

How to Write Your First Blog Post?

A Guide, Template, Worksheet & Checklist



BLOG POST WORKSHEET

Goal of the blog

Category:

CTA (Call to Action)

Date Published:

Title of the blog post

OUTLINE/STORYLINE

CHECKLIST

Research

Stats/numbers

Links/sources

Proofread

Formatted

Key Points

SEO CHECKLIST

- Keyword in title
- Heading/subheadings
- Multiple paragraphs

Featured Image | Screenshots

(Give detailed descriptions for image alt text)

- Links to other posts
- Image alt text
- Plenty of white space

Keywords | Tags | Category

- Relevant tags
- 4-5 Tags (keywords)
- Relevant category
- URL structure

Mental Roadblocks before writing a blog

- 1. What if my blog is not as good. Now people know me on social media. What will they think?**
No one is perfect, we all make mistakes and in today's world it is ok to make mistakes and learn from mistakes. When you embrace authenticity and be real, you will not have to worry about what people will think about your writing.
- 2. I don't want people to judge me with my writings**
You are sharing and helping others by putting out content. Write for that one person whom you want to help. Ignore the rest. When you embrace authenticity and be real, you will not have to worry about what people will think about your writing.
- 3. Scared to start. I don't know where to start? Not clear how to go about the flow**
That's one of the reason, I am coming up with this template. Use this as a starter kit and reference. It always helps to write about things you are passionate about / care about. This way your blog will always reflect the sincerity and the feelings behind the writing.
- 4. A lot of competition out there. Will my blog be lost?**
Sure, there is a lot of competition, blogging is all about sharing your opinion and your story/experience. Your story and experiences will always be unique to you and will bring life to your writing
- 5. It's difficult to get the mood to write**
Absolutely, you are not alone. We all have the same problem, it's just like going to the gym, it's just the starting trouble, once you start to write, it will be easier. Think about the benefits and your blog is going to help a lot of people out there.
- 6. My grammar is bad. Will I share the right message? Will others accept it?**
The list of procrastination can go on and on. Instead of thinking about everything that may not work, just get started. You have nothing to lose. Use this simple guide and template so you will be safe.

STEP BY STEP PROCESS & BEST PRACTICES WORKSHEET

A detailed step by step blogging template. Use this **worksheet as a reference**. Every step involves you **practically doing it**. By the end of this worksheet, you should be **able to come up with one blog post by following these best practices**. I will working along with you and I am sharing my own example in all steps

Step 1: Identify your goals

What is the objective and goals of this blog post? Why you want to write this blog post.

Examples:

1. I want to share my passion
2. I want to be known for _____ online
3. I want to build my personal brand
4. I want to help the community
5. I want to build brand awareness

TIP: Don't try to market your product or service. You have your website for that

Action Time: List your goal specifically for this blog post

My action: My goal is to educate newbies who want to know the scope of digital marketing

Every Google Search is a Problem your Blog should Solve it

SURESH BABU

"Every Google search is a problem, your blog should solve it"

- Suresh Babu

 Tweet this

Step 2: What to write?

Write something you are **passionate about or something you know about.**

Research for topic ideas: Use any of the following tools

1. **Google suggest: Do a Google search for (Topic + A - Z)** slowly type in topic A, topic b



