

10-POINT BLOG POST AUDIT



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10-POINT BLOG POST AUDIT

Grading Element	Exceptional (4 points)	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score
Headline	<ul style="list-style-type: none"> A clear, "tightly-written" promise is made using as many words as necessary. The promise made in the headline is delivered upon in the body of the post. Headline is compelling without being misleading or hypey. 	<ul style="list-style-type: none"> Headline needs to be "tightened" or requires a bit more description to completely communicate the promise. Headline isn't as compelling as it could be or is somewhat hypey or misleading. 	<ul style="list-style-type: none"> Headline is "wordy" or far too short to completely communicate the promise. Headline is not compelling or is hypey or misleading. 	<ul style="list-style-type: none"> Elements of the promise made in the headline are not delivered upon in the body of the post. Headline is weak or completely misleading and/or hypey. 	
Introduction	<ul style="list-style-type: none"> Copy is extremely easy to consume and develops a rhythm for the post. Copy draws the reader in and compels them to read the entire article. 	<ul style="list-style-type: none"> Copy creates a "speed bump" for the reader through a wordy or unnecessary statement, complex words, or intimidating formatting. The benefit of reading the entire article is not made completely clear early in the introduction. 	<ul style="list-style-type: none"> Copy contains 2-3 "speed bumps" for the reader through wordy or unnecessary statements, complex words, or intimidating formatting. 	<ul style="list-style-type: none"> Copy is extremely difficult to consume because of 4 or more wordy or unnecessary statements, complex words, or intimidating formatting. The benefit of reading the entire article is not made clear at all in the introduction. 	
Consumption	<ul style="list-style-type: none"> Copy is formatted in a way that makes the article easy to consume. Transitions between ideas and subheadlines are smooth. 	<ul style="list-style-type: none"> Copy contains one "speed bump" that could be removed by formatting with bullets, numbered lists, blockquotes, etc. One transition between ideas and headlines creates a "speed bump" for the reader. 	<ul style="list-style-type: none"> Copy contains 2-3 "speed bumps" that could be removed by formatting with bullets, numbered lists, blockquotes, etc. 2-3 transitions between ideas and subheadlines create "speed bumps" for the reader. 	<ul style="list-style-type: none"> Copy contains 4 or more "speed bumps" that could be removed by formatting with bullets, numbered lists, blockquotes, etc. 4 or more transitions between ideas and headlines create "speed bumps" for the reader. 	
Goal	<ul style="list-style-type: none"> A clear call to action is made that is relevant to the subject matter of the article. Copy and/or design of the call to action compel the reader to take the desired action. Call to action is located in one or more prominent positions within the post. 	<ul style="list-style-type: none"> A more relevant call to action is available for this post. Copy and/or design of the call to action could be more compelling to the reader. Call to action could be located in a more prominent location in the post. 	<ul style="list-style-type: none"> Call to action is completely irrelevant to the subject matter of the post. Copy and/or design of the call to action is not compelling. Call to action is difficult to find in the post. 	<ul style="list-style-type: none"> The post does not contain a call to action. 	
Media	<ul style="list-style-type: none"> All images, video, and audio are clean and clear and of high production quality. All the posts' needs for images, video, and audio are met. 	<ul style="list-style-type: none"> One instance of an image, video, or audio is unclear, unnecessary or of low production quality. One section of the post requires the use of an image, video, or audio to complete the post. 	<ul style="list-style-type: none"> There are 2-3 instances of images, video, and/or audio that are unclear, unnecessary, or of low production quality. To complete the post, 2-3 sections require the use of an image, video, or audio. 	<ul style="list-style-type: none"> The post contains no media. 	
Close	<ul style="list-style-type: none"> The close effectively concludes the post. The close uses humor, wit, insight, or otherwise incites emotion that compels the reader to comment, share, or visit more pages on the blog. 	<ul style="list-style-type: none"> The close effectively concludes the post. The close uses dry or boring language. 	<ul style="list-style-type: none"> The close does not effectively conclude the post. The close uses dry or boring language. 	<ul style="list-style-type: none"> The post contains no close. 	
Search	<ul style="list-style-type: none"> All 5 on-page SEO elements (URL, body text, images, title tag, meta description) are optimized for a keyword unique to that page. All opportunities to cross-link to other content are used. 	<ul style="list-style-type: none"> One on-page SEO element is not keyword optimized. One opportunity to cross-link is missed in this post. 	<ul style="list-style-type: none"> 2 on-page SEO elements are not keyword optimized. 2-3 opportunities to cross-link to other content are missed in this post. 	<ul style="list-style-type: none"> The post is not keyword optimized or it "keyword cannibalizes" another post on the website. The post misses 4 or more opportunities to cross-link to other content. 	
Categorization	<ul style="list-style-type: none"> The post is in the appropriate category. The post is appropriately tagged. 	N/A	N/A	<ul style="list-style-type: none"> The post is not in the appropriate category. The post is not appropriately tagged. 	
Completeness	<ul style="list-style-type: none"> The post completely delivers on the promise made in the headline and introduction. Every idea in the post is appropriately strengthened with media (images, video, etc), examples, data, and/or links to more information. 	<ul style="list-style-type: none"> One idea in the post requires media (images, video, etc), examples, data, and/or links to more information to be complete. 	<ul style="list-style-type: none"> 2-3 ideas in the post require media (images, video, etc), examples, data, and/or links to more information to be complete. 	<ul style="list-style-type: none"> 4 or more ideas in the post require media (images, video, etc), examples, data, and/or links to more information to be complete. 	
Consistency	<ul style="list-style-type: none"> The content of the post is consistent with the brand. The content of the post is consistent with other information presented by the organization. 	N/A	N/A	<ul style="list-style-type: none"> One or more elements of the post are inconsistent with the brand. One or more elements of the post are inconsistent with other information presented by the organization. 	

Action Items	
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Final Score	
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Every blog post gets one of three reactions from the reader,

- “That post was magnificent! I wouldn’t change a thing!”
- “Meh. That post could have been better.”
- “That post was dreadful. I wish I could get that 10 minutes of my life back!”

But none of these reactions are helpful to the content marketer. If the post isn’t fantastic, what needs to be improved to take that blog post from “Meh” to magnificent?

The answer to that question is in the Blog Post Audit:

10-POINT BLOG POST AUDIT

Grading Element	Exceptional (4 points) 2	Competent (3 points)	Needs Improvement (2 points)	Unsatisfactory (1 point)	Score 3
Headline 1	<ul style="list-style-type: none"> A clear, "tightly-written" promise is made using as many words as necessary. The promise made in the headline is delivered upon in the body of the post. Headline is compelling without being misleading or hypey. 	<ul style="list-style-type: none"> Headline needs to be "tightened" or requires a bit more description to completely communicate the promise. Headline isn't as compelling as it could be or is somewhat hypey or misleading. 	<ul style="list-style-type: none"> Headline is "wordy" or far too short to completely communicate the promise. Headline is not compelling or is hypey or misleading. 	<ul style="list-style-type: none"> Elements of the promise made in the headline are not delivered upon in the body of the post. Headline is weak or completely misleading and/or hypey. 	
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Action Items
5

Final Score	4
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The Blog Post Audit worksheet has five components (labeled above):

- 1. Grading Elements** – Evaluating elements like the headline, introduction and media in the post.
- 2. Grading Criteria** – Grade these elements based on specific criteria.
- 3. Element Scores** – Score each element separately on a scale from Exceptional to Unsatisfactory.
- 4. Final Score** – Receive an overall score out of 100.
- 5. Action Items** – Take action to improve the elements that don't receive a perfect score.

When you're reading or editing a post, it's difficult impossible to put your finger on the SPECIFIC reasons a blog post is falling short of fabulous.

Is the headline compelling? Is the SEO non-existent?
Are the images fuzzy?

It's even more difficult to communicate what needs to be improved to a writer or content team. That is, if you don't have a process. The Blog Post Audit tool gives you that process.

The Components of the Blog Post Audit

This article contains a process for conducting a Blog Post Audit. You'll learn the 10 elements to score on every blog post and get access to our Blog Post Audit tool.

There are 10 elements to a blog post audit:

- Headline
- Introduction
- Consumption
- Goal
- Media
- Close
- Search
- Categorization
- Completeness
- Clarity

Who Should Use This Blog Post Audit?

