

BLOG POST WORKSHEET

POST TOPIC

FOCUS KEYWORD

CATEGORY

COMPELLING POST TITLE

WHAT HAVE *I* GOT TO SAY ABOUT IT

PAIN POINT 1

SOLUTION 1

CONCLUSION

CALL TO ACTION

SEO CHECKLIST

- Keyword in Title
- Keyword in 1st paragraph
- Keyword in meta description
- Meta descriptions in images
- Internal links
- External links

PUBLISH CHECKLIST

- Draft Written
- Edited
- Finalized with images, links, SEO
- Scheduled
- Published
- Shared