

[RECIPE] Writing SEO-Friendly Blog Posts that Convert

Goal: Write a blog post that not only attracts the right kind of audience but also converts them into customers.

Prerequisites or requirements: Part of the recipe assumes you're using WordPress on your blog. But you can perform the equivalent actions on your own CMS.

Why this is important: Without a proper strategy backing up your blog posts you'll spend a considerable amount of time writing content that will not help you achieve your goals.

When this is done: Whenever you want to write a new blog post.

Who does this: Joint effort between the person responsible for SEO and content.

☐ **Step 1 - Grab your keyword research spreadsheet (or perform keyword research if you don't have done it yet)**

Keyword research / Keyword Mapping

Find and group keywords that people are looking for within your niche, and create a comprehensive keyword strategy that dominates search engines.

Outcome: You have defined the exact keyword that you want to target with your blog post.

Special instructions: To be more efficient you should perform comprehensive keyword research once every few months, covering a large range of topics. Then, once you pick what you're going to write about, perform in-depth keyword research on that specific topic.

☐ **Step 2 – Create an awesome blog post outline**

How to create awesome blog posts outlines

Create high-quality content that attracts users to your website, provides them the information they need, and converts them into customers.

Outcome: You completed the Outline Template and went through the General Blog Post Checklist in the same SOP.

☐ **Step 3 – Perform on-page optimization on your blog post**

Create an On-Page optimized blog post

Optimize each page and blog post on your website to be easily found on search engines.

Outcome: You've perfectly optimized the content of your post for search engines.