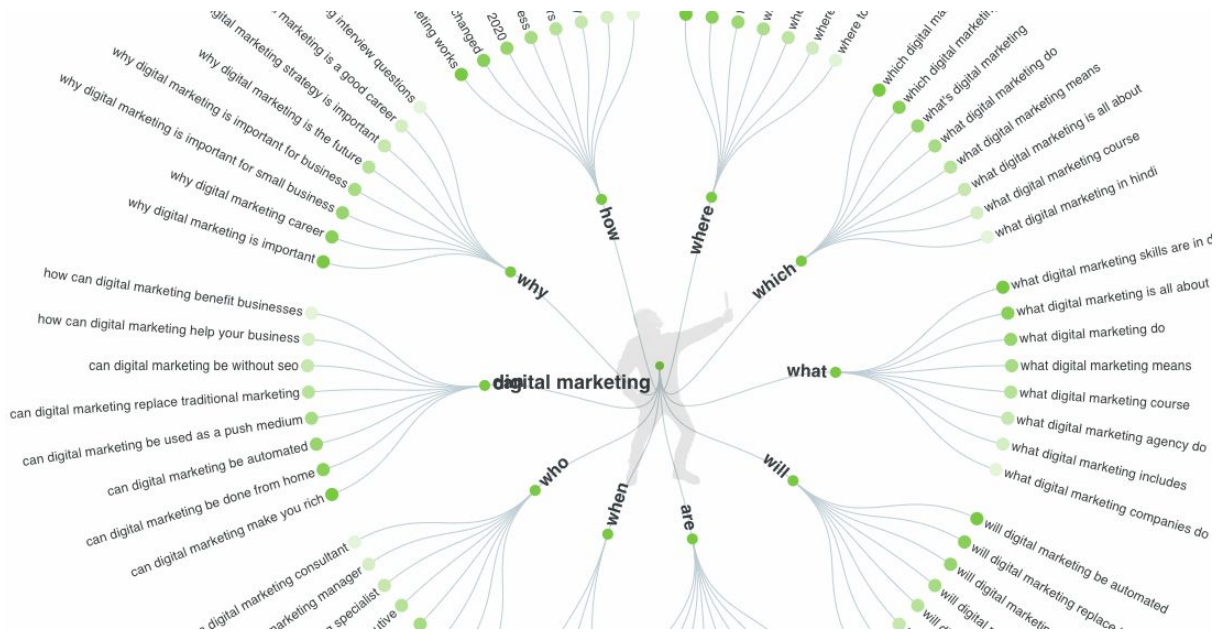
2. **Google suggest: Do a Google search for (Topic + What, when where, why, how)**



- digital marketing what is the |
- digital marketing what is the **meaning**
- digital marketing what is **that**
- digital marketing is the **future**
- digital marketing is the **best**
- digital marketing the **basics**
- digital marketing the **importance**
- digital marketing the **latest trends**
- digital marketing the **scope**
- digital marketing the **strategy**
- digital marketing is a **good career**



3. Answer the public: www.answerthepublic.com



Action Time: Come up with a topic related to your industry or passion

TIP: Stick to one topic per blog post

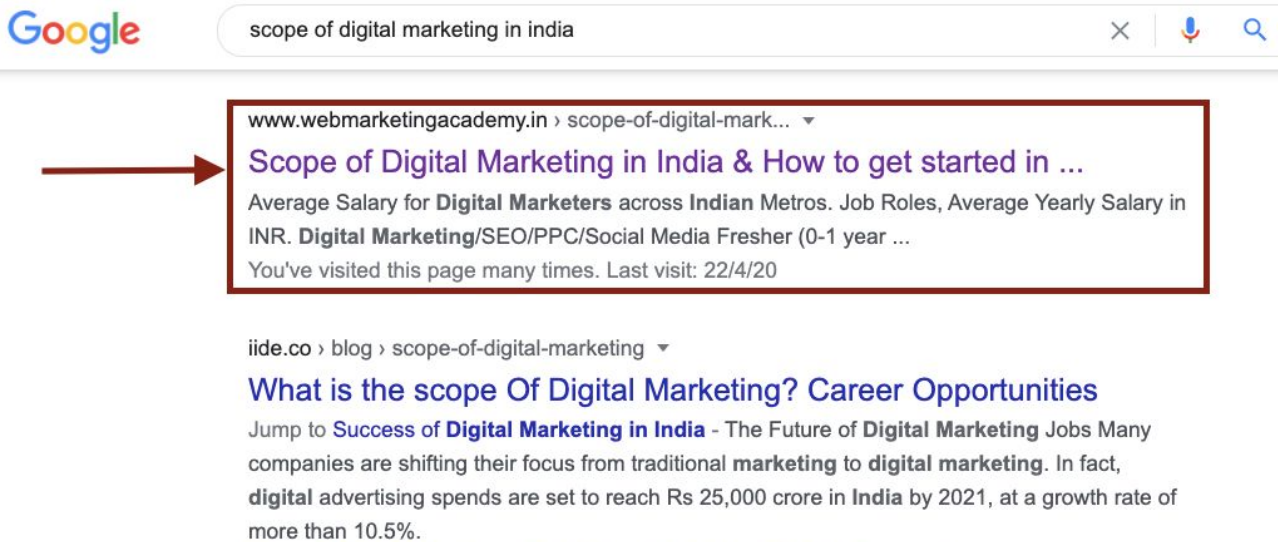
My topic: Scope of Digital Marketing, Digital Marketing Careers in 2020, Digital marketing career path

