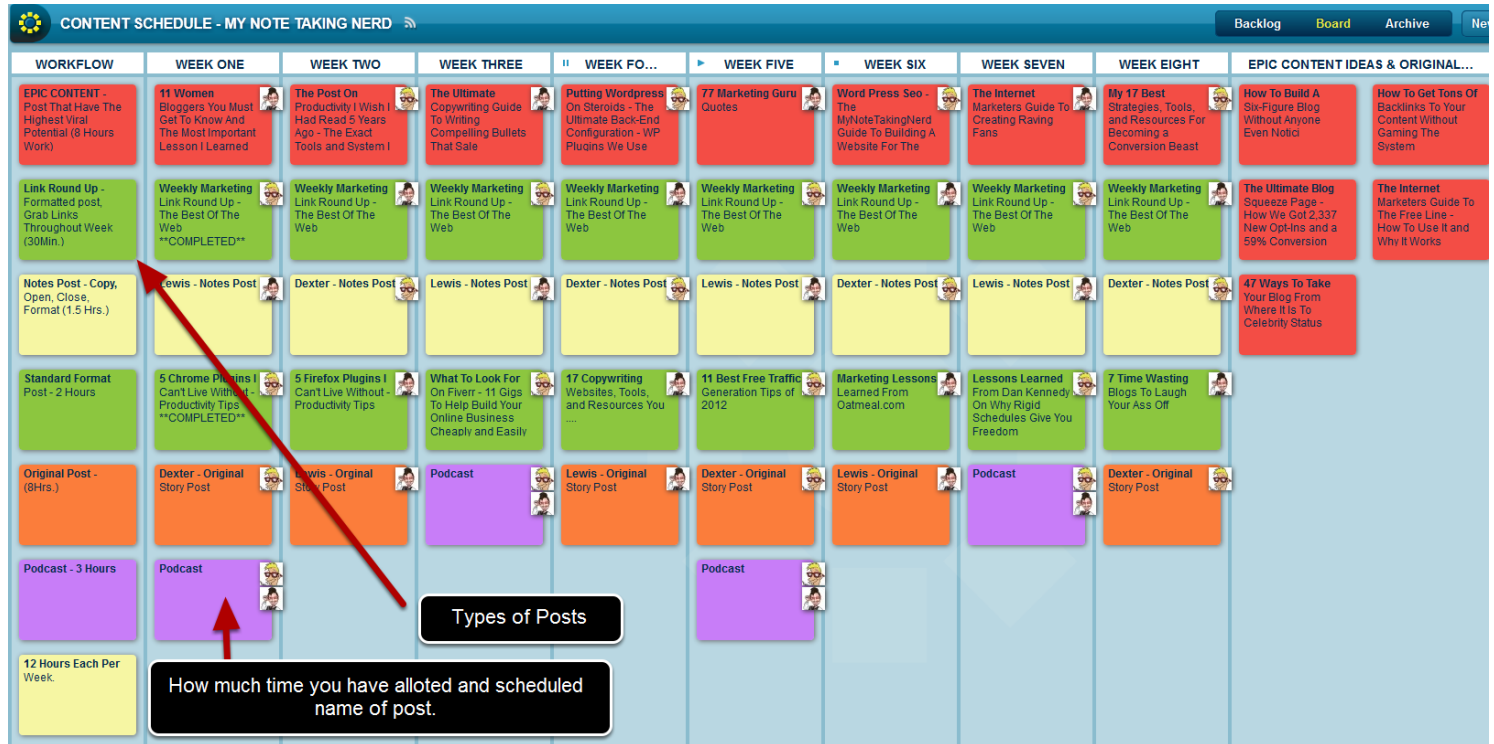


Creating and SEO Optimizing A Blog Post Start To Finish

1. Go To LeanKit and Look At Content Schedule And Workflow



<https://profitpartners.leankitkanban.com/Boards>

www.leankitkanban.com is the best source for online visual boards such as these.