In this post you'll learn to evaluate and improve each of these elements. Then, you'll get access to our Blog Post Audit spreadsheet.

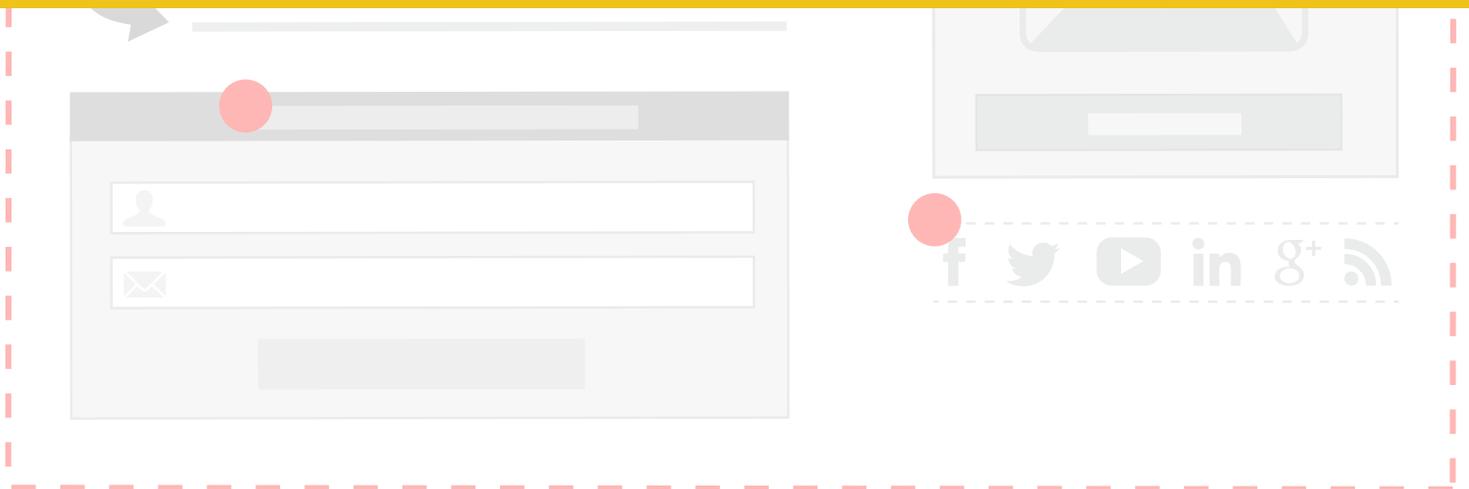
Here's how to put this audit to work:

- **Content Marketers** – Audit and improve your own blog posts.
- **Business Owners and Managers** – Audit the blog posts of your employees to improve your blog marketing.
- **Agency Owners and Freelancers** – Audit the blog posts of your clients so you can help them improve their content.

Ok, let's dive into the 10 elements of the audit.



Blog Post Audit Element 1: Headline.



Elements of an exceptional headline:

- A clear, “tightly-written” promise is made using as many words as necessary.
- The promise made in the headline is delivered upon in the body of the post.
- Headline is compelling without being misleading or “hypey.”

Exceptional example of a blog post headline:



The image shows a screenshot of a Buffer Social blog post. At the top left, the logo "buffersocial" is displayed with the tagline "Thoughts on social media and online marketing." To the right, there is a promotional message: "Save time on social media with Buffer. Schedule your first post now!". The main content area features a large, dark banner with the headline "15 Surefire Ways to Boost Your Social Media Marketing in Under an Hour" in white, bold text, which is highlighted by a red rectangular border. Below the banner, the author's name "By Ash Read" is shown next to a profile picture, along with the text "TIPS / HOW TO - MAY 4, 2016" and "5 Comments". The beginning of the article text is visible at the bottom: "Social media management can be extremely time-consuming. But there are also so many ways to boost your social media marketing and improve your social media profiles in just a few minutes."

This headline from Buffer App follows a proven formula:

How to Get [DESIRED END RESULT] in
[DESIRABLE AMOUNT OF TIME]

In fact, most effective headlines follow a formula.

Related: [Use this Headline Swipe File to Get More Clicks from Social Media](#)

Watch out for headlines that are merely statements or incomplete phrases.

Take a look at these 3 blog headlines found on a fitness and nutrition website...

- **Chocolate for Breakfast**
- **Benefits of Meditation**
- **Win The War Against Childhood Obesity**

Notice how these are simply statements of (presumably) fact and could be dramatically improved. Often, a simple modification can make the headline a 100 times more impactful...

- **Chocolate for Breakfast?**
- **7 Benefits of Meditation**
- **How to Win The War Against Childhood Obesity**

These headlines aren't perfect but they're infinitely more effective than their originals.

Often there is a better headline hiding in the opening or closing of the article. Look for the benefit statement included in the opening and you'll likely find the beginnings of a headline.

For a coach, shin splints are the **most frustrating injury** because there's no definitive cause, treatment, or method of prevention.

I previously suffered from shin splints for months so I know how debilitating they can be.

What starts as a minor ache on the side of the shin bone can progress to a throbbing, burning pain that persists for an entire run (and even while you're just walking around).

The worst part? **The most common shin splint treatment – what most runners *think* works – is completely ineffective.**

Many runners use a Thera-band to strengthen the shin muscle (typically the tibialis anterior) and prevent shin splints. But strengthening the shin muscle is a waste of time. **This treatment strategy is a myth** because the role of the tibialis anterior isn't shock absorption, it's dorsiflexion of the ankle.

You don't have shin splints because your shin muscle is weak. You probably **have shin splints from training mistakes** or other external factors that can be fixed with a **better structured training program.**

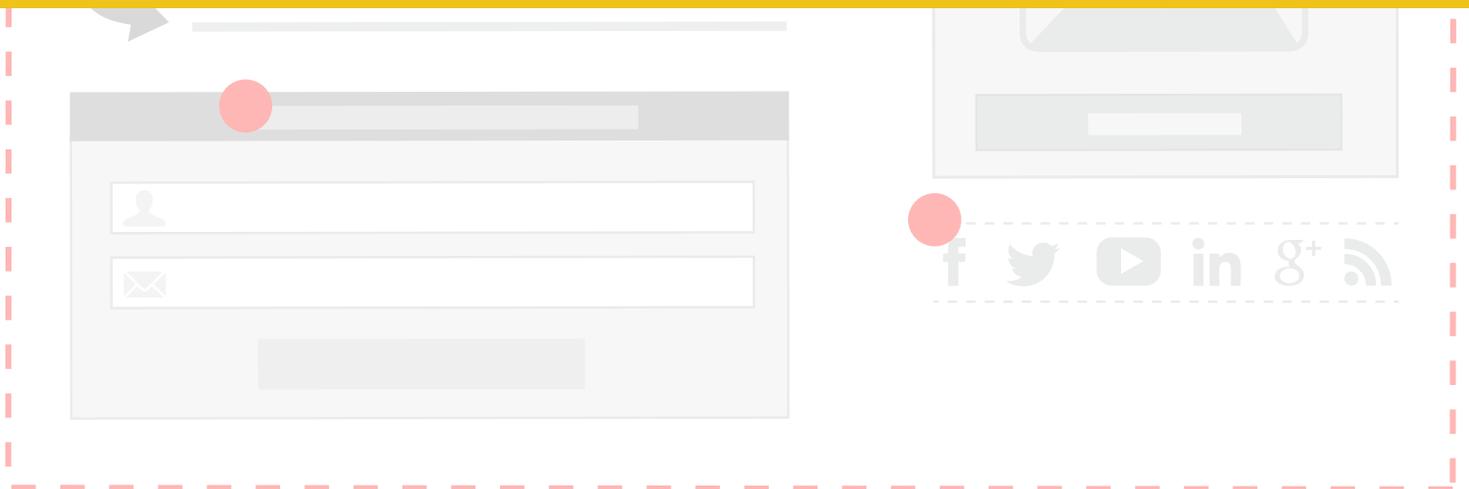
This opening provides multiple avenues to tease out a decent headline.

- **How to Treat the Most Frustrating Runner's Injury**
- **Are You Making This Common Shin Splint Treatment Mistake?**
- **5 Common Training Mistakes That Cause Shin Splints**
- **3 Training Regiment Changes That Cure Shin Splints**

All of these headlines are hiding in the introduction to this article.



