

# How to Publish a Successful Post Every Time.

## 1. KEYWORDS

- Use Google's keyword tool to determine keyword(s)
- Insert keyword in title, first paragraph, main copy and last paragraph

## 2. TITLE

- Aim for succinct, descriptive and SEO-friendly
- Share a few options with co-workers, and then pick one

## 3. PERMALINK

- Boil down permalink to its most important part—the keyword(s)

## 4. BODY COPY

- Insert "More" tag
- Make short paragraphs
- Add breakups & emphases
- Include closing CTA
- Insert "Page Link" tag for 500+ word posts
- Add H2 and H3 tags
- Capitalize on internal and external linking opportunities
- Set external links to open in new window

## 5. META DESCRIPTION

- Include keyword
- Keep an enticing tone

## 6. FEATURE IMAGE

- Resize and rename the file
- Set title, ALT text and caption to main keyword phrase
- Be aware of copyrights

## 7. CATEGORIES & TAGS

- Pick relevant categories
- Add appropriate tags

## 8. AUTHORSHIP

- Set it and forget it

## 9. PREVIEW

- Take a 5-minute break, then read over to ensure quality