

A BLOGGING CHECKLIST

To Maximize The Effectiveness Of Your Blog

Blogging is one of the most effective ways to drive targeted traffic to your website. With well-written, informative posts, you demonstrate depth of knowledge in your niche and increase the impact of your online footprint. Follow our checklist of tips and best practices to ensure your blog is optimized for success before you hit *publish*.

DID YOU ...

1 AUTHOR



Change the default author on your blog posts from *Admin*. Create author names (known as display names) and attribute blog posts appropriately.

2 KEYWORDS



Focus your post around a keyword and include that keyword within the URL.

3 TITLE



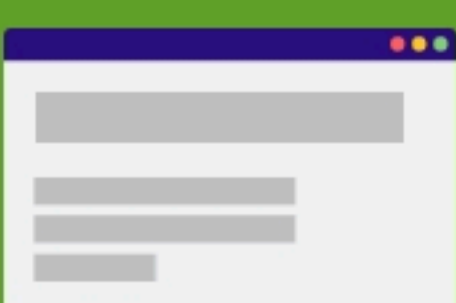
Use an impactful post *title* that entices readers and delivers on the implied promise.

4 FORMATTING



Make your post easy to consume visually. Did you break up paragraphs, use stylized fonts, block quotes, or boxed text?

5 HEADER TAGS



Utilize H1, H2 and H3 tags recognized by search engines to help rank your blog posts.

6 IMAGES



Add visual elements like photos and diagrams to break up the post and make it easier to read.

7 ALT TAGS



Include *alt text* for all images in your post, to increase the likelihood that they will appear in image search results.

8 LINKS



Embed links to relevant and authoritative external sites, as well as published posts and other content on your site.

9 METATAGS



Compose a unique and well-crafted *Title* tag and *Description* tag. Metatags help search engines identify the key content in your blog post.

10 CATEGORIES & TAGS



Add categories and tags to guide visitors to related content and help search engines index your posts.

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