Blog Post Audit Element 2: Introduction.



Elements of an exceptional blog post introduction:

- Copy is extremely easy to consume and develops a rhythm for the post.
- Copy draws the reader in and compels them to read the entire article.

Example of an exceptional blog post introduction:



Notice how quickly this Bonobos article gets the reader to the benefit. It's instantaneous.

Often the weakest part of an article is the introduction. Sometimes an article will go from good to great just by chopping off the first 5 paragraphs and getting the reader to the point quickly.

Here's a trick: Use a very punchy, curiosity building sentence to open the post. This sentence should be short (rarely longer than 8 words).

The idea here is to open with a simple sentence that is easy to read and that builds curiosity. This first sentence is intended to create a "greased chute" (a term coined by copywriter, Joe Sugarman) that starts the reader "sliding" down the page.

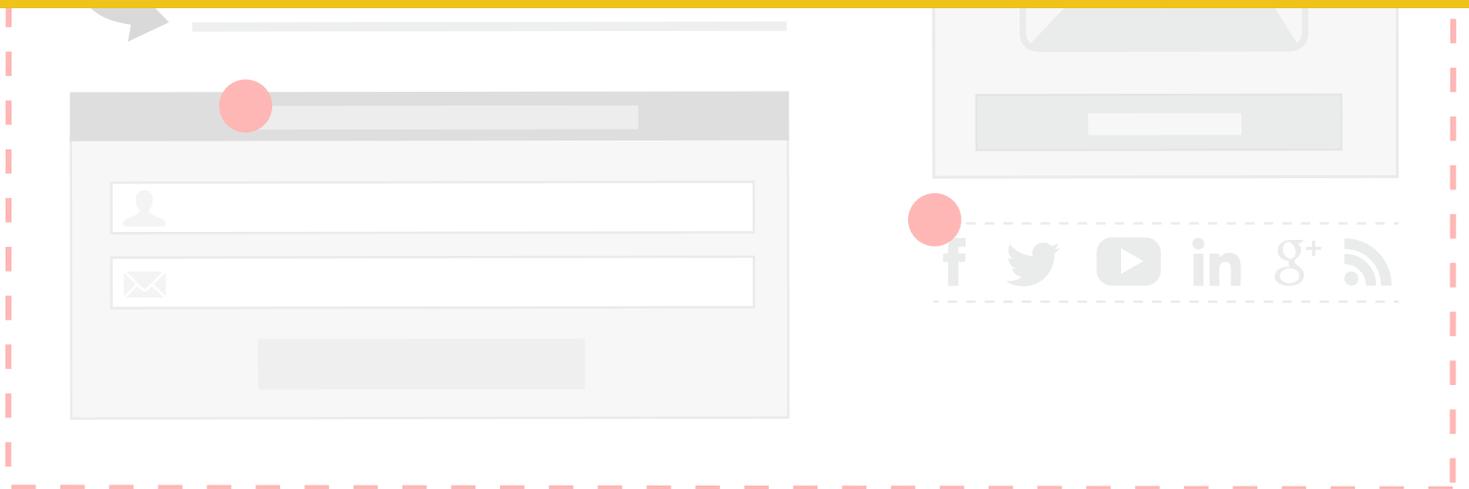
Here are a few examples of this type of opening line:

- ***You've finally found it.***
- ***Here's the big misconception...***
- ***Stop me if you've heard this before.***

Once you get someone started down the "chute," it's much easier to keep them moving. The difficult part is getting them started.



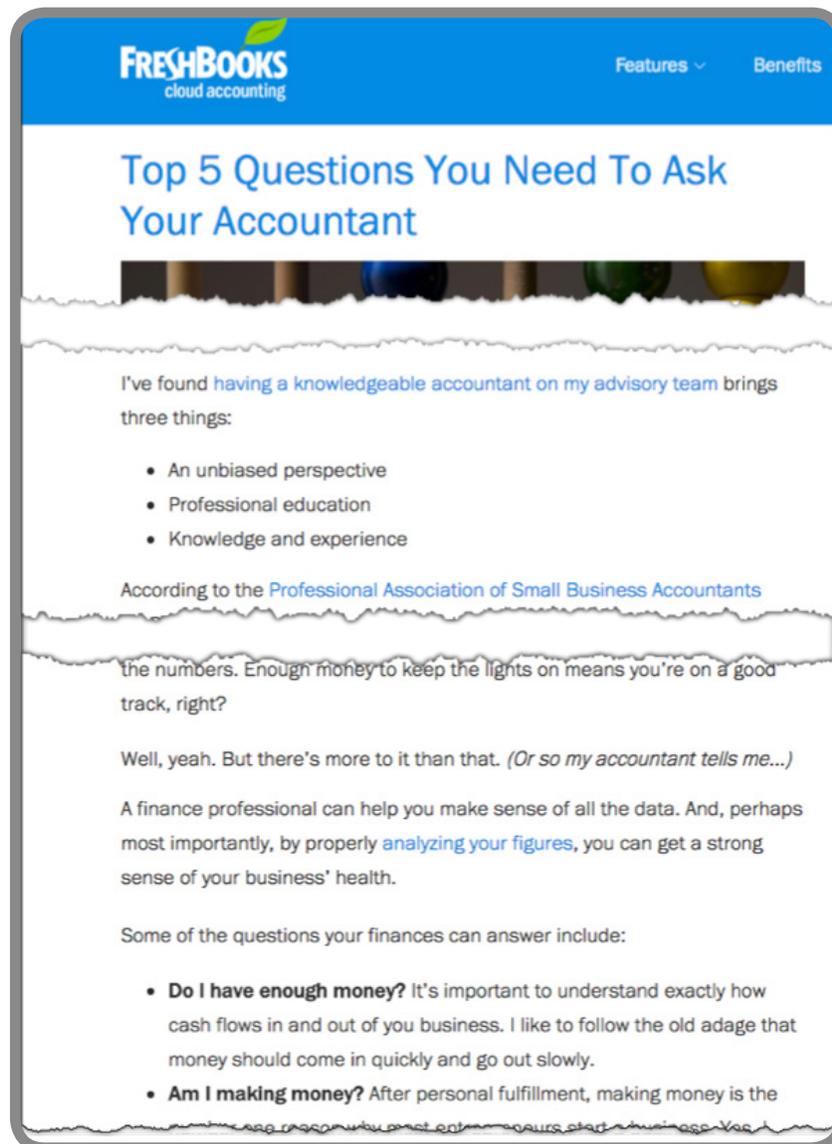
Blog Post Audit Element 3: Consumption.



Elements of exceptionally consumable blog content:

- Copy is formatted in a way that makes the article easy to consume.
- Transitions between ideas and subheadlines are smooth.

Example of exceptionally consumable blog content:



The image shows a screenshot of a blog post from FreshBooks, a cloud accounting service. The page has a blue header with the FreshBooks logo and navigation links for 'Features' and 'Benefits'. The main title is 'Top 5 Questions You Need To Ask Your Accountant'. Below the title is a decorative image of colorful lemons. The text is presented in a clean, readable font with bullet points and a conversational tone. The content discusses the benefits of having a knowledgeable accountant and provides a list of questions to ask.

FRESHBOOKS
cloud accounting

Features ▾ Benefits

Top 5 Questions You Need To Ask Your Accountant

I've found [having a knowledgeable accountant on my advisory team](#) brings three things:

- An unbiased perspective
- Professional education
- Knowledge and experience

According to the [Professional Association of Small Business Accountants](#)

the numbers. Enough money to keep the lights on means you're on a good track, right?

Well, yeah. But there's more to it than that. *(Or so my accountant tells me...)*

A finance professional can help you make sense of all the data. And, perhaps most importantly, by properly [analyzing your figures](#), you can get a strong sense of your business' health.

Some of the questions your finances can answer include:

- **Do I have enough money?** It's important to understand exactly how cash flows in and out of you business. I like to follow the old adage that money should come in quickly and go out slowly.
- **Am I making money?** After personal fulfillment, making money is the

Notice how Freshbooks breaks up the copy using bullets, bolding and hard returns.

Use...

