# 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?



Does your blog have 5-7 relevant categories?



**BLOG ORGANIZATION** 

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

**BLOG CONTENT** 



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



Are you posting 1-2 unique and informational posts



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?

per week?

## **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?

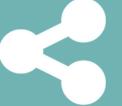
A relevant, engaging meta description?

### **OTHER IMPORTANT NOTES**

Several internal headers (h2 or h3)?



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?

## WANT TO TAKE YOUR COMPANY BLOG TO THE NEXT LEVEL? VISIT V9SE0.COM/CONTENT