

THE 4 PARTS OF A BLOG ARTICLE

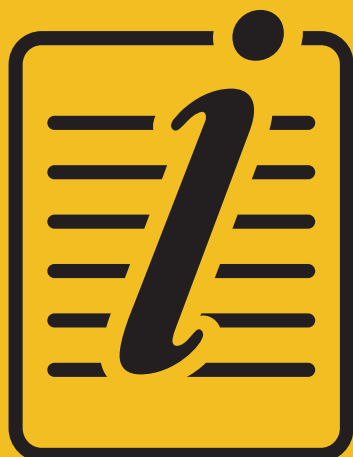
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1. INTRO & HEADLINE

- ✓ Write an SEO-Optimized Title or Heading
- ✓ Write an Excerpt, Meta Description (SEO)
- ✓ Must hook and captivate the Audience
- ✓ Ex. *From Idea to #1 Ranking: How to Publish articles*



2. ARTICLE META / INFO



- ✓ Identify the article Category
- ✓ Write down the article tags
- ✓ Set the name of the author

3. THE CONTENT

- ✓ Write valuable content people want to read.
- ✓ Include SEO optimized headings/subtopics
- ✓ Make it rich with images, graphics & video. Use short sentences and short paragraphs.



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4. MEDIA CONTENT



- ✓ Use images relevant to the article topic
- ✓ Optimize images: small size, and include captions to describe images
- ✓ Use image names and links with SEO-optimized slugs

(BONUS) PUBLISHING

- ✓ Write the final copy with your revisions and edits.
- ✓ Add any supplemental features (e.g. illustrations or other media)
- ✓ Share with your intended audience.



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