- Bulleted lists
- Numbered lists
- Blockquotes
- Subheadings
- Images
- Bolding
- Italics
- Images

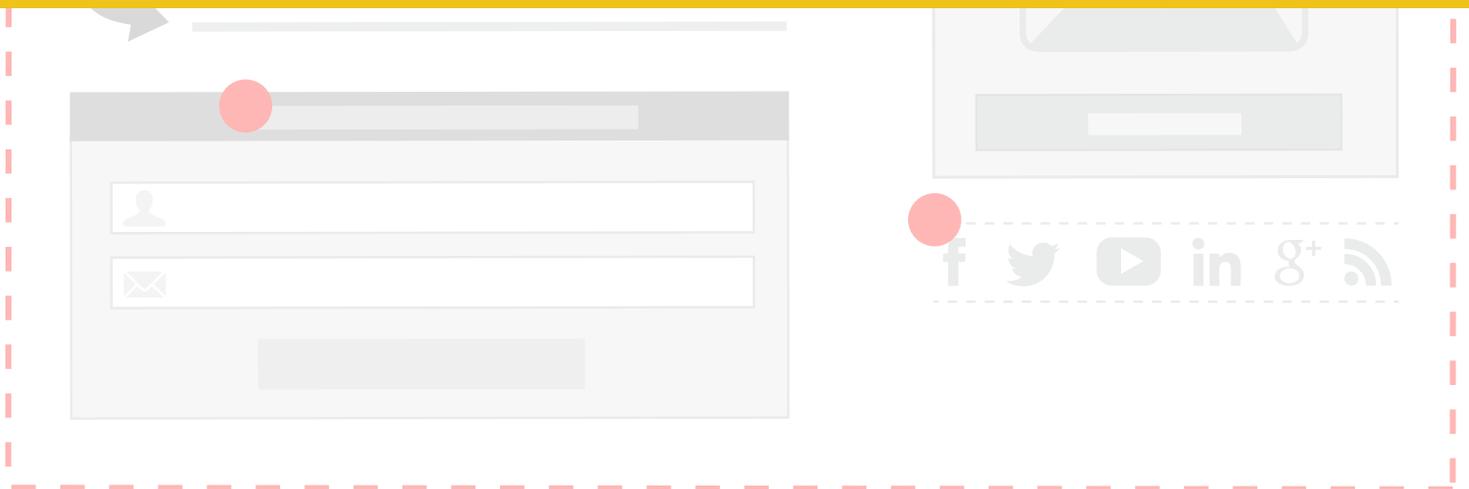
... to break up the text.

Secondly, look for transitions between ideas and other areas where the reader could slow down or stop reading. The transition points should be smoothed out as much as possible to avoid losing readers.

Remember, the blog content cannot do its job if it isn't consumable.



Blog Post Audit Element 4: Goal.



Elements of exceptional use of goals in a blog post:

- A clear call to action is made that is relevant to the subject matter of the article.
- Copy and/or design of the call to action compel the reader to take the desired action.
- Call to action is located in one or more prominent positions within the post.

Example of exceptional use of goals in a blog post:

The image shows a Home Depot blog post titled "How to Install Ceramic and Porcelain Tile Flooring" and a corresponding product page for "Tape Measures". A red dashed arrow points from a Stanley PowerLock 25 ft. tape measure in the blog post to the same product in the product page.

Blog Post Content:

Home > **DIY Projects and Ideas** > **Flooring Upgrades** > How To Install Ceramic and Porcelain Floor Tile Project Guide

How to Install Ceramic and Porcelain Tile Flooring

Once you're prepared the subfloor you're ready to install your new tile floor. Learn more about tile types by downloading this PDF or watching these videos

The key to success in tiling is to follow carefully measured guide or layout lines. They show you where to start laying the tile and are arranged so the tile is evenly centered in the room.

Layout lines must be square, otherwise you will end up with odd-shaped tiles at the walls. The best way to ensure square lines is to make a floor plan by drawing the walls of the room as accurately as possible on a sheet of grid paper. Be sure to include doorways and floor obstructions such as cabinets and fixtures.

Tip: Make a floor plan for greatest accuracy and draw your plan as large as possible on the page. Mark the dimensions of your scale, for example, 1-inch gridline = 1 foot of floor space.

Safety: Make sure your subfloor can support the tile, mortar, grout and furniture when the project is completed. Read our guide to ensure your subfloor is prepared.

WHAT YOU NEED FOR THIS PROJECT

Images of tools: Stanley PowerLock 25 ft. Tape Measure, square, pencils, and work gloves.

Product Page Content:

Home > **Tools & Hardware** > **Hand Tools** > **Measure & Layout Tools** > **Measuring Tools** > **Tape Measures**

Tape Measures

Your Store: **South County #3010** | Saint Louis, MO 63125 (Change)

All Products (140) In Store (39) **Sort By:** Top Sellers

Brand Price Measurement Standard

Image	Price	Product Name
	\$9.88 / each	Stanley PowerLock 25 ft. Tape Measure
	\$19.97 / each	FATMAX 25 ft. Tape Measure
	Was \$26.92 \$21.58 / each Save \$5.39 (20%)	Milwaukee 25 ft. Magnetic Tape Measure with Free 25 ft. General Contractor Tape Measure
	\$24.97 / each	Milwaukee 25 ft. Magnetic Tape Measure

Department: Tools & Hardware > Hand Tools > Measure & Layout Tools > Measuring Tools > Tape Measures

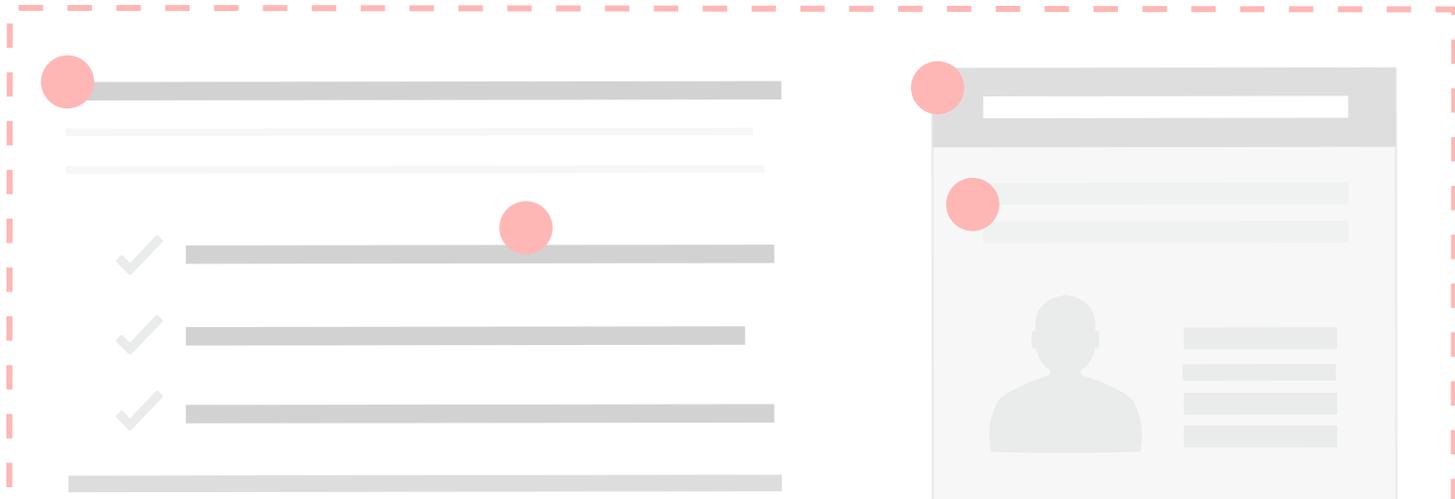
Measurement Standard: Metric (8), SAE (102), USS (10)

Brand: Lufkin (33), Stanley (22), Milwaukee (18), DEWALT (12), TEKTON (9)

