

Blog Post Check List

- Titles:** use key words and **make it interesting** for people to read
- URL name:** the URL should be the title of your post
- Images:** **always include an image** and add a key word in the “alt” field
- Content:**
 - Videos:** quick, easy, and short are best. Don’t plan too much, be **spontaneous** 😊
 - Body of blogs:** between 200 and **400 words** and include headings to separate content
 - Be honest and share your own stories! This isn’t a term paper!
- Key Words:** Use long-tail keywords that can help your business be found
- Links:** include no more than **3 links** in each post (internal links as well)
- Tags:** ensure to tag your post to at least 3 to 5 tags
- Comments:** allow people to **comment**, don’t lock for approval
- Share in social media:** post and allow sharing to Twitter, Facebook, and more
- Meta description:** write a short description of the blog and include a few key words