

The Christian Blogger's COMPLETE CHECKLIST TO **CREATING AMAZING CONTENT** FOR YOUR BLOG



Pre-Write



Write



Edit



Publish



Market

Hello!

Starting a blog is no small undertaking! It is a labor of love, and it doesn't happen overnight. Today there are many ways to share your words with the world, but this guide focuses on blogging. This can be the whole or a part of your overall content strategy. Here are three reasons, you should invest the time, energy, and resources to grow your personal or business blog.

Blogs drive search engine optimization (SEO) or online traffic to your site.

Blogs help establish you as an expert in your field.

Blogs give you a platform to grow and make a living.

Blogs give Christians the unique opportunity to share hope, encouragement, and the love of Christ across the world!



This Mega-Checklist
is divided into these
5 steps.





PRE-WRITING

Before you sit down to type your blog post, you need to work through the idea(s) you want to convey in your post. Each post and each writer is unique, but here are some pre-writing categories to think about before you start writing.

Pray: Ask God for help to write with clarity and purpose.

Premise/Big Idea: This may be explicit or implicit in your writing. What do you (as the writer) want your reader to understand?

Scripture Reference (if any): What Scripture verse or passage are you drawing from in your writing? What's informing YOU as you write. (This doesn't mean you have to include them all in your post.)

Quotes (if any): Are you using quotes in your post? Be sure to attribute the quote.

Stories/Illustrations (if any): Do you have any stories or illustrations that connect with your big idea?

Headline Idea or Keywords: Your headline might change as you write, but what ideas or keywords would you like to include in your post?

PSST: Premise, Story, Subheads, Takeaway: *Psst!* Here's a great formula for laying out the flow or outline of your post. Take the ideas you worked through above and plug them into this chart.

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S	1. 2. 3. 4.
T	



WRITING

Now it's time to write! Using your Pre-Writing Checklist, take your ideas and start writing. Open up a Word doc or Google doc and let it flow!

PRO-TIP:

Use the above checklist to guide you, but don't let it be your master. Writing is a fluid process and our ideas might evolve in the process.

There is no right or wrong order to how this might flow for you. Some writers write the headline first, and then the body copy, others work in reverse.

The most important part of your post is the headline, the second most important part is the takeaway.

→ You have to first succeed in capturing your reader's attention to click.

→ Then you need to deliver and provide them with something sticky to remember you by.

But for now...just write!

Write body copy.

Be ok with a terrible first (second and even third) draft. Just write. Trust the process.

Write headline:

- ☐ Does it communicate a benefit?
- ☐ Does it offer a solution to a problem?
- ☐ Does it communicate what you wanted it to (examples: a threat or danger, social proof, something to gain?)
- ☐ Is it clever without being confusing or click-baity?
- ☐ Does it have an X-factor?

Write headline:

- ☐ Have you communicated your one big idea clearly and persuasively?
- ☐ How should the reader feel?
- ☐ What should the reader do?
- ☐ How might the reader be changed?

CTA:

What call-to-action do you want your reader to take? This can be done in your copy, or as an opt-in form, or button on your page. (Give only 1 CTA on your post.)

- ☐ Buy your thing
- ☐ Subscribe
- ☐ Follow
- ☐ Leave a comment
- ☐ Share
- ☐ Sign-up

EDITING

Edit ruthlessly! Take out any word that doesn't serve the story or the sentence. Some writers edit while they write, while others allow themselves to write freely and edit at the end. However you choose to do it, here are some key things to check when you're editing.

Strong opening?

Often we warm up in our first paragraph. Review that paragraph and ask if it's interesting, thought-provoking, curiosity-driven, entertaining? If not, consider cutting it out entirely.

Logical flow and progression of ideas/thoughts?

- ☐ Do you have smooth transitions from one paragraph to the next?
- ☐ Does it logically build upon previous paragraphs?

Is Grammarly happy?

[Grammarly](#) is free and a great tool to catch spelling and grammar errors. (P.S. I don't always accept all of Grammarly's suggestions. You're the boss, not Grammarly.)

Do your subheadings tell your story at a glance?

Not everyone will read every word of your post. If a reader was just reading your subheadings, would they understand your story?

Does it pass the read-aloud test?

Be sure to read your post out loud at least 2-3 times before publishing. If you stumble over a sentence, your reader might as well. That's a good clue to edit.

Let it rest. Does it still make sense and flow well the next day?



PUBLISHING

I love the publishing stage! It's so satisfying to see your idea and your words take on a personality through your visuals.

PRO-TIP:

Writing is visual. It catches the eye before it catches the brain. Let your visuals enhance, not detract, from your words.

SEO:

(Don't get overwhelmed on this part! Try to incrementally increase your understanding of SEO and start small. Yoast is a WordPress plugin that is the best when it comes to adding SEO to your posts.)

