

## 23 Steps to Write a Blog Post

These steps may create a dramatic difference in traffic and engagement. So, if you are spending hours agonizing over the blog posts then take the extra 15 minutes to get the most out of them. For more information read <http://dgd.ee/bloggingsteps>

### Desktop Text Editor

- Write the post.
- Create a keyword rich title.
- Write a description of the post.
- Select images that illustrate the subject matter.
- Create a cover image.

### WordPress

- Enter the title and save the draft.
- Copy the body text of the post and format as needed.
- Add the pictures. Use keywords in file name and alt-tag.
- Set the featured image in the Wordpress.
- Copy and paste the description of the post.
- Set the time for publication.
- Click publish or schedule.
- Link your new post with relevant existing content on your site.
- Find 2 or 3 relevant existing articles and link from those to your new post.

### Spreading the Word

- First share it on your Facebook page.
- Write a tweet and post the link to Twitter.
- Add the post to appropriate LinkedIn groups.
- In important forums and Q&A sites find if the post answers existing questions.
- Ask your friends and colleagues to share, retweet, like and comment.
- Add it to the next newsletter you send out.
- Start using push notifications.

### Engaging

- Answer all comments to keep the conversations going.
- Comment on the blogs that are linking to your post.