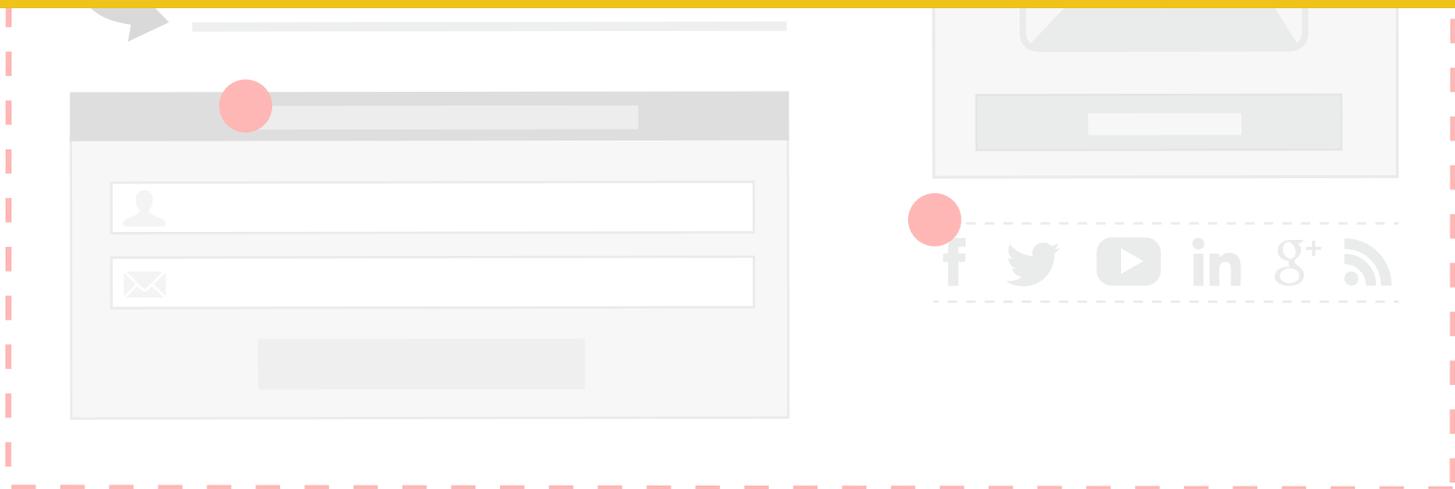
Home Depot embeds physical product offers into their content in a prominent location. After all, if I'm going to install this flooring, I'll need a tape measure.

The key to higher conversion rates from blog content is:

- **Relevance** – The more congruent the offer, the higher the take rate.
- **Consumption** – If the copy is difficult to get through, the reader will “bounce.”



Blog Post Audit Element 5: Media.



Elements of exceptional use of media in a blog post:

- All images, video, and audio are clean, clear and of high production quality.
- All needs for images, video, and audio are met.

Example of exceptional use of media in a blog post:



Kayak.com is in the travel space and uses beautiful custom photography and video in their content.

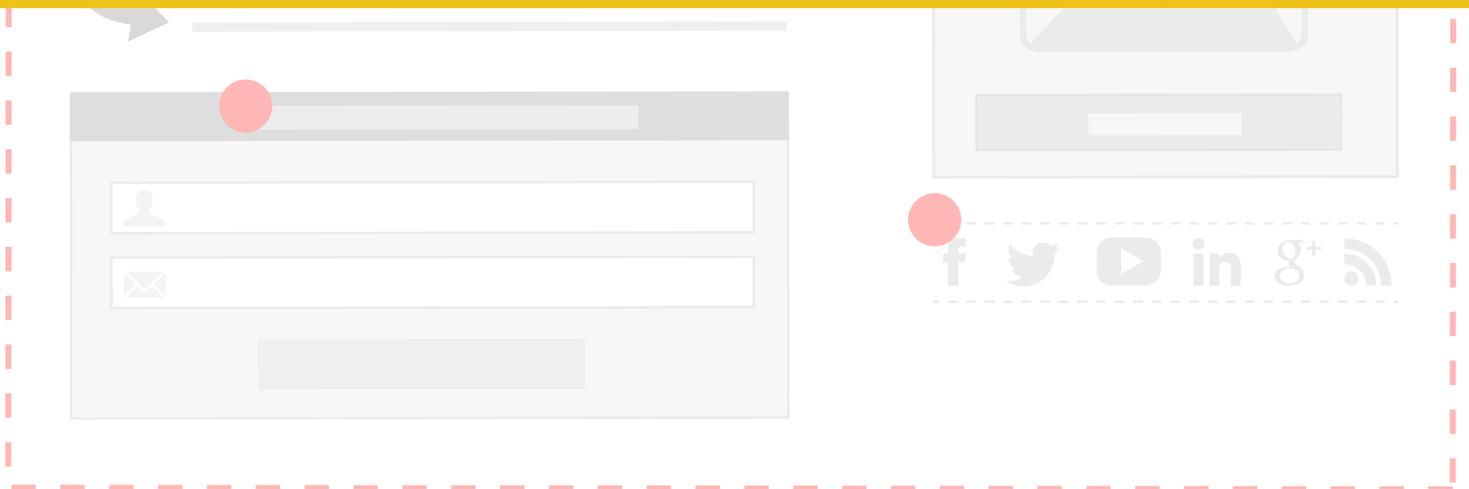
It may not be necessary to hire a full-time photographer or graphic designer, but steer clear of stock images/video and, depending on your industry, consider upping your media game.

Committing to the production of high-quality media is one way to stand out in an industry saturated with content.

(NOTE: Want to create a blog content plan in 60-seconds or less by filling in 5 simple blanks (yes, it's really that simple)? Get instant access to the [Blog Content Planner](#) spreadsheet so you can track your plan, plus 55 different blog post ideas to get you started so your blog will never get stale. Check it out [now](#).)



Blog Post Audit Element 6: Close.



Elements of an exceptional blog post close:

- The close effectively concludes the post.
- The close uses humor, wit, insight, or otherwise incites emotion that compels the reader to comment, share, or visit more pages on the blog.

Example of an exceptional blog post close:

copyblogger Content Marketing Mastery Articles Audio

How to Sell Like Steve Jobs

1200 SHARES 693 206 255 35 11

It's a simple formula.

To convert readers into buyers of your product, you must provide them with:

1. Jaw-droppingly [relevant benefits](#)
2. Reasons they can give to their spouse

and "day care costs" on me.

So, I did what any confident owner of a new toy would do.

I looked my wife square in the eye, and with ammunition provided by capable Apple copywriters, I said "Honey, I bought this iPad so we can do video calls with your mother in Florida."

This article for Copyblogger explains how the writer came to justify the purchase of an iPad to himself and his wife. The conclusion of the article uses humor to incite engagement from the reader.

The closing of the article can often take it from good to great.

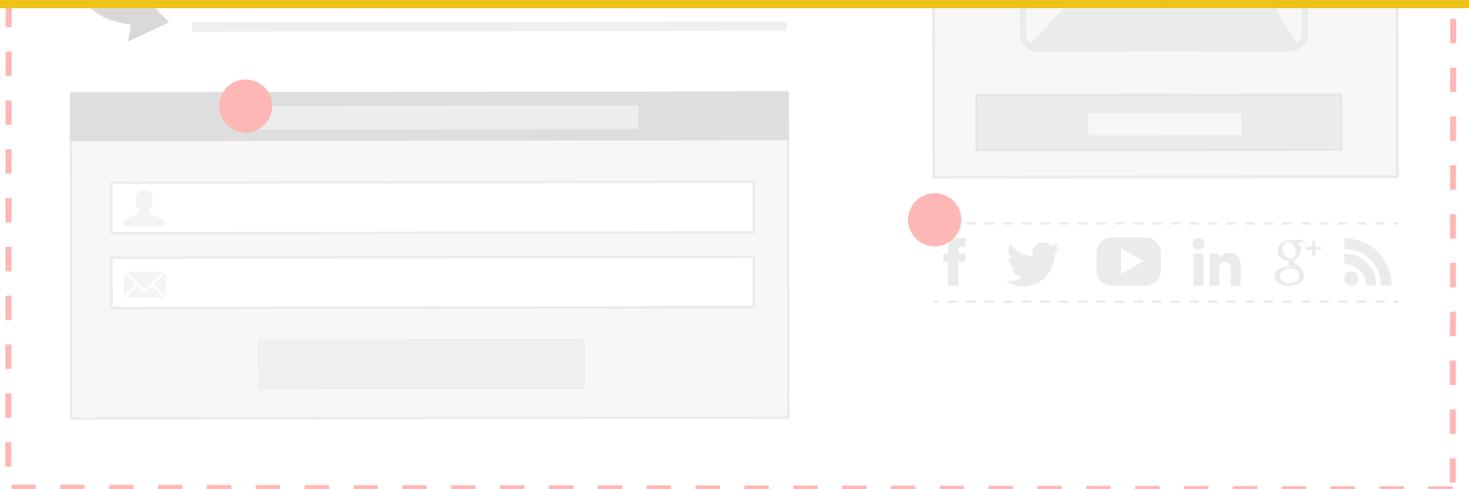
Remember, this is where the reader will decide to share the post, comment, click on your call to action, dive deeper into your site, etc.

