

15 BEST PRACTICES FOR AN AWESOME COMPANY BLOG

BLOG SETUP



Is your blog set up in a subdirectory?
your-website.com/blog/



Do your posts have a proper URL structure?
your-website.com/blog/sample-posts



Is Google Analytics set up on your site and tracking important metrics?

BLOG ORGANIZATION



Does your blog have 5-7 relevant categories?



Are you using descriptive, frequently audited tags on each post?



Is there an RSS feed on your site, and a button linking to the feed?

BLOG CONTENT



Are you posting 1-2 unique and informational posts per week?



Does every post contain at least one CTA?



Does your post have proper spelling and grammar?



Does your post contain 1 featured and 2-3 internal images?

SEARCH ENGINE OPTIMIZATION

Does your post have...

A relevant, long-tail focus keyword used throughout the blog?

An optimized header (h1) containing the focus keyword?

One or more anchor links and relevant external links?

A 50-60 character title tag?

A relevant, engaging meta description?

Several internal headers (h2 or h3)?

OTHER IMPORTANT NOTES



Are your content & photos unique and not infringing on copyrights or trademarks?



Do you share your blog across social channels at optimal times?



Do you have an email signup form clearly visible on your blog page?