- ☐ Try to target long-tail keywords (i.e. how to write a blog post)
- ☐ Use Keywords in...
 - ☐ URL
 - ☐ Meta title
 - ☐ Meta description
 - ☐ Between 50 and 300 characters
 - ☐ Addresses your reader's problem
 - ☐ Identifies and presents your solution
 - ☐ Highlights outcome
 - ☐ Beginning of the post
 - ☐ Sprinkled throughout where it makes sense and sounds natural
 - ☐ Subheadings
 - ☐ Images
 - ☐ Image file names
 - ☐ Image titles
 - ☐ Alt tags

Image(s):

Be sure to follow copyright rules on images. I use [Unsplash](#), [Pexels](#), and [Canva](#) the most while aggregating images for my posts. Here are some things to consider for your images

- ☐ Is it appealing, interesting, thought-provoking (without being confusing)?
- ☐ Does it fit with your brand aesthetic? (colors, text, vibe)
- ☐ Does it make sense to my overall story, big idea, takeaway?

Create Images in different sizes for different platforms

(Canva or PicMonkey are great tools and provide lots of templates in the ideal sizes. Both have free and paid levels of usage.)

- ☐ Blog (depends on your template)
- ☐ Instagram (Ideal size square: 1080 x 1080)
- ☐ Pinterest pin (1000 x 2100)
- ☐ Email newsletter (depends on your template)

Review Headline:

I use a headline analyzer within WordPress. These are imperfect tools, but they do help you learn if you're using the right number of words, power words, and what the overall sentiment of your headline is. There are lots of other tools online, but they often limit you on the number of headlines you can try.

- ☐ Would you click on your headline if it wasn't your own?
- ☐ Check with a headline analyzer ([ExactMetrics](#) or [CoSchedule](#))

Review Subheadline:

(Optional.) A subheadline elaborates on the main headline above it. (I like to put my subheadline as text over my thumbnail image.)

- ☐ Does the subheadline draw the reader deeper into your post?
- ☐ Does it explain more of your headline?
- ☐ Does it reveal a benefit or a pain point the reader might feel?
- ☐ Does it encourage action?

Review first paragraph or intro:

- ☐ Did you provide a compelling reason to keep reading? Be sure this isn't filler or warm-up text!

White space:

Remember we read with our eyes before we read with our brains.

- ☐ Does your writing have breathing room?
- ☐ Is the formatting consistent?

Pray:

Pray that your post will go forth and accomplish what God wants for it. Pray for open minds and hearts.

Hit Publish:

Woo hoo! That feels really good, doesn't it?





MARKETING

You're not done yet! Now you need to make sure your post gets the attention it deserves by promoting it online. Marketing is the ecosystem for your content (where it lives and breathes). This process should be fluid and flexible and fit the needs of your life and your readers.

Fill in the spaces of where your post will live and be shared, below.

Captions:

What will you say about your post on social media? Here are a few suggestions:

- ☐ Is it connection driven? Are you real/relatable?
- ☐ Do you tell your followers what to do? (read, download, share, comment)
- ☐ Tell a story?
- ☐ Hashtags?

Write your caption(s) here:

Email list:

This is your money maker! As you provide valuable content, your credibility will grow, and your email list will grow with it. Be sure to keep your list clean and updated.

Social media accounts:

What accounts will you post your content to? Check all that apply. (Bonus tip: Smash Balloon, a paid plug-in, makes this process very simple if you are using a WordPress site!)

- ☐ Facebook (personal)
- ☐ Facebook (professional)
- ☐ Facebook groups

Which groups:

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Facebook stories | <input type="checkbox"/> Pinterest |
| <input type="checkbox"/> Instagram (personal) | <input type="checkbox"/> Tailwind |
| <input type="checkbox"/> Instagram (professional) | <input type="checkbox"/> Medium |
| <input type="checkbox"/> Instagram (stories and reels) | <input type="checkbox"/> Substack |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Reddit |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Telegram |

Other:

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Repurpose Content:

Can this blog post take on other forms? Is it long form content that can be made short, or is it short form content that can be made long?

- ☐ Part of a series
- ☐ Long to short
- ☐ Short to long
- ☐ Possible future course material
- ☐ Possible lead magnet material
- ☐ Possible video content

Other:

Other:

What plans can you start making to repurpose your content?



Complete Checklist to Creating Amazing Content for Your Blog

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- Scripture Reference (if any)
- Quotes (if any):
- Stories/Illustrations (if any)
- Headline Idea or Keywords
- PSST: Premise, Story, Subheads, Takeaway

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Write body copy

Write headline

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Write takeaway

- Have you communicated your one big idea clearly and persuasively?
- How should the reader feel?
- What should the reader do?
- How might the reader be changed?

CTA

- Buy your thing
- Subscribe
- Follow
- Leave a comment
- Share
- Sign-up

EDITING

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SEO

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PUBLISHING

Beginning of the post

○ Sprinkled throughout where it makes sense and sounds natural

Subheadings

Images

- Image file names
- Image titles
- Alt tags

Image(s)

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- Facebook (personal, professional, groups, stories)
- Instagram (personal, professional, stories and reels)
- Twitter, LinkedIn, Pinterest, Tailwind, Medium, Substack, Reddit, Telegram, Other

Repurpose Content

Was this helpful?

Wow! That seems like a lot of work, doesn't it? It feels like that at first, but as you practice, you'll soon get a rhythm all your own. My prayer is that this checklist will give you a roadmap for how to look at the big picture of your work online. If you're interested in leveling up your writing, or your online brand presence, I'm here to help. I help writers (of all stages), entrepreneurs, and businesses build a better online presence through beautiful web design and

Cara Ray



Avocado Toast Marketing