What is your topic? List your topics here. Thi is a step-by-step walk through. Please do it with me

Step 3: How to come up with the title for your blog?

This is one of the **most important steps**. This is what makes a user read. There are two options to come up with your blog title. One **start with the title, OR two, you can complete the entire blog post and come up with the title** according to what you are writing. Either ways, **keep SEO in mind**.

Your blog title is also **important for the readers and Google. Be specific**



Action Time: Come up with a topic. Be as specific as possible

TIP: This will be your blog title. Every search is a problem. You are solving & optimizing

My topic: " What is the scope of Digital Marketing in India and How to Get Started"

What is your title? List your title here. This is a step-by-step walk through. Please do it with me

Step 4: Different types of blog post title

There are **several types of blog post titles**, depending upon what is the message you want to convey. If you are writing about 'How to's'....., then the reader might expect you to show them how to do

1. **Step by step process**
2. **How to do**..... How Not to do.....
3. **Case study:** How I got 50 K followers on Tik Tok in 10 days
4. **Top 10** digital marketing courses for engineers
5. **Personal story:** How I transformed from a Chef to a CEO
6. **What I learned** from the last 10 years of teaching
7. **According to Google**, here is what you should do to get into Google
8. **What they don't** teach in MBA
9. **5 Digital Marketing** techniques every marketer should know
10. **Top secrets about** Digital Marketing Career

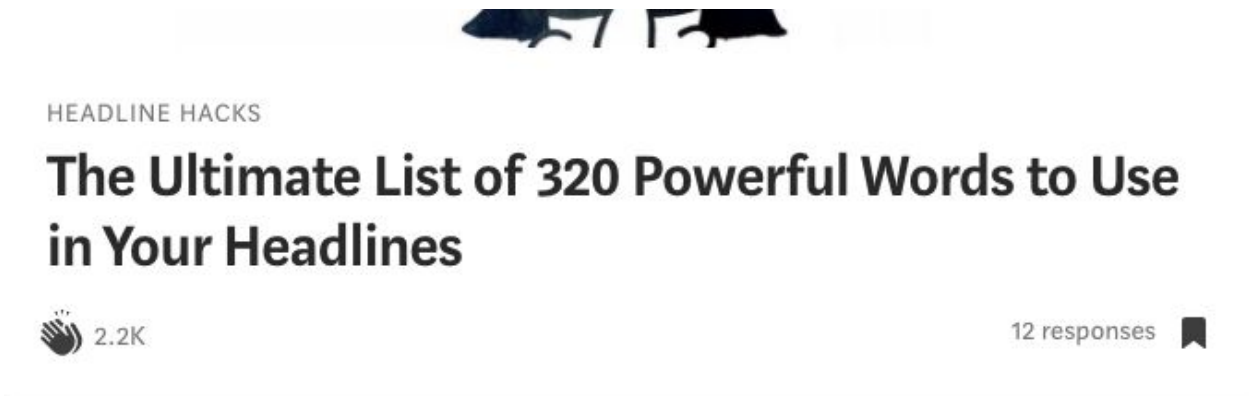
Action Time: Time to get some inspirations. Let's look into some popular posts on Medium

