

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/>