

# Blog Post Writing Checklist

- Module 2: Download 1

Writing a blog post is easy. Writing a an epic blog post that goes viral and does well in Google search results takes some serious skill. Luckily I'm going to teach you the skills needed to create epic content in this course.

## Basic Blog Structure:

### Title:

The title is the most important part of a blog post. You should spend a significant amount of time thinking of a catchy title that explains the premise of the post, while urging readers to click and read.

Typically you want to touch on a pain point with your reader and let them know that you have the answer. Or, if you're writing a blog post about a travel experience, the title should hint to the climax of the story and urge people to read the post to find out more.

### Intro

The intro of your blog post should be 2 - 3 sentences or at maximum, 2 paragraphs. It should be clear and concise. In an informative piece, it's important to touch on the pain points that the reader may have and then let them know that you're going to solve their problem.

In a story post, it's best to have a "hook" in the intro. Something to excite the reader about the main part of the story that's going to happen below.

### Meat

The meat of the article, or the main part of your post should be written in a way that keeps the reader interested. If you have someone read your blog post and you watch them get a bit restless or you get the feeling that you were a bit verbose, go back and try to add some exciting or extremely useful bits of content in the slower parts of the post.

Blog posts are not books! Don't write your article as if you're the author of a best selling novel. Blogs form more of a relationship with the reader than books do. Trust me, if you write in flowery language and try to wow people with your writing skills, people will simply click away.

Internet readers have an EXTREMELY short attention span. They want the answer quickly, they

want to hear your story quickly... they don't want to read through a bunch of paragraphs about how glass calm the water was or how streaky blue the sky was. Be concise and get to the point.

## Outro

An outro isn't 100% obligatory but they're a great way to conclude your article and give the reader a call to action (like ask them to comment or to share or to sign up for your email newsletter).

Don't ever write an outro if it's simply going to repeat the intro. Always add a takeaway and a new point for the reader to ponder that wasn't already written in the post.

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## Formatting

A few tips that you should consider when writing your post and formatting it properly for both your readers and for search engines (like Google):

- **Paragraphs should only be 2 - 3 sentences max and should never appear over more than 4 lines when viewing the post on your blog.**
- **Main points should be separated by H2 tags**
- **Secondary points should be separated by H3 tags**
- **Less important points can be under h4 tags but not totally necessary in most cases**
- **All spelling and grammar should be checked before publishing a post.**
- **There should be an image for every 3 - 4 paragraphs**
- **Images should be uploaded no larger than 900px wide (typically around 150 kb in file size) to help load speed on your website. Images should be aligned center**
- **Every post should have a featured image**
- **Posts should be minimum 1,200 words and very concise, but in-depth.**
- **Pillar Content (or your best posts like guides & tutorials) should be 3,000+ words and should be optimized with Yoast SEO Plugin (more on Yoast in amateur blogging course - to be released later)**
- **Use bulleted lists, horizontal lines and images to break up text and give the post better readability.**

## In Conclusion

Every single blog post you write should be useful for your readers. Whether you're telling a story about your travels or you're creating an epic 5,000 word country guide, you should make sure that your readers leave your blog post feeling more informed.

While there are some successful blogs out there that simply write a diary of their travels, the vast majority of them are mostly offering their readers tips and advice on travel. This is what you should do as well. While writing blog posts to keep your friends and family up-to-date on your travels is great, to create a successful blog you're going to have to appeal to a wider audience.

To do this, try to help your readers achieve a goal or overcome a problem. Perhaps tell them how to get from point A to point B, where to stay in X or how to overcome Z.

Download this PDF and read it over every time you're creating a post to ensure that you're doing everything right before hitting that publish button!

--- You see how I did that? This entire PDF about writing the perfect post was actually structured as a good post, complete with a call to action at the end! 🤖