



15 Minute Blog Post Makeover

These 15 action items will take you through a mix of SEO, community building, social, and revenue earning tasks to maximize post potential!

- SEO Title – Strong and Clear, 65 Characters
- SEO Subheadings – Keyword Rich and Heading 2 or 3 tag
- SEO Introduction – Clear and immediately to the point
- Categories – Choose one, choose wisely, good keywords
- Tags – Don't overuse, cross link to drive more traffic
- Crosslink Internally – Create webs of content to strengthen traffic potential
- SEO Images – Alt Text, Title, and Description include keywords
- SEO – Excerpt for Google and Sharing
- Revenue – Affiliate links? Add to text and on images. References.
- Social – Share title if theme allows
- Social – Click to tweet snippets in post
- Social – Feature image set for Facebook
- Social – Right Images the Right Size?
- Long-Term Building – Inspired Extra Posts (KEEP WRITING!)
- Long-Term Building – Call to Action for Newsletter Subscription
- BONUS – Write Your Posts in a Series
- BONUS – Link to Other, Relevant Bloggers
- BONUS – Personal Message for Each Social Sharing
- BONUS – Instagram Profile Link Each Day