2. Research and Gather Sources - "Circle The Table"

This can be sales pages, saved articles, magazines, Amazon, Websites.

Tools You Should Be Using To Create Your Own Personal Information Vault System

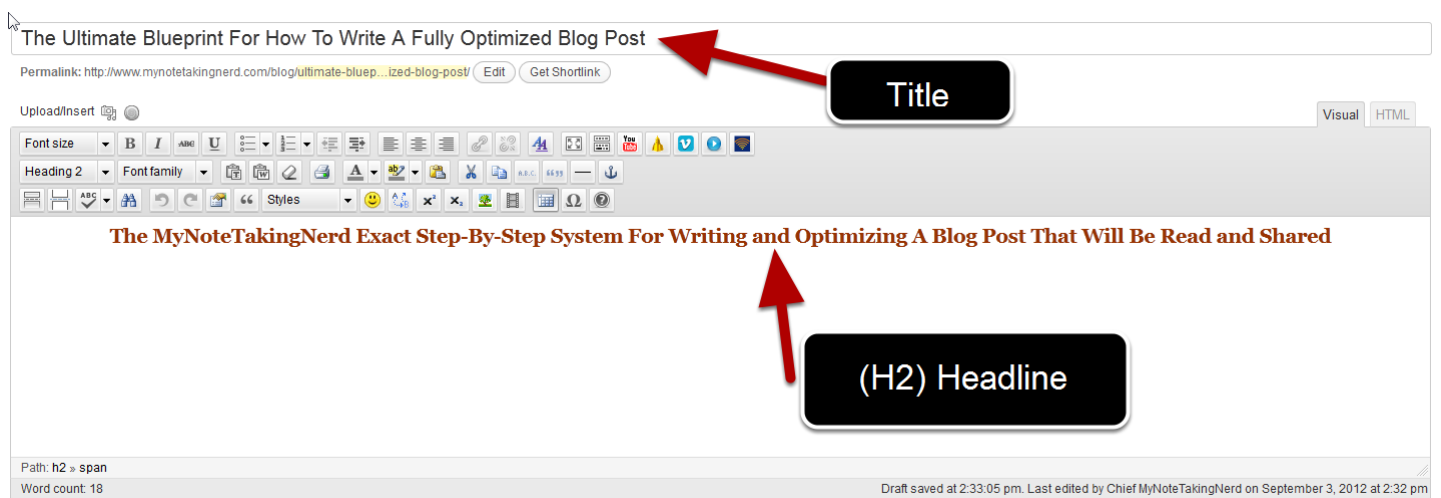
1. Evernote - capture websites, snippets, etc...on the fly and file in folder with tags for later reference

2. Gmail Folders - File anything you receive in a "Post Idea" folder with sub folders for topics
3. Post Idea Mind Map - Branches for different topics
4. Audio Recorder on your phone when driving then sending file to branch in mind map

3. Open Your Editor of Choice - Recommended is Windows Live Writer or The Internal Editor Inside of Wordpress

Advantage of LiveWriter is you can use offline.

4. Write Your Post Title and Headline Focusing On Your Keyword



Remember you can change your Title for SEO purposes later inside of YOAST Wordpress SEO or equivalent under the "SEO Title" form.

Do NOT get caught up in the perfect Keyword at this moment. Right now you're trying to think of the main keyword as YOU would guess it would be. Your goal is to write just as we would talk in the beginning then firm up Keywords at the end.