Your closing doesn't have to be epic but be sure the article doesn't simply end abruptly.

At the very least, the close should restate the intro and ask the reader to comment and share.



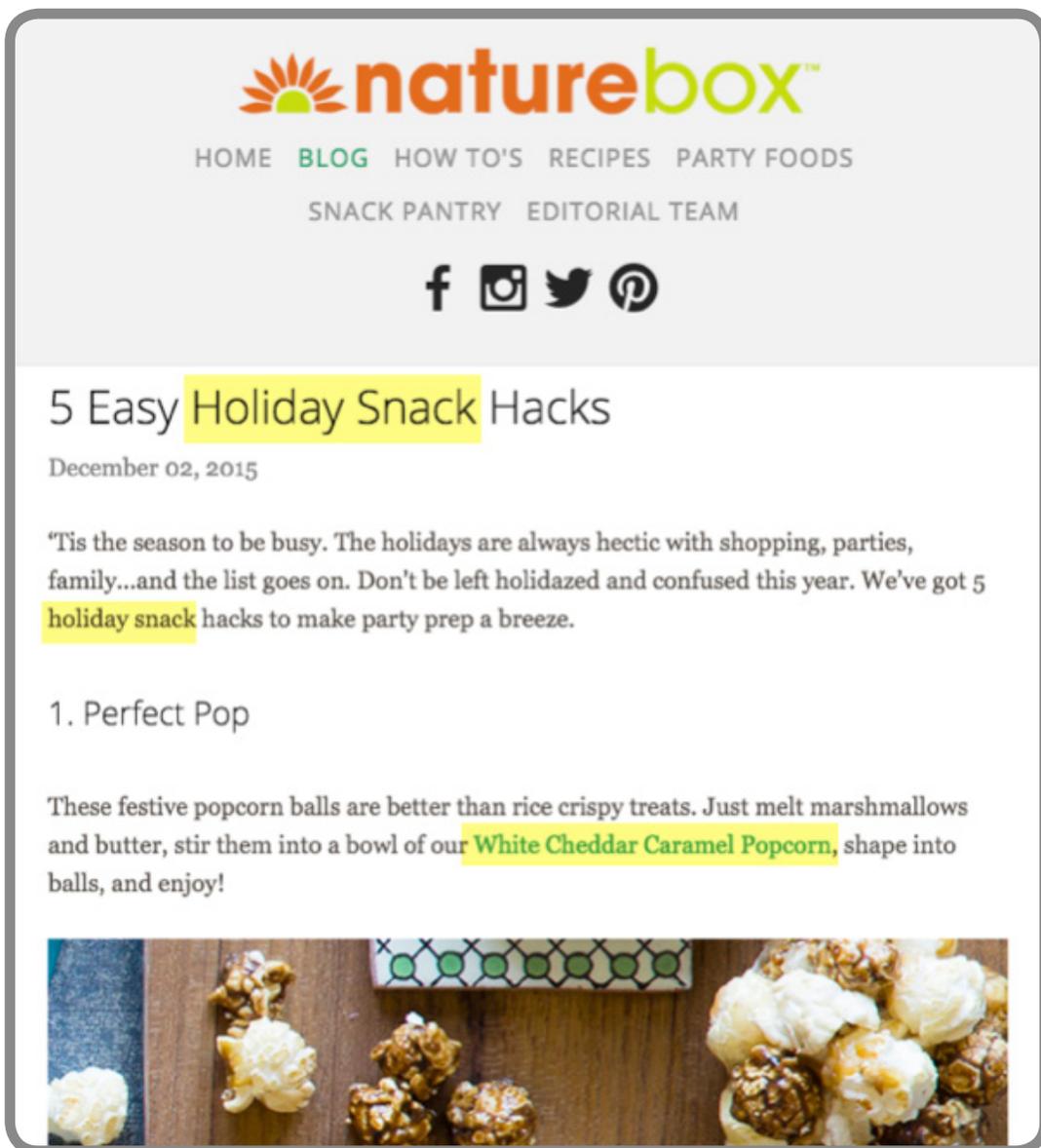
Blog Post Audit Element 7: Search.



Elements of exceptional use of search in a blog post:

- All 5 on-page SEO elements are optimized for a keyword unique to that page.
- All opportunities to cross-link to other content are used.

Example of exceptional use of search in a blog post:



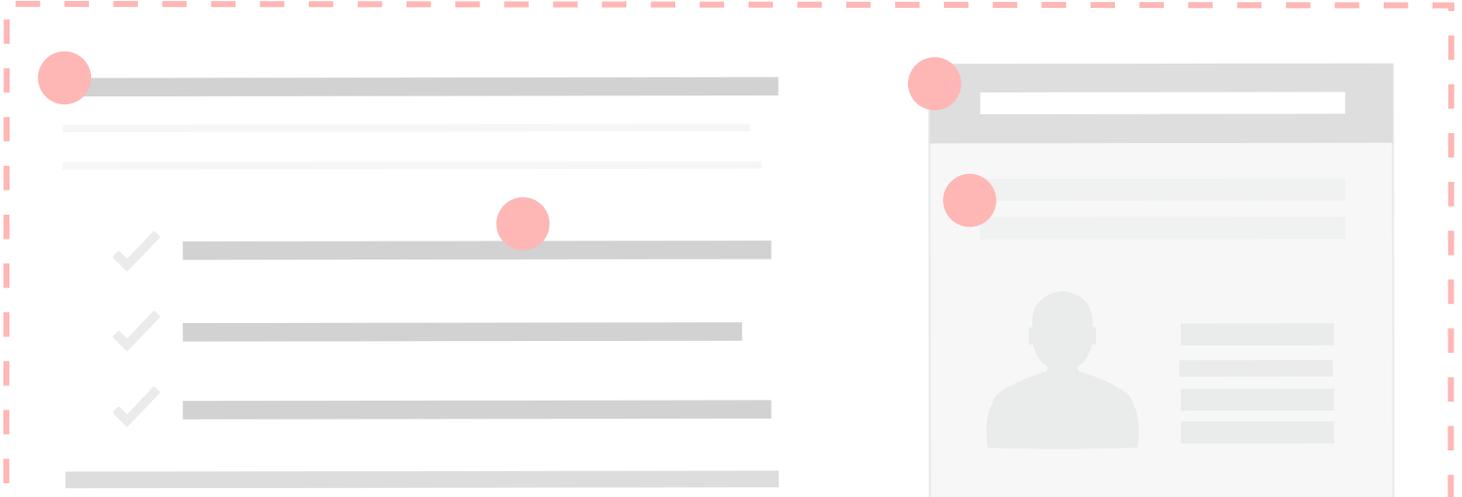
The image shows a screenshot of a blog post from NatureBox. The header features the NatureBox logo (a sun icon followed by the text 'naturebox™') and a navigation menu with links for HOME, BLOG, HOW TO'S, RECIPES, PARTY FOODS, SNACK PANTRY, and EDITORIAL TEAM. Below the navigation are social media icons for Facebook, Instagram, Twitter, and Pinterest. The main content area has a title '5 Easy Holiday Snack Hacks' with 'Holiday Snack' highlighted in yellow. The date 'December 02, 2015' is displayed below the title. The introductory paragraph reads: 'Tis the season to be busy. The holidays are always hectic with shopping, parties, family...and the list goes on. Don't be left holidayed and confused this year. We've got 5 holiday snack hacks to make party prep a breeze.' The word 'holiday' is highlighted in yellow. The first section is titled '1. Perfect Pop' and contains the text: 'These festive popcorn balls are better than rice crispy treats. Just melt marshmallows and butter, stir them into a bowl of our White Cheddar Caramel Popcorn, shape into balls, and enjoy!' The words 'White Cheddar Caramel Popcorn' are highlighted in yellow. At the bottom of the text is a photograph of several popcorn balls on a wooden surface, some plain white and some coated in caramel.

