

THE ULTIMATE
BLOG POSTS
THAT CONVERT
CHECKLIST

Ysmaay

BLOG POSTS THAT CONVERT CHECKLIST

Blogs are great, but they should be a tool to grow your business, and if they are going to be part of your business strategy, it's not enough to blog; your blog posts have to be converting or you're just wasting your time.

With this checklist I'm going to show you where you should be focusing your energies, and what things you need to be doing so your blog posts have the highest chance of impacting your business the way you want.

I'd love to hear about your own blog. What are your struggles? What do you want to transform?

Send me a tweet @YsmayWalsh and let me know!

Talk soon,

A handwritten signature in black ink that reads "Ysmay". The signature is written in a cursive, flowing style.

- I understand and am committed to adopting the blogger mindset
- I have identified my “why”, when it comes to creating this blog
- I have decided upon my single, specialized and specific topic and focus for this blog
- I am committed to speaking in my authentic voice
- I have considered supporting my blog by creating a relevant email newsletter

- I have decided on the theme and focus of each newsletter up to at least the next six months
- I have ensured these planned newsletters support blog posts and topics I have planned
- I am paying attention to—and sticking faithfully to—the schedule I have created for both my blog and my newsletter
- I have created personalized, specific messages for my “buy” and “share” buttons
- I have used graphics and color to make my posts even more eye-catching, appealing, interactive and shareable

- I have created easily-shared quote graphics for each post, containing a link to or the URL address of my blog
- I have ensured that my blog focus is one I enjoy writing about and that I find inspiring and fulfilling
- I have created a focus and specific categories for my blog and its posts
- I am using storytelling to connect with readers and show them my unique perspective and voice
- I am creating original posts, giving them my unique perspective or twist—not rehashing other posts on the web

- I have added interviews to my post mix
- I am using a variety of media for my post types
- I am thinking strategically, looking for every natural opportunity to share, as well as making the most of existing material I have created by repurposing
- I have created a Facebook Page for my blog
- I am giving equal attention to creating powerful, specific calls-to-action
- I am using color, graphics and white space to enhance my calls-to-action

- I am tracking the performance of my different types (and placements) of calls-to-action
- I am trying out first person, personalized calls-to-action in buttons
- I am making myself quotable
- I am branding my quote graphics and infographics with my colors, fonts, logos, etc.
- I am reading and responding to comments in my blog and feedback on social media and emails
- I am keeping my focus on my ideal reader and her needs and interests—not on myself

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- I am using examples of my own journey only to encourage and connect—not to unload
- I am making it easy for my readers to share my posts
- I have considered and investigated using at least one popup in my blog
- I have ensured my posts are mobile-optimized and that I am using a responsive blog theme