5. Look at WorkFlow To Set A Mental Time Frame For "Getting It Done" - Mental Framework is VERY Important...

WEEKLY WORK FLOW - M

WORKFLOW	WEEK ONE	WEEK TWO	WEEK THREE	WEEK FOUR	WEEK FIVE	WEEK SIX	WEEK SEVEN	WEEK EIGHT
	Task	Task	Task	Task	Task	Task	Task	Task
Red = MUST DO (High Priority)	Note Taking - (Core) - 5 Hours	Note Taking - (Core) - 5 Hours	Note Taking - (Core) - 5 Hours	Note Taking - (Core) - 5 Hours	Note Taking - (Core) - 5 Hours	Note Taking - (Core) - 5 Hours	Note Taking - (Core) - 5 Hours	Note Taking - (Core) - 5 Hours
Orange Equals - High Priority Secondary A Priority (Core Task)	Writing - (Core) - Epic, Personal, & Notes - 10 Hours	Writing - (Core) - Epic, Personal, & Notes - 10 Hours	Writing - (Core) - Epic, Personal, & Notes - 10 Hours	Writing - (Core) - Epic, Personal, & Notes - 10 Hours	Writing - (Core) - Epic, Personal, & Notes - 10 Hours	Writing - (Core) - Epic, Personal, & Notes - 10 Hours	Writing - (Core) - Epic, Personal, & Notes - 10 Hours	Writing - (Core) - Epic, Personal, & Notes - 10 Hours
Green Equals - B Priority Work	SEO - A Priority - 30 Minutes	SEO - A Priority - 30 Minutes	SEO - A Priority - 30 Minutes	SEO - A Priority - 30 Minutes	SEO - A Priority - 30 Minutes	SEO - A Priority - 30 Minutes	SEO - A Priority - 30 Minutes	SEO - A Priority - 30 Minutes
Yellow Equals Task Added For This Particular Week Only	Respond and Zero Hour Email - (Core) - 1.5 Hours	Respond and Zero Hour Email - (Core) - 1.5 Hours	Respond and Zero Hour Email - (Core) - 1.5 Hours	Respond and Zero Hour Email - (Core) - 1.5 Hours	Respond and Zero Hour Email - (Core) - 1.5 Hours	Respond and Zero Hour Email - (Core) - 1.5 Hours	Respond and Zero Hour Email - (Core) - 1.5 Hours	Respond and Zero Hour Email - (Core) - 1.5 Hours
	Respond to Comments - 1 Hour	Respond to Comments - 1 Hour	Respond to Comments - 1 Hour	Respond to Comments - 1 Hour	Respond to Comments - 1 Hour	Respond to Comments - 1 Hour	Respond to Comments - 1 Hour	Respond to Comments - 1 Hour
	Front End Free Line Consulting (Core) 2 Hours	Front End Free Line Consulting (Core) 2 Hours	Front End Free Line Consulting (Core) 2 Hours	Front End Free Line Consulting (Core) 2 Hours	Front End Free Line Consulting (Core) 2 Hours	Front End Free Line Consulting (Core) 2 Hours	Front End Free Line Consulting (Core) 2 Hours	Front End Free Line Consulting (Core) 2 Hours
	Blog Commenting (Core) - 3 Hours	Blog Commenting (Core) - 3 Hours	Blog Commenting (Core) - 3 Hours	Blog Commenting (Core) - 3 Hours	Blog Commenting (Core) - 3 Hours	Blog Commenting (Core) - 3 Hours	Blog Commenting (Core) - 3 Hours	Blog Commenting (Core) - 3 Hours
	Copywriting - Bullets and Headlines (Core) - 6 Hours	Copywriting - Bullets and Headlines (Core) - 6 Hours	Copywriting - Bullets and Headlines (Core) - 6 Hours	Copywriting - Bullets and Headlines (Core) - 6 Hours	Copywriting - Bullets and Headlines (Core) - 6 Hours	Copywriting - Bullets and Headlines (Core) - 6 Hours	Copywriting - Bullets and Headlines (Core) - 6 Hours	Copywriting - Bullets and Headlines (Core) - 6 Hours
	Secondary SEO - 30 Minutes	Secondary SEO - 30 Minutes	Secondary SEO - 30 Minutes	Secondary SEO - 30 Minutes	Secondary SEO - 30 Minutes	Secondary SEO - 30 Minutes	Secondary SEO - 30 Minutes	Secondary SEO - 30 Minutes
	Writing B - Standard Format and Links - 3 Hours	Writing B - Standard Format and Links - 3 Hours	Writing B - Standard Format and Links - 3 Hours	Writing B - Standard Format and Links - 3 Hours	Writing B - Standard Format and Links - 3 Hours	Writing B - Standard Format and Links - 3 Hours	Writing B - Standard Format and Links - 3 Hours	Writing B - Standard Format and Links - 3 Hours
	Facebook Engagement - 2 Hours	Facebook Engagement - 2 Hours	Facebook Engagement - 2 Hours	Facebook Engagement - 2 Hours	Facebook Engagement - 2 Hours	Facebook Engagement - 2 Hours	Facebook Engagement - 2 Hours	Facebook Engagement - 2 Hours
	Twitter Engagement - Tweet Blocks - 2 Hours	Twitter Engagement - Tweet Blocks - 2 Hours	Twitter Engagement - Tweet Blocks - 2 Hours	Twitter Engagement - Tweet Blocks - 2 Hours	Twitter Engagement - Tweet Blocks - 2 Hours	Twitter Engagement - Tweet Blocks - 2 Hours	Twitter Engagement - Tweet Blocks - 2 Hours	Twitter Engagement - Tweet Blocks - 2 Hours

