MATT BACAK'S CHECKLIST

Checklist 18 - Using Online Techniques For Content Creation

Project Name: _____ **Date:** _____

		Yes	No
	If you are looking for techniques that will help you in creating high-quality content, then you're at the right place! By using these techniques, you'll make your content stand out from the rest of the others' work, and your website traffic will also increase. Continue reading until the end if you want to be successful in content management and creation:		
	FOCUS ON HEADLINE:		
1	The most important thing that the audience notices first is the headline of the content posted online.	☐	☐
2	You have to make an attention-grabbing headline of your content every time you'll post something.	☐	☐
3	Just brainstorm all the ideas that you have related to your content.	☐	☐
4	Then, make a headline using the main ideas. Don't forget to keep it precise and short.	☐	☐
5	Use keywords in your headline so that search engines can show you on top in searches.	☐	☐

Notes

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CREATE LONGER POSTS:

6

Creating long posts might sound exhausting, but it is liked by most of the people.

7

Include images and graphics in your posts.

8

Explain everything about your ideas briefly in the blog posts.

9

Keep on updating your blogs to add more new ideas to it, instead of making small posts.

10

But keep the introduction short as it will bore the audience if kept long.

11

Tell a real-life story related to your content in your posts, and this will increase its length too.

12

Write such a content which is readable by everyone.

13

Create your audience personas so that you know about your audience and what type of content they would like.

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14

Include all the requirements of your audience related to content in your posts.

15

You can use Google to search for the keywords that are trending.

16

Then, gather ideas related to these keywords.

17

Start writing based on these ideas.

18

And finally, publish your long, audience appealing posts on your website!

Notes

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