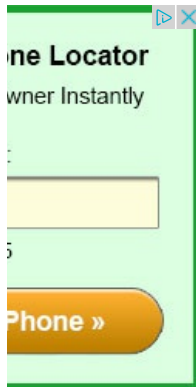


30-Point Checklist to Optimize Your Blog Content Creation

Written by **Christopher Jan Benitez** in **Content Marketing**

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As a blogger, creating content is a priority.

Blog content creation involves a sophisticated process that lets you:

- Produce high-quality content that will engage your target audience
- Increase your reach by sharing content to the right online channels
- Plan your future content based on how your current content has performed

In order to successfully execute the process above, below is a checklist of things that you ought to do.

Identify target audience

- Have you determined what makes your blog different than your competitors?
- Have you created an ideal profile of your target market (age, location, gender, income, education, occupation, etc.)?
- What is the **psychographics** of your audience?

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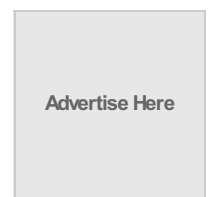
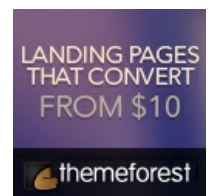
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- Are the profile and psychographics of your ideal target audience in line with your [brand personality](#)?
- Have you enabled the [Demographics and Interests](#) feature on your Google Analytics? Data from here will help you deliver highly targeted content on your blog in the future.

Incorporate engagement strategies

- Do you use these [headline strategies](#) to compel your market to click on your posts?
- Are you employing [visual storytelling](#) to create compelling content that engages your audience?
- Have you come up with [evergreen content ideas](#) to create posts that stay relevant over time?
- Do you include [calls to action](#) on your content to increase ROI and bring your audience down your conversion funnel?
- Do you follow [this layout](#) for your blog posts?

Distribute to appropriate channels

- Have you joined different online communities (Facebook Groups, LinkedIn Groups, Google+ Communities) to engage and share content with your audience and industry experts?
- Do you use [Followerwonk](#) to identify your audience on Twitter?
- Do you use Facebook's [Boost Post or Promoted Posts](#) to increase reach of your content?
- Have you [built a subscriber list](#) that will receive the latest posts on your blog straight to their email?
- Have you built trust and influence from these channels? The more trustworthy you are to other members, the more chances they will perform your desired action

Integrate with social media marketing

- Do you use a social media dashboard like Hootsuite to manage all your accounts in one place?
- Have you identified which social media channels boost your content's traffic and social proof? Use Google Analytics if you haven't yet
- Do you know the [best times](#) to share content with your followers?
- Do you [curate content](#) and share them with your audience? Doing this helps you deliver the best information that interests your followers
- Do you reach out and share your content to influencers using [Buzzsumo](#), [Topsy](#), and [Social Mention](#)?

Track content performance

- Have you [set up goals using Google Analytics](#) to measure how your content does in meeting your KPIs?
- Have you set up a heatmap campaign using [SumoMe](#) or [Clicky](#) to see how visitors respond to certain parts of your content?
- Are you keeping track of your content's bounce rate and average time? Use data here to make better content in the future. Emulate content that got you less bounce rate and high average time.
- Have you signed up for a [Google Webmasters account to view search queries](#) that your content is getting the most impressions and clicks from?
- Have you signed up for a [Bing Webmaster Tools](#) account as well? Google isn't the only game in town, after all.

Use automation tools

- Do you outsource your blog posts from premium content creators like the ones found [in this list](#) to improve your engagement?
- Do you use content discovery tools like [Outbrain](#) to make your content appear at popular

5 Instant Blog Killers

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6 Accoutrements Bloggers Need

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Strength 42.63

Momentum 7.08%

Eat*o*Web
The Blog Checking Service

sites like CNN and The Huffington Post?

- Do you use [Sprout Social](#) to automatically post your latest blog content to all your social media sites?
- Do you use lead capture tools like [Optinmonster](#) to increase subscribers so you can send out email updates on your blog to more people?
- Do you use enterprise tools like [SearchMetrics](#) and others to cover all your online marketing activity in one place?

More on content marketing:

[PREMIUM CONTENT MARKETING TOOLS TO BOOST ENGAGEMENT WITH YOUR BLOG THIS 2015](#)

[A BLOGGER'S RESOLUTION CHECKLIST FOR BETTER CONTENT IN 2015](#)

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This post was written by [Christopher Jan Benitez](#). You can visit the [Author Archive](#) for a short bio, more posts, and other information about the author.

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