Each column is a week of must do Tasks. Within this are 3 types of post content.

- How much time do i have?
- What is my schedule?
- What type of post am I going to pull from my workflow to start?
- How can I accomplish this in the allotted time and still serve my readers at the highest level?

6. START WRITING

1. Outside Accountability.

Most of us are way better at getting shit done for others vs. doing things for ourselves. If that's true for you too, get all Jujutsu on yourself and use it to your advantage. Promise someone. Pay someone. Go public with an announcement. Put some kind of real accountability in place so you *have* to get it done.

2. Clear Time Frames.

Have a clear, specific time and date by which you must deliver the goods AND have a set amount of time to do the work. "In a few weeks" or "It'll take a couple of hours" doesn't cut the mustard.

The more specific you are, the better your chances are of knocking it out quickly and on time.

3. Zero Distractions.

This is HUGE-ola. No distractions or interruptions allowed during creation time. No texting, tweeting, emailing, phoning, surfing the interwebs or straying off task. Peeing is permitted. If you need to get outside help or research, keep it short and to the point. Stay uber focused.

4. No Fail Attitude.

This is actually the most important aspect of all: your belief in yourself. You can do whatever you set your mind to. You're a genius. A star. A f*%king prodigy. And way more capable than your chattering little mind likes to give you credit for.

Don't give yourself any room to panic, complain or have a meltdown. No drama. No B.S. No cryin' for mama. Just sit down and do the work.

When you follow these steps, you can easily double your results while working much less. That should mean a lot more cash-ol-a in your pocket, a few more Coronas in your bucket and more time to enjoy both.

I promise, once you experiment with this stuff, you'll be shocked at how damn good you are at knocking great things out in no time flat.



Remember you are writing for the reader. NOT for you, SEO, or anything else. That comes a distant second.

The above 4 Steps was taken from a Kick Ass article on how Marie Forleo had to prepare to do an interview under stress and quickly with Tony Robbins.