NatureBox is clearly targeting the term 'holiday snack' in this blog post.

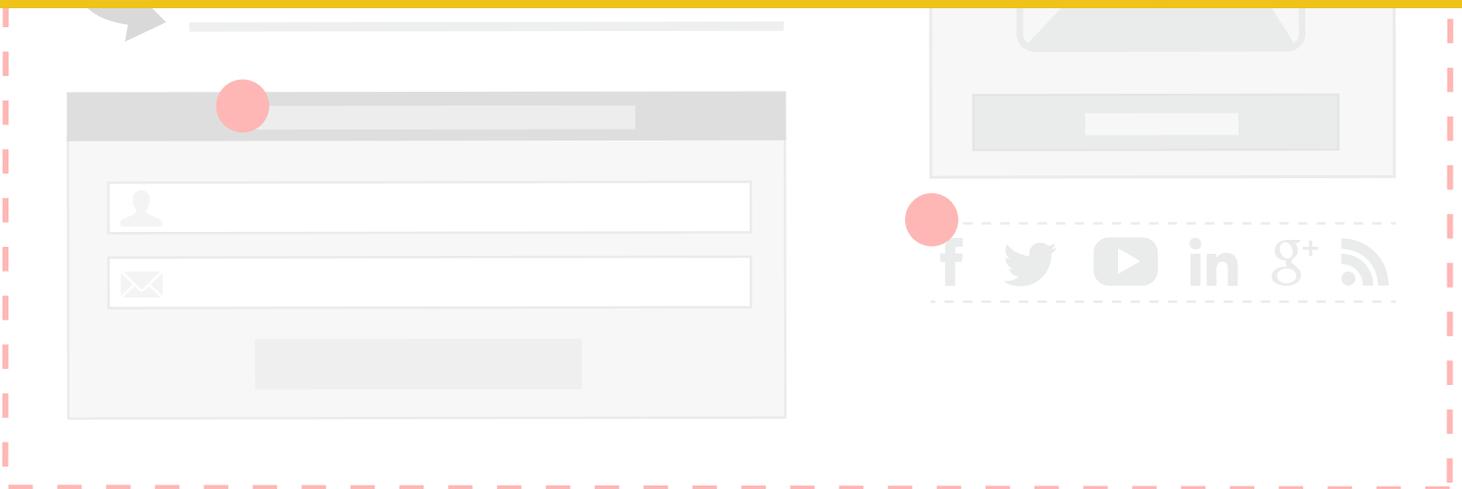
On-page search engine optimization (SEO) isn't difficult. You'll simply want to choose a relevant keyword that is unique to your post and include that keyword in the:

- Title tag
- Body text
- Image alt attribute
- URL
- Meta description

Related: [How to Do On-Page SEO](#)



Blog Post Audit Element 8: Categorization.



Elements of exceptional use of categorization in a blog post:

- The post is in the appropriate category.
- The post is appropriately tagged.

Example of exceptional use of categorization in a blog post:

The screenshot shows the H&R Block website interface. At the top, the navigation menu includes 'TAXES', 'YOUR MONEY', 'HEALTHCARE', 'SMALL BUSINESS', and 'FROM THE BLOCK'. The main content area features a large infographic titled 'THE ECONOMICS OF MOM' with a 'Financial Planning' tag. Below the infographic is the article title 'The Economics of Mom [INFOGRAPHIC]' dated May 6, 2016, and a 'READ MORE' button. A sidebar on the left lists 'TRENDING POSTS' and 'RECENT POSTS'. The 'RECENT POSTS' section includes 'Tips for Creating Your First Financial Budget [INFOGRAPHIC]' and 'Preparing for a Disaster' dated April 26, 2016, with 'Budget & Saving' and 'Tax Tips' tags.

H&R BLOCK
BLOCK TALK

TAXES YOUR MONEY HEALTHCARE SMALL BUSINESS FROM THE BLOCK

THE ECONOMICS OF MOM

Financial Planning

The Economics of Mom [INFOGRAPHIC]

May 6, 2016

For many women, "mom" encompasses many roles: CEO, college admissions counselor, chef, social secretary, personal shopper. In honor of mother's day, here's a look at what all those roles are worth, financially.

READ MORE

TRENDING POSTS

- Cinco de Mayo on a Budget
- To Financial Literacy and Beyond: Recognizing the great work of Budget Challenge educators

RECENT POSTS

- DO I NEED A BUDGET?** Budget & Saving
- Preparing for a Disaster Tax Tips

Tips for Creating Your First Financial Budget [INFOGRAPHIC]

Preparing for a Disaster April 26, 2016

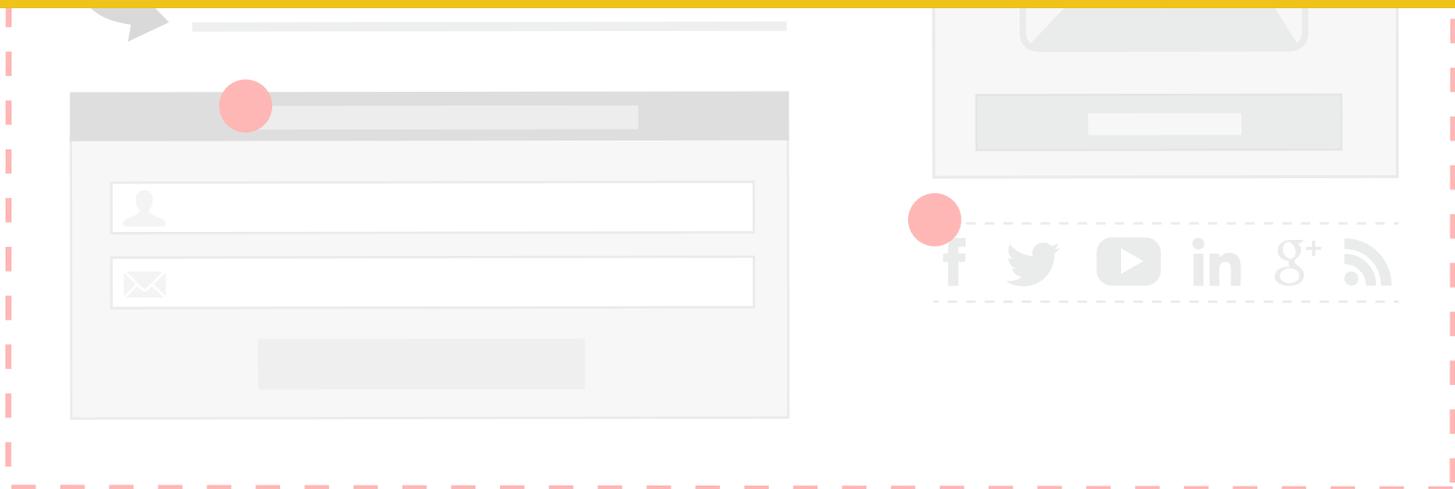
H&R Block uses intuitive category names (Budget & Saving, Tax Tips, etc) that allow the audience to find the information they are looking for.

The proper use of categories and tags is an important part of the user experience on your website.

While it's often simple to select the right category or tag for a post, it's an important checkpoint of any blog post audit.



Blog Post Audit Element 9: Completeness.



Elements of exceptional completeness in a blog post:

- The post completely delivers on the promise made in the headline and introduction.
- Every idea in the post is appropriately “fleshed out.”

Example of exceptional use of completeness in a blog post:



At DigitalMarketer, our popular [Ultimate List of Blog Post Ideas](#) article is made complete by adding dozens of examples and an infographic.

Remember, the goal of the headline and introduction is to make a compelling promise.

