

BLOG TRANSFORMATION CHECKLIST



INAWORDSVCS.COM



I'm [Marvelyn Brown](#) and I started In a Word Business Services to help entrepreneurs build additional sources of passive income online.

I started [In a Word Business Services](#) as I recognized the need for resources who can help to sort out the tech and create systems designed to help people from all backgrounds work from home and earn from multiple sources.

Every person who has started a successful business has been new and faced challenges. They've lived as a struggling, underpaid, overworked novice who really has no idea what they are doing.

They've lived as a person who is stressed about where their next sale is coming from. They've experienced money that trickles in versus money that flows.

They've lived as people who want to improve their lives and the lives of their families. They're receiving input from everywhere

telling them to do **everything** from A to Z to make a living. Being new can be a very confusing time.

But this is the thing. Whether it's learning to ride a bike or learning to build a business, you have to start somewhere.

THERE'S NO SHAME IN PUTTING ON TRAINING WHEELS

To start, you'll have to put on the training wheels to give yourself balance until you gain the skills that will enable you to take them off and go solo. My goal is to help you lay a foundation that leads to a transition in your business. Once the transition (there may be several) is made, many entrepreneurs gain the confidence they need to achieve success.

Once you've established your brand and identified your audience, things translate to an even deeper level. Creating the know, like and trust factor is the next step that forms the glue that will hold your business and your audience together.

My goal is to help you make the transition to a successful online business owner that reaches and exceeds their goals.

The Blog Transformation Cheatsheet

Affiliate Disclosure

There may be affiliate links in this guide, which means I will make a small commission if you use these links to make a purchase. However, this has no impact in any way on you or your purchase. For details on our affiliate partnerships check our [disclaimer](#) page.

THE BLOG TRANSFORMATION CHEATSHEET

If you've started a blog and you want it to bring your business a consistent stream of targeted, organic traffic, this guide will be your "go to" document.

You'll want to use it each time you write a blog post or create content. Eventually, the tasks in this guide will become second nature.

YOUR FIRST SEO ASSIGNMENT

We'll start with your first lesson in SEO, because that along with this cheatsheet is going to be the thing that gets you all those monthly visitors.

Each blog post shows up and contributes to search engine results (SEO). Save this cheatsheet on your device of choice or print it and place it next to your computer for reference to ensure that you've optimized your pages and posts for the best results.

You'll always want to know if your blog has been indexed by Google. You'll also want to know how your content is being seen by Google and users who search for your keywords.