<http://www.marieforleo.com/2010/07/double-results-work/>

7. Have an SEO and Syndication Checklist (system)

1. Original Post - Post Title (Before starting remember to use "header" and "Header 2 Tags" do not just use "Bold" or bigger type and REMEMBER - Size and Optimize your Images Before putting them in post)	TIME ALLOTTED: 2.5 Hours Post & 1 Hour Traffic & SEO & Video Complete & Submission 1 Hr. 15 Min. (4.45 TOTAL Hrs.) **1 Hr. Post / 30 Min. Traffic / 1 Hr. Video --s 2.5 Hrs. SPEED**	T Started	T Ended	"Actual" Time	KW N Title and Slug (3) Use Google Keyword Tool to pull as many relevant Keywords to your post. Then after writing try and get as many of those inside post as possible.	KW N H2&3 (3)	KW in 1st & Last Paragraph (5)	Meta Tags & Meta Description with Keyword in it (Wodpress Seo Yoast) (5)	Image Name And Alt Tags With Keywords Seperated By (-) Symbol (2)	(1). The content contains a Bold keyword. (2.) The content contains an italicized keyword. (3.) The content contains an Underlined keyword. (4.) The content contains a keyword linked to a post on the same blog.	Sometimes use the Keyword as Anchor text for EXTERNAL OUTBOUND LINKS. (2) Don't use "Click Here" or "Here". use something useful to the user.	Internal Outbound Links to other blog posts and 1 link to sales page (3)	Publish Date
First 2-3 Sentences. Insert URL Link with Keyword directing to money site Post URL - Send to mynotetakingnerd@posterous.com and THEN Post to BizSugar.com. (5)	>>>>	Post To Inbound.org and Then Serpd.com/submit (5)	Submit To justretweet and blokube (5)	Submit to Twitter and Stumbleupon (2)	OnlyWire (5)	Social Adr (5)	Social Monikee (5)	Pingoat (2)	>>>>>	Create Video (1 Hr.)	Submit To Pixelpipe.com (10)	Put Link to Video in Post (5)	

Our checklist is stored inside of Google Docs and Shared amongst team members.

This can be as complicated (in terms of technology) or simple as you like.

The key is to have a checklist for what needs to be done and follow that checklist every single time.

8. Keyword in Title and Slug - (You can use "SEO Title for this purpose if you want a different title on the actual blog and another showing up in google")

The screenshot shows the WordPress editor and the Yoast SEO plugin interface. Red arrows point to specific elements with callout boxes:

- Change Slug:** Points to the slug field in the WordPress editor, which contains "top-chrome-plu...s-productivity".
- Keyword "Chrome Plugins" in Title:** Points to the title field in the WordPress editor, which contains "7 Top Chrome Plugins For Creating The Ultimate Productivity Dashboard".
- Keyword In (H2) Tag:** Points to the H2 tag in the WordPress editor, which contains "Discover How To Save Massive Amounts Of Time With These Killer 7 Chrome Plugins".
- Put your "Focus Keyword" in Yoast SEO and it will tell you what your doing right or not.** Points to the Focus Keyword field in the Yoast SEO plugin, which contains "Chrome Plugins".

The Yoast SEO plugin interface also shows a snippet preview and a focus keyword analysis:

Snippet Preview: [7 Top Chrome Plugins For the Ultimate Productivity Dashboard](#)
[www.mynotetakingnerd.com/blog/top-chrome-plugins-productivity/](#) - Cached
Discover How To Save Massive Amounts Of Time With These Killer 7 Chrome Plugins

Focus Keyword: Chrome Plugins

Your focus keyword was found in:

- Article Heading: Yes (1)
- Page title: Yes (1)
- Page URL: Yes (1)
- Content: Yes (3)
- Meta description: Yes (1)

1. Utilize the Yoast **keyword suggestion** or Google Adwords Keyword Tool to gather additional similar keywords for diversification.

2. Make sure you include keyword inside of slug.

Example: This post is titled - "7 Chrome Plugins For Creating The Ultimate Productivity Dashboard

Slug would normal be all of those words which is bad for SEO.

Change might be: 7-Chrome-Plugins-Productivity (you got the keyword and the point of the post much shorter)

9. Keyword In (H2) and sometimes (H3) AND ALWAYS in the First and Last Paragraph.

How do you manage the massive amount of information and distractions that come with the modern world?

The answer to this one question will determine, greatly, to the level of productivity you achieve.

The tools and systems you choose will dramatically effect the quality of your daily personal and business life.

Today I'm going to share with you 7 of the **Top Chrome Plugins** I use on a daily basis for managing my crazy life.

Kick your [productivity](#) into overdrive now.