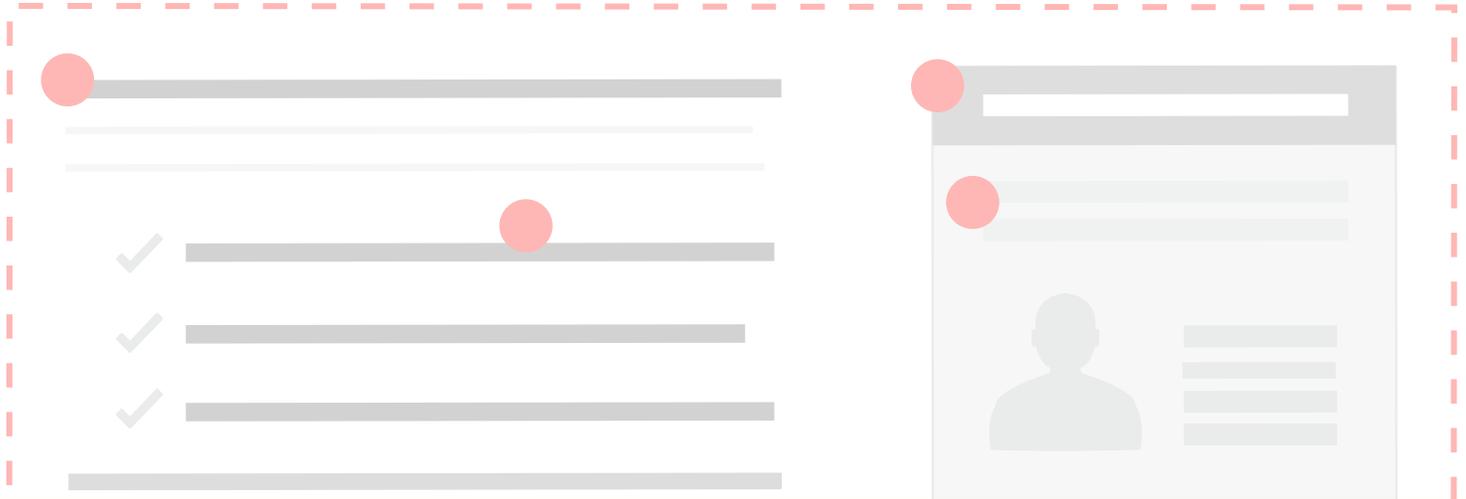
This element of the audit is designed to ensure that the body of your blog post delivers 100% on that promise. If it doesn't, amend your headline or get back to work on the blog post.

Nothing will destroy the reputation of your blog quicker than writing a great headline and failing to deliver in the article.

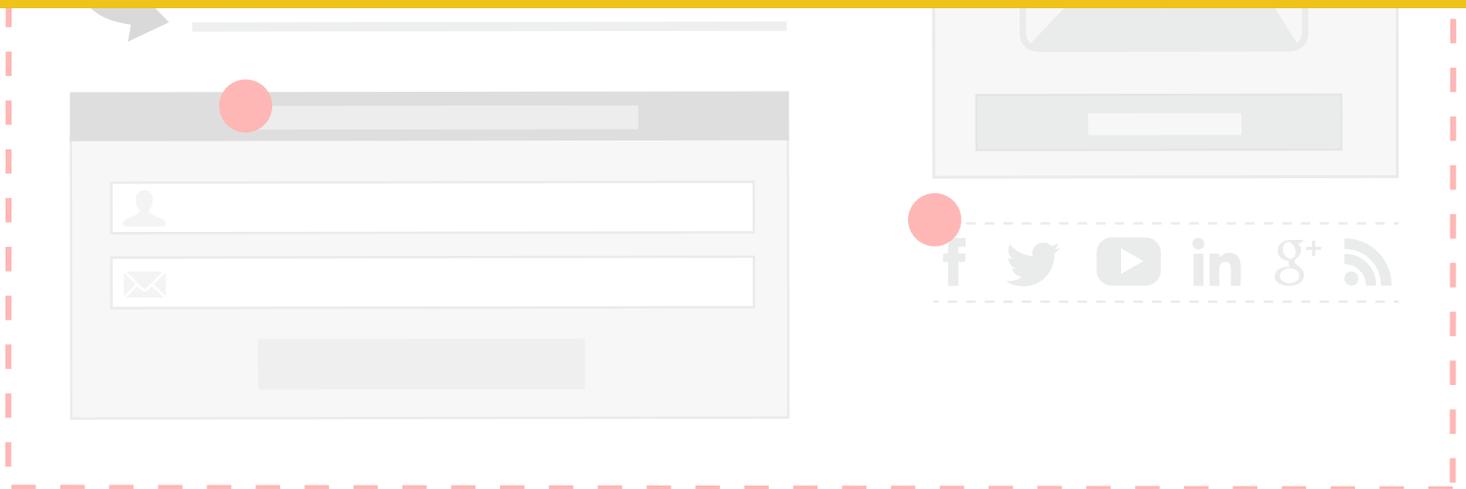
That said, this element of the audit is about more than simply delivering on the headline. Look for areas in the post that could be strengthened by adding:

- **Media (images, video, audio)**
- **Examples**
- **Data**
- **Internal or external links to more information**

Look to "go the extra mile" with each and every article and you'll see results. Consider producing less content that is "exceptionally complete," as opposed to a high volume of content that leaves the audience wanting.



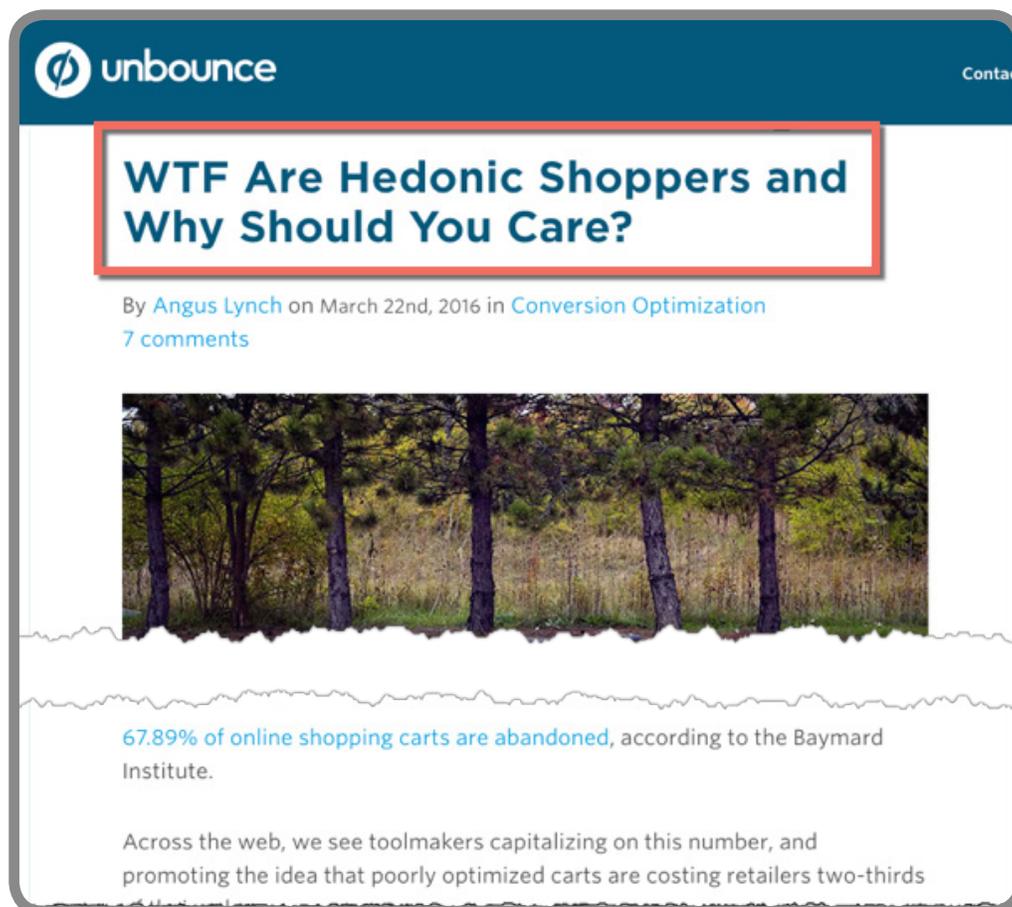
Blog Post Audit Element 10: Consistency.



Elements of exceptional consistency in a blog post:

- The content of the post is consistent with the brand.
- The content of the post is consistent with other information presented by the organization.

Example of exceptional consistency in a blog post:



The brand at Unbounce, a landing page software company, can be snarky and funny. Employing a WTF in a blog post headline is on message for Unbounce.

Is your brand professional? Snarky? Academic?

Whatever it may be, produce content that reinforces that brand.

Secondly, and perhaps more importantly for some organizations, ensure that this blog post isn't contradictory to something else that has been published on the blog or elsewhere.