCRIPTION SUCCINCTLY DESCRIBES THE ARTICLE AND ENTICES THE USER TO READ MORE. INCLUDE THE FOCUS KEYWORD(S) NATURALLY*

- ☐ 9. *ESTABLISH MULTIPLE META KEYWORDS THAT RELATE TO YOUR ARTICLE.*

» 3–7 recommended

- ☐ 10. *CHOOSE A FEW BLOG CATEGORIES IF YOUR PLATFORM SUPPORTS THIS.*

» 1–3 recommended

- ☐ 11. *SELECT MULTIPLE KEYWORD TAGS IF YOUR PLATFORM SUPPORTS THIS.*

» 3–7 recommended

SOCIAL & ENGAGEMENT

- ☐ 12. *SHARE ON YOUR COMPANY'S SOCIAL MEDIA.*

- ☐ 13. *SHARE IT WITH YOUR TEAM AND ENCOURAGE THEM TO SHARE IT AND COMMENT AS WELL.*

- ☐ 14. *PROMPTLY RESPOND TO ANY COMMENTS THAT ARE LEFT.*



CURIOUS TO SEE HOW MARKETING EFFORTS CAN BRING NEW LEADS INTO YOUR BUSINESS?

See how inbound marketing can help your company

[DOWNLOAD NOW](#)



SHARE THE LOVE

Send this resource to a friend or colleague:

SHARE



Send this resource to a friend or colleague:

[SEND NOW](#)

Created by:



SEAN FARIAS
*Director of
Account Strategy*



ALVARO FLORES
*Interactive
Designer*



858.633.1915
campaigncreators.com



**CAMPAIGN
CREATORS**