THE PERFECT BLOG POST CHECKLIST

10 Steps to Writing the Perfect Blog Post

MOMS CRAVINGS

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When it comes to writing blog posts - the content that you write is important. However, there's a significant amount of work that needs to happen both BEFORE you write and AFTER you hit "publish" to make sure that people can find this awesome content you've just written.

This is why I created my **"Perfect Blog Post Checklist"** - 10 steps that will guarantee the longevity, visibility, and success of your blog posts. Here are the 10 steps you must follow to create the perfect blog post:

1. Validate blog post idea

Every blog you write absolutely needs to be written with SEO (or search engine optimization) in mind. In other words: what are people searching for, and how can you tailor your language and keywords to those specifics to make sure that people actually find and read your content?

When I am writing a blog post, or for that matter, even thinking of a recipe to write on MomsCravings.com, I always do a bit of research first. And the first place I will go is to [Google Trends.](#)

Validating specific topic ideas in Google Trends helps to assure that my content will be relevant and that I am using the right spelling of the words (for example "Crock Pot" vs. "crockpot").

2. Complete keyword research

Once you have validated the correct spelling and popularity of your blog post idea, the next step is to do keyword research to find specific keywords that online users are actually searching to include in your blog post.

I use a tool called **[Keysearch](#)** to do my keyword research. This is similar to SEMrush and Ahrefs, but about an eighth of the price of those services and just as reliable.

3. Do "Page 1" research

In addition to keyword research, it's also important that you do "online research" to validate your blog post content and find content opportunities for your post. After all - you don't want to go through all the work of writing an awesome blog post if no one is ever going to actually find and read it, right?

This step is kind of my "secret sauce" for writing high-traffic blog posts: I want to be sure that I am giving my reader the best experience, so I want to see what is missing from the first page of Google on the search results for the keywords that I researched in step 2.

For example, if I want to write a post about "best brownie recipes," I will search that keyword on Google and check out the results of page 1 to see if there's a unique angle I can take in my post to make it stand out on page 1.

The purpose of my Google search is to also see what is missing. Is there a gaping hole where a specific question, technique or idea is not being answered that I can answer?

4. Write your content intentionally

When you're writing your blog post, you need to keep in mind that you have four different audiences: your reader, Google, Pinterest and Google.

Here's how to make sure you are writing intentionally for each "audience:"

1. **Your reader:** Start with a problem, become the hero solving the problem and give your solution to the problem. Hook the reader in and make them identify with you. Be approachable and knowledgeable.
2. **Google:** Use Keysearch to write a post that is both desirable to you reader, but also easily identifiable and crawlable for Google.
3. **Pinterest:** For Pinterest, make sure you provide beautiful pinnable images, along with keyword-rich content in the descriptions. Your readers and Pinterest followers won't be able to help but repin, comment, add photos and share them.
4. **Facebook:** For Facebook readers and sharing on Facebook, make sure you provide an attention-grabbing ,clickable title with a compelling call to action.

5. Organize your post so it's Google AND user-friendly

After you have written the meat of your post and brought it over to your Wordpress dashboard it's time to start organizing the post:

Use **Headers** to address the structure of the post.

- H1 is always the post title.
- H2 is generally used for main points and should also include a main long tail keyword
- H3 is generally used to address categories, topics or lists inside of the blog post.

SEO Page Title: This will be the title that shows up on the search engines

Slug: This will be the URL of the page. The address of this post. Should also contain keywords.

Meta description: This will be appear under the SEO Page Title of your post in search results. Doesn't have keyword value, but will help entice readers to click through to your post from Google's search results page.

Final organization tip: *Keep in mind that as you are adding bold, italic and underlined text you're giving a signal to the search engines that this is important text.*

6. Properly name Images, Alt text and Image Title Attribute

Another important step for helping your post get found on Google is through the images you include in your post. Naming image files will help Google understand what your post is about.

When choosing **alt text,** focus on creating useful, information-rich content that uses keywords appropriately, and is in context of the content of the page. Using more than one or two keywords here can look like keyword stuffing and result in poor search results.

Image Title Attribute is going to be the text that will show up if you hover over the completed blog post.

7. Include a minimum of 2 internal links

As your blog grows, this process will evolve, but the best practice for internal linking when you're just getting started is to link to a few blog posts inside your blog post. I also recommend that you stay inside of one category for internal linking.

As you're writing, you'll want to make notes at the bottom of your post for blog posts that make sense to link to. That way, when you go to format your blog post you can insert your links in quickly and easily.

8. Create a minimum of 2 pins, preferably 4-5

I have mentioned that Pinterest is a big part of my blog. I get a lot of traffic from Pinterest and therefore a lot of income from Pinterest and consider myself an expert on the platform.

I recommend adding **4-5 pins to each post on your blog.** Remember that social proof is very important, and PInterest is also a part of this.

After you've finished writing your post you'll make the text for your pins and insert your pins.

Here's how to insert pins to post so your reader can see them:

1. Press add media
2. Add the image that you made
3. Put your keyworded Pinterest image into the image title attribute or the social pug Pinterest description area.

There's also a way to insert pins so readers can't see them. I cover this in my course, **Grow. Share. Earn.**

9. Make sure your post is at least 1,000 words to establish authority

As a final check, make sure that your post is at least 1,000 words. Google naturally favors long-form content, so 1,000 is a good benchmark to shoot for.

10. Promote, promote, promote

The final step of creating the perfect blog post is to promote, promote, promote! In fact, this might be considered the most important part of blogging! Remember that getting social proof is an important part of search engine optimization.

Want to learn how to promote your posts like a pro, and start getting serious traffic to grow your blog and your income? Then check out my course, [Grow. Share. Earn. - How to Start a Profitable Recipe Blog in 6 Weeks or Less](#).