

# Best Post-Ever Checklist

## Title

- ☐ Includes keyword
- ☐ Uses Modifiers - Ex.: How to, (the current year), Review, Best, Easy, Fast, Checklist, Guide, Tips, Simple - compare to clickbait sites like BuzzFeed
- ☐ Has a strong emotional words - Ex.: Amazing, Incredible,
- ☐ Uses numbers if applicable

## Introduction - APP

- ☐ Agree - Idea or concept someone searching for the keyword, agrees with, it demonstrates that I understand their promise - "I think you will agree...."
- ☐ Promise - Peek into a better world - "most people think X, but really, Y"
- ☐ Preview - Tell the reader what's in store for them - "In today's post (and video) I'm going to X"

## Subheadings

- ☐ Benefit-driven subheadings, tell them what it will do for them

## Content

- ☐ Bucket Brigades - Words or phrases that keep the reader on the page, use in intro and where might get bored, Ex.: Listen:, You may be wondering: "what they are wondering", Bottom line?, But there's a catch, How can you actually use this?, The best part?, Why does this matter? That's not all..., Here's the deal, It gets better/worse, But here's the kicker
- ☐ LSI Keywords - words or phrases related to keyword, how to find:
  - ☐ Lsigraph.com
  - ☐ Search: forum + "keyword"
  - ☐ Keyworddit.com
- ☐ Quotes broken out in quote boxes
- ☐ Sidebar callouts on really important content
- ☐ Section Banners
- ☐ Video
- ☐ Embeddable Images (examples (detailed screenshots or infographics)  
<https://www.siegemedia.com/embed-code-generator>)
- ☐ Includes questions & the answer where appropriate

- ☐ Makes the topic fun and Interesting
- ☐ Tells a story
- ☐ Looks good overall?
- ☐ If a really long post or guide are there links to navigate the post/page, icons?
- ☐ Click to tweet for each actionable piece of content (tips)
- ☐ Schedule those tweets

## Mobile

- ☐ Post is formatted beautifully for mobile too

## Video

- ☐ Embed video content into text-based posts
- ☐ Ensure Video meets Best Video Ever Checklist

## Images

- ☐ Social media optimized images
- ☐ Example images
- ☐ Images that expand on the content
- ☐ Infographic
- ☐ Section banners
- ☐ Embeddable images <https://www.siegemedia.com/embed-code-generator>

## Lead Generation

- ☐ Targeted Content Upgrade

## Promotion

- ☐ Sent to email list, asking them to share if they think it's worthy
- ☐ Ping any one or business referenced in the post (email, twitter, etc, email before content goes live)
- ☐ Email those quoted
- ☐ Pitch guide to roundups (ex. Weekly or monthly roundups), search: intitle:blogging roundup or intitle:personal finance roundup
- ☐ Email people that linked to the inferior posts use: <https://ahrefs.com/>