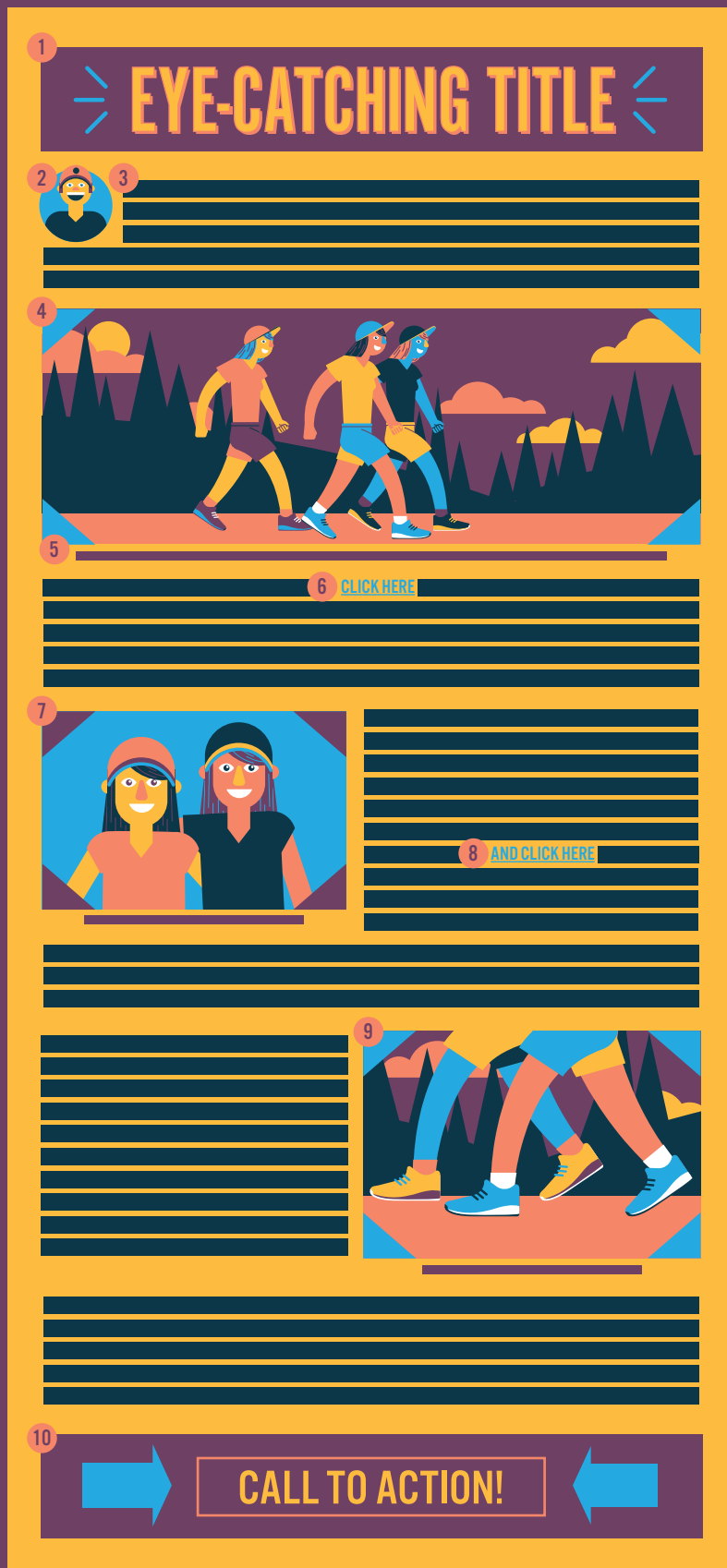


ANATOMY OF A BLOG POST



- 1 EYE-CATCHING, KEYWORD-RICH TITLE** Include keywords in the title to rank in search engines.
- 2 AVATAR** Upload a photo of the author to show relatability and professionalism.
- 3 TEXT** Make sure your introduction is concise, clear, and compelling.
- 4 PHOTO** Use a high-resolution photo that relates to the subject about which you're writing. Make sure you own it or it's royalty-free.
- 5 CAPTION** Write a clear caption with keywords. Think: who, what, where, when, and why.
- 6 LINKS** A good blog post links out where it makes sense to drive back-and-forth traffic.
- 7 MORE PHOTOS** Include another eye-catching photo. Don't forget your caption!
- 8 MORE LINKS** Have another link that makes sense? Insert it in the text of the blog!
- 9 AND YET MORE PHOTOS** Another awesome photo—and don't forget that caption!
- 10 CONCLUSION** Finish with a strong ending that includes a summary of your writing, and a call to action in the form of a question, link, or proposed action.