

The Better Blog Builder

Today's date

Date started

THE BASICS

Blog Topic:	Publish Date:
Author:	Part of Series?
Editor:	Blog Category:
Blog Title:	

WHY SHOULD WE WRITE THIS?

Intended Audience:			
Main Message:			
Is the topic & message relevant to our ideal client ?	Yes No	Is the topic & message relevant for our area of expertise ?	Yes No
Which product or service that we offer will the blog refer to?		Is the topic or message new & interesting , a fresh perspective, unique enough to write about?	Yes No

THE SEO STUFF

Keyword Targeted:	
SEO Title:	
Meta Description:	
Slug:	
Main Photo - Ideas:	
Photo Alt Tag:	Photo caption:
Other Images:	
Link(s) to internal related articles or pages:	External links:

POST-WRITING

Published? (link)	Date
Shared? <input type="checkbox"/> Facebook <input type="checkbox"/> LinkedIn <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Google My Business <input type="checkbox"/> Newsletter	
Notes:	