

## WRITING PRACTICE

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# STEPS TO WRITING A GREAT BLOG POST

### Identify Your Topic

- Narrow the subject down
- Get specific
- Choose the angle you want to take

### Do The Research

- Original surveys, polls, & interviews
- Topical: Authoritative, recent, & helpful
- Competitive

### Select Post Type

- Listicles, checklists, & roundups
- How-tos, reviews, interviews, & news
- Features, essays, & case studies

### Create Outline

- List sections & subsections
- Add up to 3 main points per section
- Include links & examples for each

### Write the Post

- Introduction
- Body content
- Conclusion

### Create Headline

- Determine keyword
- Write 25 versions
- Narrow to 5 faves
- Select the best one

### Time to Edit

- Check spelling & grammar
- Logic & readability
- Consistent style
- Optimized for search (SEO)

### Add Metadata

- Title tag
- Meta description
- URL slug

### Publish

- Check formatting if you pasted from Google Docs
- Upload images to Media Library
- Click Publish!

### WordPress.com

- Beautiful designs to choose from
- Feature-rich
- Fast & secure
- Grows with you