

Blog Post Strategy Outline

1. Goal & Objective

- Define the purpose of the blog post
- Identify target audience
- Determine key message

2. Topic & Title Ideas

- Brainstorm relevant topics
- Shortlist potential titles
- Conduct keyword research

3. Outline Structure

1. Introduction
 - Hook
 - Brief overview
2. Main Points / Subheadings
 - Point 1
 - Point 2
 - Point 3
3. Conclusion
 - Summary
 - Call-to-action

4. Research Plan

- Identify credible sources
- Collect statistics, examples, and quotes
- Analyze competing posts

5. SEO Considerations

- Primary and secondary keyword list
- Internal and external linking opportunities
- Meta description draft

6. Content Promotion

- Identify promotion channels (social media, newsletter, etc.)
- Prepare shareable snippets and images
- Plan outreach to relevant communities

7. Metrics & Evaluation

- Define success KPIs
- Set up analytic tracking
- Plan for post-publication review