TIP: Medium.com is a great place for ideas. Sign up, follow me and see whom I am following

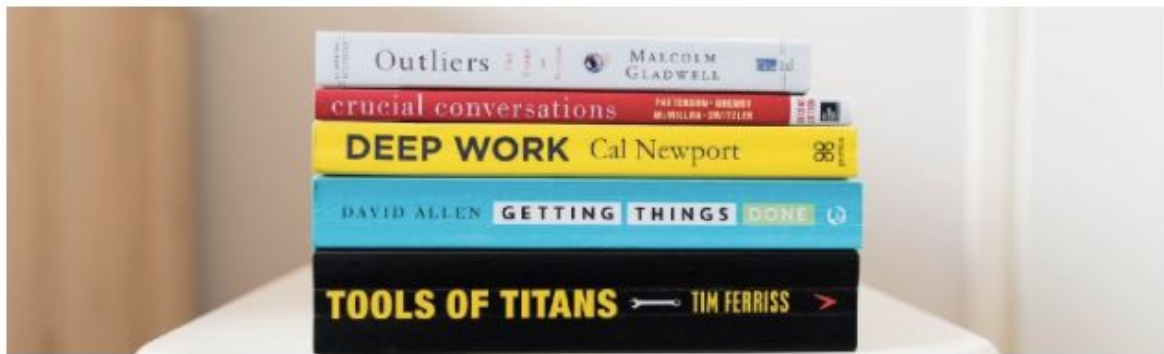
My profile on Medium.com: <https://medium.com/@sureshbabu>

Make a list of possible titles from popular writers on medium. [My recommendations](#)

Example Title from Medium



Stacy Kam in The Writing Cooperative
Feb 20 · 4 min read ★



What I Learned from Malcolm Gladwell's Masterclass on Writing

A guide on how to think in order to...

Step 5: Featured Image for your blog post

This will be the **first thing that the readers will see**. Get a **good relevant picture** for your blog post.

You can find the relevant image for your blog post from -

1. Canva.com
2. Picmonkey.com
3. Unsplash.com
4. Adobe Spark post app

Action Time: Create your featured image using canva.com

TIP: Use your own pictures, canva has got so many options to add layers, colors, text

I have used a simple screen shot for my blog post showing the trend for digital marketing

Step 6: Your first paragraph

Your first paragraph is as important as the Title. Here you can either **start with a story or incident or start with some statistics**

Example with story: My good friend [Prasant Naidu](#) is an amazing writer and digital strategy consultant. Here is how he starts with stories. BTW, his blog is a great resource: <https://lighthouse.substack.com/> Subscribe for awesome content.



Lighthouse Insights

Subscribe



A Man's perspective on Women's Day campaigns

Advertising campaigns that made a difference on this International Women's Day

Prasant Naidu Mar 9

My Grandmother with the help of 4 cows and meagre pension from the Railways raised 9 children(6 daughters and 3 sons) in a 1 BHK railway quarter. This is a story before I was born. My mother was the youngest of all of them and she told me how 15 people along with the cows would live in a small house. Shakuntala Devi - my grandmother never went to a school, got married at a very early age to a man who would spend more time drinking. But she was one kick ass soul - a father, mother, caretaker of the entire family for her entire life.

By the time I was born and got senses she was old. During school vacations, I would visit her from Hadia to Kharagpur - a three-hour train ride. She didn't like me much but I admired her daily routine. Every single day she would get up at 4 am, do all the work related to cows while cursing all of us that we are lazy. By the time I would get up, her half of the day was over. She was stubborn, dominating and she was a hell of a lady doing everything that you can think of it.

Action Time: Write down your stories or incidents that relate to your blog topic



TIP: [Read this article](#). **How Great Writing Begins**. Analyzing the patterns of first paragraphs from 94 of the most compelling feature articles from The Atlantic, Fast Company, and NYT Opinion Editorials.