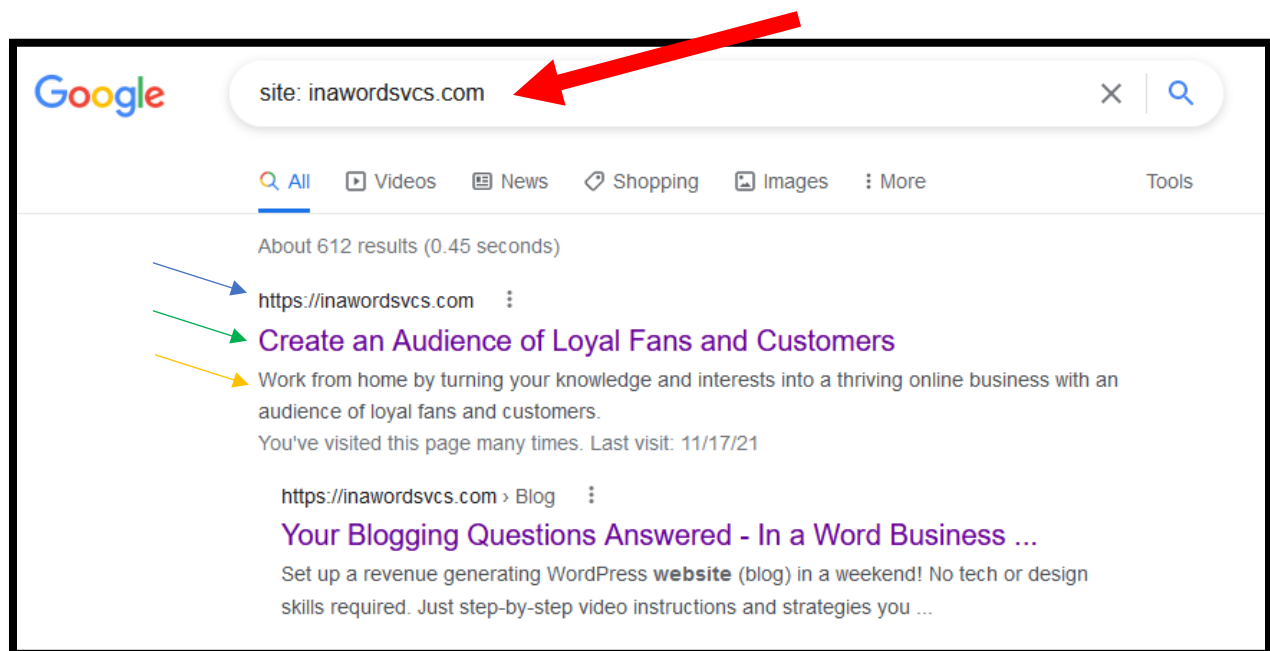
Periodically, you'll want to perform this exercise manually or by using a WordPress tool like [RankMath SEO](#) to ensure that everything is working well. For now, we will check manually.

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To see if your blog has been indexed by Google, type **site: and your domain** (red arrow) as shown in the picture below. The results that show up are the pages on your site that have been indexed.

IMPORTANT: This is what users will see when they search Google for the keywords you're ranking for, or if they perform this same search. If what you see doesn't look the way you want it to look, you can go into your post and fix it.

Your post **title** (green arrow) is shown as a link back to your site. The first few lines of your actual blog post will go into the **description** (yellow arrow) and the **URL link** (blue arrow) is the link pulled into Google search results from your posts and pages.



Your next task is to answer the rest of the questions in this cheatsheet before you hit "Publish".

- ☐ What kind of post/page are you creating today? Add variety to your blog by mixing these up.

- | | | |
|--|--|--|
| ☐ Product Review | ☐ Blog Promotion | ☐ Demo/Tutorial |
| ☐ Engagement Post | ☐ News/Announcement | ☐ Behind the Scenes |
| ☐ Survey/Poll | ☐ Motivational | ☐ Live Stream |

- ☐ Does your title (headline) contain the right keywords? Does it grab the attention of your ideal clients and motivate them to click?

Keep in mind that your title shows up in search engine results. If your title is mediocre, your ideal clients will keep scrolling right past your content.

However, if you become good at creating great titles, your posts will send you lots of targeted traffic.

- ☐ Are you clearly stating the problem that your content solves, and including keywords in the title and beginning of the post to draw in your ideal customers and motivate them to read further?

Are you agitating the problem and presenting your products and services as the solution?

To learn more, check out my free guide and video training

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that shows you how to [craft offers that attract](#).

- ☐ Are you making sure your [ideal clients](#) understand the benefits they will receive with the solution you discuss in your post?
- ☐ What business goal will this post help you reach? Is the goal of your post to sell, inform (news), entertain, educate or show readers how to do something?
- ☐ How will you measure or track the success of your blog post? Use [Google Analytics](#) or another analytics program to measure how well your post performs over time. There is also a great WordPress plugin by Google called [Google Site Kit](#). This plugin will give you lots of insight into how well your content is doing on Google.
- ☐ Have you included a call to action in your post? What action do you want your readers to take once they have read your article, seen your image or looked at your video?
- ☐ Do you make it easy for readers to [sign up for your list](#)? What will your readers receive in exchange for their email address if they sign up? Do you have an irresistible lead magnet?
- ☐ What kinds of links are you using (images, text, videos) for your post? Are you using keyword anchor text links to take advantage of SEO?

