



CHECKLIST

BLOG CONTENT

HOW TO WRITE ARTICLES
THAT WIN YOU BUSINESS

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Checklist

BLOG POSTS THAT WIN BUSINESS

TOPIC

Know your audience.

- What topics do your target audience search online?
- What questions do they have about your niche?
- What do they need to know to make a buying decision?

HEADLINE

Write a juicy headline.

- Write a working title.
- Refine working title. Draft 5 - 10 to find the best version.
- Use EMV Headline Analyzer & the Headline Analyzer by CoSchedule.

KEYWORDS

Research keywords.

- Find keyword ideas with KeywordTool.io.
- Use Google Keyword Planner to analyze search volumes.
- Choose keywords related to your target audience's goals.



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WRITE THE POST

Tips to write great posts

- Draft a captivating introduction.
- Write the same way you talk.
- Use short sentences and simple language.
- Include your keyword phrase but don't overuse it in the article.
- Consider ways to make the article as helpful as possible.

EDITING

Tips to edit your blog posts

- Remove unnecessary words, irrelevant ideas and obvious details.
- Use active voice to make strong statements.
- Eliminate spelling, grammar and punctuation mistakes.
- Add contractions. (ie: you will = you'll)
- Remove jargon and acronyms.



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BLOG POSTS THAT WIN BUSINESS

FORMATTING

Pre-publishing tasks

- Add a featured image that relates to the article topic.
- Include media. Examples are photos, audio, graphics, embedded social media posts
- Use bullet point lists.
- Break up sections with subheadlines.
- Highlight subheadlines with H2 - H6 tags.

CALL TO ACTION

CTA guidelines

- Consider your goals. How does your article relate to them? What's a natural action your reader might take next?
- Tell the reader what one action you want them to take next.
- Link to one page on your website.

Marketing for Service Professionals



MORE FREE BLOG CONTENT TIPS ...

Get an in-depth tutorial based on this checklist. Visit Vox Blog to learn "[How to Write Great Blog Posts \(That Win Business\)](#)".

ABOUT VOX POP MARKETING

We specialize in lead generating web design and content marketing for service professionals and firms.

We are located in weird and wonderful Austin, Texas, but serve businesses across the United States and abroad.

SERVICES OFFERED

- Lead generating web design
- Website maintenance
- Blog content writing & publishing
- Email marketing
- Website consulting
- and more

[Click here to see our range of services.](#)