

## Blogging Checklist

**Blogging is a great way to expand your site, improve your SEO, and engage your audience. Are you ready to approach blogging in a methodical way?**

- Set content, traffic, and result contribution goals for the blog
- Use [www.domain.com/blog](http://www.domain.com/blog) for the url location
- Select your blog content management system and install it
- Add desired plugins to your CMS instance
- Make sure your blog automatically updates your sitemap
- Define your visual template
- Identify your target audience and their interests and needs
- Define your blog voice, style, tone, and punctuation rules
- BrightEdge-certify content writers, have them research own topics
- Target SEO demand before you select topics and start writing
- Create your blog publishing schedule
- Allocate topics and deadlines to people
- Write at least 1000 words per blog
- Use keyword-rich titles and H1s and H2s
- Use 3 images per post with image alt tags
- Interlink your blogs and pages
- Link each blog to content that causes leads or transactions
- Enable popular and related blog content recommendation functions
- Enable readers to sign up for a blog newsletter
- Send a periodic blog summary email newsletter
- Update existing blogs with current info and refresh the publish date
- Track your results with a heat map, page analytics, and BrightEdge

If you would like to discuss the topic, please contact your customer success manager or call us at 800-678-8023 or email us at [info@brightedge.com](mailto:info@brightedge.com).