

Checklist to Write a “What Is” Blogpost

Sr#	Task	<input checked="" type="checkbox"/>
1	Did you define the term and/or explain the concept in terms that your buyer persona would understand?	<input type="checkbox"/>
2	Did you provide relevant and accurate examples and statistics to further explain this concept?	<input type="checkbox"/>
3	Did you emphasize the importance of understanding this concept if it is not already well-known?	<input type="checkbox"/>
4	Did you properly cite and backlink your sources?	<input type="checkbox"/>
5	Did you spell check and proofread?	<input type="checkbox"/>
6	Establish blogpost format and style.	<input type="checkbox"/>
7	Design your blog.	<input type="checkbox"/>
8	Choose a call to action for the blog.	<input type="checkbox"/>
9	Are there at least 1-2 images?	<input type="checkbox"/>
10	Is the post 800-1,000 words at minimum?	<input type="checkbox"/>
11	Publish the blogpost.	<input type="checkbox"/>
12	Create a content marketing plan.	<input type="checkbox"/>
11	Analyse your blog content via content audit.	<input type="checkbox"/>