STYLE FACTORY
How to create a popular blog — cheatsheet

Task	Description	Resources to help	Done?
1 Find the right writer	Work with a writer who is capable of creating truly great blog posts. Make sure that he or she can write in an engaging way and has excellent grammar skills.		☐
2 Use keyword research to identify good topics to blog about	Make sure you use keyword research tools such as Semrush to discover the number of monthly searches for particular keywords, and find out how difficult it will be to rank for particular phrases. Blog about the topics that generate a lot of queries, but aren't too hard to rank for.	[Extended free trial of Semrush](#)	☐
3 Focus on producing long-form content	Long-from content refers to posts with high word counts that go into HUGE depth on a particular topic. Studies show that 'long-form content' performs better in search results than short or 'thin' posts.	[Neil Patel's guide to long-form content](#)	☐
4 Keep your content up to date	Continuously review older posts and enhance them with the most up-to-date information available. This sends 'freshness' signals to search engines that can result in better rankings and more traffic to your blog.		☐

5 Use engaging images in your blog	Engaging pictures can keep visitors on your page longer; increase clickthroughs to posts when they appear as thumbnail images on social media; and, when optimized correctly, help search engines discover and categorize your content more easily.	[Unsplash's free image library](#)	☐
6 Optimize your blog posts for search engines	Ensure you follow best SEO practice when publishing your posts. Create blog titles which reflect your keyword research; include focus keywords in your post URL; add keyword-rich headings to your text and use relevant alt text and file names for your images.	[Style Factory's key SEO tips](#)	
7 Capture email addresses	Once you've attracted a visitor to your blog, you should always attempt to capture their email address. This allows you to notify visitors via e-newsletter of new blog posts, which can result in more traffic and shares.	[Getresponse (email marketing tool)](#) [Style Factory's guide on how to create a newsletter](#)	☐
8 Encourage social sharing	Actively encourage your readers to share your blog posts on Twitter, Facebook and other social networks. This can generate more visits to your blog.		☐

9 Encourage comments	Encourage people to comment on your blog. This can create more keyword-rich content on your site, encourage return visits and may lead to search engines rewarding your posts in results (due to their engaging nature).		☐
10 Build backlinks to your posts	Get links from other sites to your posts — generally speaking, each backlink counts as a vote. However, backlinks should always be from high-quality websites — avoid spammy services that promise to build you thousands of low-quality links quickly.	Ahrefs' guide to backlink building	☐

* Affiliate links — these may result in Style Factory receiving a commission (at no extra cost to you) if you buy a product from the websites involved.

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