Anchor text is the clickable text in a hyperlink. SEO best practices dictate that anchor text be relevant to the page you're linking to, rather than generic text. So, if you're sending a reader to a post on lead generation, instead of using the term "[click here](#)", use the term "[learn about lead generation](#)" as your anchor text instead.

- ☐ Do your images include alt text and links back to your article (or affiliate page) for anyone who might click on the image on a page outside of your article? Images are also indexed by Google and appear under "Image" in search results.
- ☐ Where will your [readers land when they click](#) on the links in your article?

Are the landing pages you're sending readers to, supporting your topic? Why are you sending readers to a particular landing page? Does the landing page support the goal of the post and overall picture you're painting for your readers?

- ☐ Are your post images shareable? Does your blog structure make it easy for people to share your content?
- ☐ If you are associated with any affiliate programs, have you included affiliate links in your post? If you're not sure what [affiliate links](#) are, here's an article that explains it.

Be sure to include the proper affiliate disclosures on your site

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and in your posts to let your readers know you receive a commission from your affiliate advertisers.

12 WAYS TO IMPROVE ON PAGE SEO

- ☐ **Expertise, Authority and Trustworthiness.** Prove to Google that the content you're creating on your site can be trusted. You do this by creating quality content that highlights your knowledge and expertise.

If there is something in your work background, like your hobbies, volunteering, education, etc. that qualifies you as an expert, be sure to optimize your About Page and Author Bio to indicate your credentials. If not, quality content, consistency and time will be your friend.

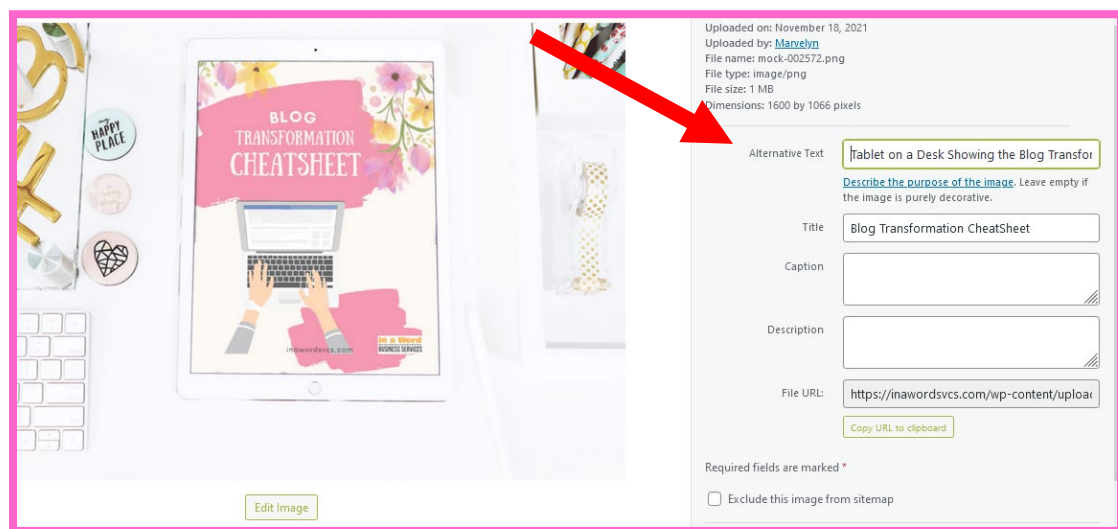
Use your hobbies, skills and interests to show that you're an authority in your area of specialty. Let Google and your audience know that you know what you're talking about by taking steps to build authority. Watch my free video training course on [client attraction](#) for more information.

Lots of everyday people who are very knowledgeable about various topics have sites that are optimized and ranking on Google.

- ☐ **Alt Text** - Write SEO Friendly Alt Text that tells Google and readers what your images are about. The image below shows

where to find the field in your WordPress dashboard under **Dashboard > Media** then click on the image you want to work with. You'll see this screen.