Here is how I started with my story in one of the article



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It's Saturday morning. My wife asks me, "Do you need anything other than Red Bull?" I quickly check for shampoo, toothpaste, razor, etc., and reply, "Yes, one Gillette shaving gel." She adds it to her shopping cart on the *Big Basket* mobile app, picks the time slot for delivery on Sunday morning, 9am-12noon.

A few years back, our Saturday routine included a trip to the mall for groceries and sundry shopping. We'd head to the local store, search for items on spread out shelves, load our cart while wheeling it around, stand in the billing queue, wait for the elevator, push the cart back to the parking lot, unload the groceries into the car, drive back home in traffic, haul the bags to the 4th floor and then drop down exhausted!

The farthest I need to go to get things done today is to my smartphone.

It's an online world and e-commerce is leading

What's your story? Write your stories below

Step 7: Links & resources (research)

If you are starting your first paragraph with stats and numbers or anything for that matter, you have to **find reliable sources. Research for relevant, reliable sources for statistics.** Here are a few links,

1. [Google trends](#)
2. [Think with Google](#)
3. [Facebook IQ](#)
4. [LinkedIn for business](#)

Action Time: Go through these links and come up with relevant stats. List the stats here

TIP: Always give links to sources. It adds value to your blog post and it's ethical

Step 8: Your second paragraph

You started with the story or stats, now it's time to blend the rest of the article. **A proper flow.** Give the context. Example: **What is in it for me? Why this is important for you** or you can relate by addressing the challenge. Use words like You, We, I, Our

Action Time: Format your blog. Above is a screenshot of one of my blog post on Medium

Step 9: Formatting your blog

So you got your **title, featured image, first paragraph, stories and stats**. While you are moving forward it's important you keep the blog readable and formatted.

1. Have a **lot of white space**. Easy to read.
2. Break it down to **short paragraphs**
3. Include **heading, sub-headings, bold, Italic, bullet points, links** to relevant pages
4. Include **emojis, memes or videos. Screenshots** - if you are showing a step by step process
5. **Disclaimer** - if you are endorsing affiliate links. Proofread and fine tune

Action Time: Format your blog. Above is a screenshot of one of my blog post on Medium

Step 10: Your next paragraph

Give **solutions to their problems**. Give the steps involved. Show **examples**. Give more details like what was the **thought process behind it**. **What challenges you faced and how did you overcome it**. People love to know your personal experience and what they can learn from you.

Step 11: Your next paragraph

Give examples like a case study or a story. **An inspiring video or link**. Example how Deepak came all the way from Pune to Bangalore to take up this course, he was an engineer and now he heads the Digital Marketing team from Swiggy. Pictures, videos, PPT's of what success looks like

Step 12: Last two paragraphs

Give actions, **ask them to do something**, For example, in this process, I have asked you to write a blog, research with me.

Give useful **resources, references and links**. **Include calls to actions**. Links to other relevant articles, website or landing page

ABOUT THE AUTHOR



Adam Dorfman

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Adam Dorfman is a technology and digital marketing professional with more than 20 years of experience. His expertise spans all aspects of product development as well as scaling product and engineering teams. He has been in the SEO and Local SEO space since 1999. In 2006, Adam co-founded SIM Partners and helped create a business that made it possible for companies to automate the process of attracting and growing customer relationships across multiple locations. Adam is currently director of product at [Reputation](#) where he and his teams are integrating location-based marketing with reputation management and customer experience. Adam contributes regularly to publications such as Search Engine Land, participates in Moz's Local Search Ranking Factors survey, and regularly speaks at search marketing events such as Search Marketing Expo (SMX) West and State of Search as well as industry-specific events such as HIMSS. Follow him on Twitter [@phixed](#).

Action Time: End with your bio and social media links to get in touch

About the Author:



Suresh Babu is the Founder & CEO of Web Marketing Academy Bangalore. He is also a Corporate Digital Marketing Trainer for Decathlon | Myntra and other MNC's. He helps executives to become a Confident Modern Digital Marketer

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