

## YOUR BLOG RESOURCE GUIDE

Blogging is your brand's avenue to become a subject-matter expert within your industry. They're also a great source of content across marketing strategies and support your SEO value. Use this guide to ensure your blog is set up for success!

### Getting Started

- Define your audience. What are they interested in reading?
- Check out your competition. What are they writing about?
- Determine your key article themes/categories
- Give your blog a name
- Design your blog page
- Get writing

### Writing Process Tips

#### Ideation

- Topic
- Outline
- Research

#### Execution

- Pen to paper

#### Optimization

- Backlinks
- Title
- Media selection / curation

### SEO Checklist

- Meta Title
- Meta Description
- Meta Tags
- SEO Slug
- Image Alt Attributes
- Internal/External Linking

### Formatting Tips

- Leverage H2s to organize your ideas
- Short, concise paragraphs
- Include lists where appropriate
- Leverage relevant media

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### Creating Your Blog

Blog Topic / Category

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Blog Title

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Blog Outline

- Point A - supporting detail
  - Point B - supporting detail
  - Point C - supporting detail
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Research Links

- Link One - supporting detail
  - Link Two - supporting detail
  - Link Three - supporting detail
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Closing Call-to-Action

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Image Alt Text

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Meta Title

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Meta Description

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Meta Tags

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SEO Slug

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Social Captions

- Facebook
  - Instagram
  - Pinterest
  - Twitter
  - LinkedIn
  - TikTok
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