



# Ideas360 Checklist: **6 Ideas for Creating Better Content**

Blogs, articles and content are still one of the best ways to keep your website relevant and increase your website's SEO. But, blog writing can be an overwhelming task for some. This checklist saves the day and provides some fresh Ideas to help you create blogs that are website-friendly and will position you to create more engagement on social media too!

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# 6 Ideas for Better Content

- 1) **Writing:** If you aren't a writer, let a ghost-writer or marketing agency, like Ideas360, take the weight off your shoulders. Consistency is key!
  - Remember, blogs are meant to be informative, and prompt the reader to reach out to you. So, don't provide so much content that the reader has no reason to contact you.
  - The average blog is a minimum of 300-500 words with some blogs averaging closer to 750-1000. As long as you can incorporate the following, you'll be on the right track!
- 2) **Titles:** Just like the subject line in an email, the title of your blog helps the reader determine if it's worth reading, so:
  - Create an engaging title - no more than 60 characters (yes, including spaces).
  - Make sure your keyword or phrase is included in the Title
  - Use phrases like "Top 3 Things You Need to..." or "3 Ways to..."
- 3) **First Paragraph:**
  - Should include the keyword or phrase (the same one included in the Title.)
  - Should introduce the content or concept along with a question or two that the blog article will answer.
- 4) **Keywords x3**
  - Make sure to include the exact keyword or phrase at least 3x in the article or blog.
  - Use a keyword search tool to determine which keywords are most commonly used for the topic you're writing about. We use Google and SEMRush.com.
- 5) **BackLinks**
  - If there are industry associations, national publications, or others that have written about a similar topic that reinforces a point, or provides a quote reference, include a link to their article. This may help increase the credibility of your article/blog.
  - Include links to additional sources or articles that are available for the reader.
- 6) **Conclusion**
  - Summarize what the reader is supposed to do next.
  - Include a strong Call-to-Action
  - Include a link to your website.
  - Include a link to your LinkedIn page or profile..

*If you need help writing, posting, or creating more effective blogs and articles, you know where to go!*

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