Example of Keyword in first paragraph

Try and utilize variations of the keyword. (not always) but the key is to have the keyword in the key components of where Google Bots look as well as where your reader is looking.

10. IMPORTANT: Fill out the Meta-Description and the Meta Keyword fields inside of Yoast SEO or equivalent.

Snippet Preview: **7 Top Chrome Plugins For the Ultimate Productivity Dashboard**
www.mynotetakingnerd.com/blog/top-chrome-plugins-productivity/ - Cached
Discover How To Save Massive Amounts Of Time With These Killer 7 Chrome Plugins

Focus Keyword: Chrome Plugins

Your focus keyword was found in:
Article Heading: **Yes (1)**
Page title: **Yes (1)**
Page URL: **Yes (1)**
Content: **Yes (3)**
Meta description: **Yes (1)**

SEO Title: 7 Top Chrome Plugins For the Ultimate Productivity Dashboard

Title display in search engines is limited to 70 chars, 10 chars left.
If the SEO Title is empty, the preview shows what the plugin generates based on your [title template](#).

Meta Description: Discover How To Save Massive Amounts Of Time With These Killer 7 Chrome Plugins

The meta description will be limited to 156 chars, 77 chars left.
If the meta description is empty, the preview shows what the plugin generates based on your [meta description template](#).

Meta Keywords: chrome plugins, productivity, productivity tips

If you type something above it will override your [meta keywords template](#).

Cool thing inside of Yoast is it gives you a snippet preview of exactly what it will look like in google.

This is where your Meta Description Goes...Notice the headline drawing readers into post...

The Meta Description may be the most important aspect in all of this for SEO.

So think about what you put in this box. Make it so that it draws the reader into the post and site.

The Meta Keywords are less important as of now and therefor I recommend only putting in 2-4 and not being to anal or concerned.

11. Make One Keyword Bold, One Italicized, One Underlined, and One Linking to another post on this same blog.

You can use the same keywords you inserted earlier and sometimes add one or two but don't get to carried away or you will over optimize.

REMEMBER: These are 4 different keywords throughout the post.

Google picks up Bold, italicized, and Underlined words.

12. Sometimes use Keywords as external Outbound Links. (even if you don't use the keyword it's important to have a link structure where you are linking to other authority blogs of reference.

This can be referencing an Authority like "Tony Robbins" and linking to his website.

It could be an article inside of Wikipedia and linking to that.

It is any word that links out to an authority of that reference.

13. Link to a Product or Sales Page or Special Offer

This is something we do at MNTN. However this is your choice depending on audience and relationship you have with market.

We believe we give tremendous value in FREE LINE content so we have earned the right to offer them something of relevance and value.

14. Optimize Image BEFORE you put into the post.

Zamzar - Simply upload the picture and they will convert and send it immediately back to you.

Manage Files

Step 1	Step 2	Step 3	Step 4
Select files or URL to convert (up to 100MB - want more ?)	Choose the format to convert to:	Enter your email address to receive converted files:	Convert (by clicking you agree to our Terms)
<input type="text"/> <input type="button" value="Browse..."/>	Convert file(s) to: <input type="text"/>	<input type="text"/>	<input type="button" value="Convert"/>

Find your source for the picture.

Optimize the picture by either using Photoshop, Gimp, or a great little free tool called [Zamar Converter](#) (website) . It should be a JPEG optimized for the Internet. This step alone is HUGE. Most pictures are 10 times bigger in KB's then they need to be and eventually will slow your site down.

Important: If you have to re size your picture DO NOT do it inside of wordpress. Do it before you put into post. Otherwise wordpress creates multiple copies.

Put the Alt Image Tags in. This is how google finds them. it's important to also have pictures that are somewhat relevant to your post. Sometimes you can change this for variety.

Example: Post about "Wordpress Plugins" - Find a picture representing that and then make the "Alt Tag";

wordpress-plugins-name of your blog

15. Finally Set Your Publish DateNow Your Post Is Ready For Content Syndication

