

# BLOG POST CHECKLIST

*For the Entrepreneur New to Blogging and on a Tight Budget*

**(Blog Startup Series #2)**

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## INTRODUCTION

Starting a new business can be challenging especially when you are on a tight budget. You have to decide what to pay for and what to do yourself. There are times you have no money to pay for a service you need. What do you do? Learn how to do it yourself.

A website is one of those things your business needs but you may be wondering how to keep up with creating quality content. Your website needs blog posts, but unfortunately, they don't seem fit into your budget. It's time to learn how to write them.

**Blog Post Checklist** is a guide that will help you know how to create a blog post when you can't afford to hire a writer. Blogging does not have to remain undone because of your financial constraints. All you need to do is learn how to construct your first blog post and it will only get easier from there.

The checklist below will show you what you require to put together a great blog post.

**Master these 14 points and you will be blogging like a pro.**

### ✓ TOPIC OR IDEA

Are you wondering how to start blogging? Start with the purpose of your blog post and it will guide you on what to write. What do you want to communicate to your reader? You can write a post on one of your products and how it solves a buyer's problem. How about explaining one of your services and its benefits? You can show your audience how to do a particular thing related to your business or answer a common question your clients have.

Share tips or trends that would be handy for your readers or clients. A blog post series will cut down the time you use to think about what to write. A blog post calendar will ensure you have lots of content way in advance.

### ✓ NICHE

Who are you writing for, and what are their issues? Your blog post is not for

everyone but your ideal audience. You must know who they are and how your products will help them. With this information, you will know how to tailor-make your post to address their unique needs.

## ✓ TITLE

Your blog post must have a catchy title that clearly communicates its content. Readers encounter your blog post title first before they click on the link to read it. It should contain keywords that readers normally use when searching for your type of content on search engines. You can have a working title for your post and refine it before you publish it. You can borrow ideas from existing blog post titles in your niche. You can use the [Sharethrough headline](#) analyzer to help you craft catchy blog post titles.

## ✓ SUBTITLE

A subtitle explains the title further. It gives more insight into your blog post. You don't have to include one in your blog post.

## ✓ QUALITY CONTENT

Having quality content is a must for a blog post. People are looking for solutions to their problems and if they find them on your blog, they will be your loyal readers. Start with a great introductory paragraph that hooks them and motivates them to continue reading your post to the end. Come up with 3-5 main points for the body that are solution-oriented and give each a sub-heading. Have a call to action in your conclusion. You can break content with quotes or Bible verses. Here's an example of a [blog post](#).

## ✓ NUMBER OF WORDS

Don't be fixated on the number of words when you start creating blog posts. Some posts require a few words and others more. Also consider, you may be better at writing either short or long-form content. Typically 500-1000 words are

ideal. Pick a word count you are comfortable writing. There are no hard and fast rules here.

## ✓ KEYWORDS

Keywords are words or phrases used by readers to search for the information they want on search engines. What are your readers likely to search on Google? What words do they use? Think about including them in your blog post title and content so that your post can rank high in search engine results. Readers will more likely find it when searching for your type of content.

Don't stuff keywords in your post because search engines will penalize you for that. Research on how to use them appropriately. Generally, your main keyword will be found on your title, first paragraph, in your content and the conclusion. Opt for great content, it's always the best.

## ✓ META DESCRIPTION

A meta description is the snippet of text that shows below your blog post title on a search engine results page. When you search for a topic on Google, a blog post title shows up in blue followed by the URL in green and the meta description in black. A meta description gives a brief description of your post and helps readers decide whether to click on it or not. It should have your main keyword in it.

## ✓ POST EXCERPT

Some blogs or websites have provision for a blog post excerpt. This is a short description of your post in 50 words or less. It appears below or beside the post image in a list of your blog posts.

## ✓ SLUG

I know you're wondering what a slug is. A [slug](#) is the part of your blog post URL that you can edit. It helps you optimize your blog posts for search engines. Your website will automatically include your blog title as the slug in the permanent

link of your blog post. For example, the part in bold on the following URL is the slug, and you can edit it before you publish your post.

<https://theurbanchristian.co.ke/2019/08/07/does-your-life-have-one-purpose-or-many/>. It should have your keyword, and you can remove unnecessary words.

## ✓ STOCK IMAGE

Images add beauty to your blog post. Use images that are free for commercial use, require no attribution and are *royalty-free*. They are available on Pixabay, Unsplash, Pexels among other free stock image websites. It is courteous to attribute an image on your post, although it is not mandatory. The ideal image size for a blog post is the small size (640px by 426px), or the medium one (1240px by 853px), depending on the dimensions your website provider recommends. Insert '*alternative text*' (your blog post title) to your image so that your post can show up in image search results on your topic.

## ✓ FORMATTING

Decide on the font type and size you will use for your blog post titles and the body of the post. For the body, a font of 12pt is ideal. Most websites cap the size of the title font. Select a font that is easy to read like *Times New Romans*, *Arial* or *Georgia*. Use short paragraphs of 3-5 sentences. Communicate an idea in each paragraph. Include sub-headings within your text to make it easy for people to scan your content. Not everyone will read your entire post; some will only read parts of it.

## ✓ EDITING

Always edit your blog posts. Ensure your posts are free of grammatical errors to provide a good reading experience to your audience. Some online editors will come to your rescue, for example, *Grammarly*, *Hemingway Editor* or *ProWritingAid*. Do not edit as you write, but after you complete your post. This allows your thoughts to flow as you write.

## ✓ PUBLISH YOUR POST

It's time to hit the publish button! Your blog post is ready for publishing when you have your title, content and image in place. In case you need to edit a blog post, you can do so after you publish. Once you have published your blog post, you can share it on your social media accounts to create awareness.

### TIPS

- Share the link to your blog post on social media. You can copy and paste the link to any site you desire to share your post. You can also use the share buttons at the bottom of your published post.
- Create social media posts with an image and one thought from your blog post. You can post these every day or as frequently as you desire. A website you can use to create these image posts is [Canva](#). It has a free plan and is available as an app for your mobile phone. It comes with templates for each social media platform and is easy to use.
- Include your blog post in the newsletter you regularly send to your clients and potential buyers.
- Have your blog post, meta description and post excerpt in one document. It makes it easy for you to quickly publish your post.
- Research on the following: 1) How to optimize your blog posts for search engines 2) Best practice in writing for a digital audience 3) How writing a blog post differs from writing a magazine article. [WPBeginner](#) is a site with helpful information if you have a WordPress blog. [Kingdom Bloggers](#) is a site with tips for those with Christian blogs.

## ABOUT THE AUTHOR



Josephine Ngatia is an Author and Christian Writer from Nairobi, Kenya. She helps others develop biblical content for their blogs and specializes in writing blog posts, how-to guides, eBooks, and White papers.

Josephine is a self-published author of three eBooks: *Maiden Book: How to Plan, Outline and Write Your First Book*; *Demystifying the Grey Kingdom: The Truth about the Kingdom of Light and the Kingdom of Darkness*; and *Life Purpose: A Beginner's Guide*. They are available in eBook [stores](#) worldwide.

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