

Creating Your Blog

The Foundations	
Audience: (Who are you talking to)	
Theme: (What are you talking about)	
Length: (Remember min 300 words for SEO)	
Keyword(s): (What are people searching for)	
Call to Action: (What do you want your reader to do at the end)	
Image Ideas: (Samples of copyright free images)	
Repurposing Opportunities	
Social Media	
Infographic	
Other	
Leveraging Opportunities	
Platform 1	
Platform 2	
Components of a Blog	
Heading: No More than 10 Words	
EG: How to create a blog in under 5 minutes	



The Digital Guide's Useful Resources

Byline

1st Sentence:
No more than 20 words, makes your audience want to keep reading

1st Paragraph:
What's the #1 Point you want to get across??

2nd Paragraph:
What's the next most important thing to get across?

3rd Paragraph:
What's the next most important thing to get across?

Call to Action
What do you want people to do as a result of reading your blog?



The Digital Guide's Useful Resources

Your Blog Outline

Heading:
No More Than 10 Words

Byline

1st Sentence:
No more than 20 words, makes your audience want to keep reading

1st Paragraph:
What's the #1 Point you want to get across??

2nd Paragraph:
What's the next most important thing to get across?

3rd Paragraph:
What's the next most important thing to get across?

Call to Action What do you want people to do as a result of reading your blog?	
A few extra tips...	
Headline Help	
Answer the public	http://answerthepublic.com
The best title generator	http://www.title-generator.com/index.php/best-online-title-generator.html
Keyword Help	
Keyword tool	https://keywordtool.io
Google Ads	https://ads.google.com/intl/en_au/home/tools/keyword-planner/