The Alternative Text (ALT TEXT) for this image is **Tablet on a Desk Showing the Blog Transformation Cheatsheet.**



- ☐ **Compressing images** (speeds up site load time). I use [Thrive Suite](#) that has a compression program that they provide for free that allows me to choose "lossy file compression". to make sure my files are loading at an appropriate speed.
- ☐ **Create Your Own Unique Images** - This means that you should be original and take your own pictures from your surroundings. The web is being overrun with the same stock images which can result in penalties for duplicate content. Do you want to use the same images as your competitors?

[Canva](#) is a tool you can use to create images that can be used on your website. Here's a [video](#) that shows you how it

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works.

Use this tool to create unique, one-of-a-kind images and videos you take with your camera for your blog. They also have a library of stock photos that you can use as well as a second choice.

Canva allows you to create keyword rich file names that you can upload to your site. Watch a quick video that explains how it works.

- ☐ **File Names** - File name is a ranking factor in Google. So the goal is to use descriptive, keyword rich names. For example, "IMG_43423423.jpg" doesn't help Google understand what an image of for example, a girl walking a dog is about. But a descriptive file name like "girl_walking_dog.jpg" would be much better.
- ☐ **File Path** - Is also a ranking factor in Google. So, the names of the subfolders where your images are kept is very important because it makes up the file path.
- ☐ **Page Title** - In search results, your posts, pages and images automatically create a title and snippet that best explains each result and how it relates to the user query.

It's important to enter keywords and phrases that you ideal customers will recognize as they are scrolling through the search results to grab their attention and get them to click,

bringing traffic to your blog.

If you haven't entered a snippet, Google will take the first few sentences from your blog post up to a certain character limit.

For more information on this topic, watch my free video training on [creating amazing offers](#) that attract.

- ❑ **Meta tags** - Meta tags are important snippets of text that describe a page's content; the meta tags don't appear on the page itself, but they work in the background in the page's source code.

Meta tags are essentially little content descriptors that help tell search engines what a web page is about. They are displayed in the HTML code as <title> and <description> elements.

Watch this [video](#) to learn more how metadata can affect your search engine results.

- ❑ **Image Format** - Using JPEGs versus PNG files makes a difference when it comes to page loading times. PNG files have better image quality, but they are much larger, causing more time needed for download. Site speed is a factor in SEO.

If you use [Canva](#) or [Adobe Photoshop](#) to create your images, it's easy to change the format of your images to JPEG for faster page loading.

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- ❑ **Mobile Friendly Images** - You will need images on your site that will scale (get larger or smaller) based on the size of the screen the user has on their device. If you use a theme like [Thrive Suite](#), responsiveness is handled for you. Additionally, you can adjust images sizes as needed to appear on tablet and mobile phones. You can also set text and images to appear only on certain device sizes.

If your images don't scale, that will result in a bad user experience and people will likely bounce away from those images or even from your site altogether.

- ❑ **Add Images to Your SiteMap** - This is a big one. Using a sitemap is important. You can add images to your sitemap manually or use a tool to create a new sitemap that just has images. No matter how you do it, make sure images are somewhere in your sitemaps.

Google uses your sitemaps to crawl your site and if you want images to be crawled and indexed for search, this is a must-have activity.

We use the sitemap solution provided in the [RankMath SEO](#) plugin.

RESOURCES

To get the most from each blog post, research and install the following resources on your site. Check our [YouTube channel](#) for videos that will walk you through additional details.

- [Rankmath SEO Plugin](#)
- [Review Disclosure Plugin](#)
- [Thrive Suite](#)
- [Google Analytics](#)
[Google Site Kit](#)
- [Offers That Attract](#)
- [Client Attraction Video Training](#)
- [Start a Thriving Online Business](#)
[Even if Your New or Working a](#)
[Full Time Job](#)