

This is the summary from the blog post: The Ultimate Health Blogging Checklist



LINK: <https://leesaklich.com/health-content/health-blogging/>

Use your health blog to grow your audience, subscribers, and sales.

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## **1 – Health blog setup (only need to do this once)**

### **1a – Blog position in menu**

**Regularly publishing awesome content and promoting your blog posts is what will draw people to your site.** Whether that's from a search engine like Google, or from a social media post.

When a reader lands on your home page and looks for your blog. How will they find it?

- Is your blog in your main menu or a footer menu? Either one works, as long as it's at the top-level and not in a sub-level or drop down option.
- Is it called "blog?" Make sure it's easy and intuitive for a new visitor to find. I recommend calling it "blog".

### **1b – Main blog post page**



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When you click on your main blog page ([see my blog page here](#)) – is it:

- Sorted by most recent?
- Can you see the featured images for each post?
- Is the blog post title/headline clearly readable?
- Do you include just a few lines of the introduction so they can easily scan through your different posts? (This is optional, assuming your headlines are great).
- Do you have a “next” button at the bottom (or do you use infinite scroll)?

### 1c – Blog post organization

- Do you have **categories for different kinds of posts**?
- Can you filter blog posts by category on your main blog page?
- Do these categories take into consideration your target market’s needs and their user experience? For example, think about your reader & the reason they came to your blog. Group all of your posts according to what your reader wants into one category. And don’t have too many.

### 1d – Searchability of your posts

- Do you have a search bar so readers can look for a specific topic or keyword?
- Do you track which terms are being searched?

### 1e – URL (web address) format

- Have you converted your website (and blog) from **“http” to “https”** yet?
- Don’t clutter your URL with unnecessary info, like dates, or the word “blog,” etc. Make it super-simple.

## 2 – Checklist for each blog post

### 2a – Blog post format and structure

How would you rate your blog posts in terms of:

- Format – Are there headers, subheaders, etc.? Do you know about the **F-pattern based on eyetracking studies**?



- Is your format consistent between posts (e.g. Header 1, Header 2, etc.);
- Images – Do you have a featured image for each post? Do you sprinkle in a few other images too? **Are your images findable, clickable, and shareable?**

## 2b – Blog post content

- If you need content for your blog posts, you don't have to create everything yourself from scratch every single time! There are lots of ways to **get quality blog content!**
- If you're committed to the effort of **ranking on search engines like Google**, have you done your keyword research, optimized your site, and are optimizing this post? How I got to #1 position on Google for "Health and wellness blog ideas" is another entire post on its own. :)
- Readability – Is your post "scannable," with **short paragraphs** and grade-school reading level vocabulary, etc.)? One free app I sometimes use is **Hemingway app**.
- Interesting – Do your posts read like a textbook or corporate white paper, or a **blog post with some personality?**
- Conversational – Do you **write to one person in the first person?**
- Quality – How's your spelling and grammar? The free Chrome plugin I use is **Grammarly**.
- Length – Are your posts 500+ words? The highest shared content and highest ranking content on Google are all around 2,000+ words. My #1 ranked post "**Struggling to blog? Here are 60+ wellness blog ideas you can create in 60 minutes**" is over 2,600 words long.
- Research – Have you done research for your health post? If you're making health recommendations, they're not something you dreamed up – they came from a **credible source**, right? Here are **three reasons to link to the source**, and **how to research your health topic efficiently**.
- Links – Do you use **internal and external links**? Internal are within your website, and external are to those references I just mentioned.

PRO TIP: Make sure all external links open in a new tab. That way after your readers leave your site, read that other blog's post & close that tab, your original post is still there waiting for them.

- When you link, do you link to **quality anchor text** or non-descriptive text like "click here?"
- Do you have any **broken links**?



- Need help with high-quality science-based health content for your blog? I create research-based authority-building **“done for you” health articles** that are **fully customizable**.
- How’s your headline? I’m mentioning this last because it really *should* be done last, but it is NOT the least important thing...some would argue it’s one of the MOST important parts of your blog post. I’ve curated a bunch of **blog post headline resources for you here**.
- Have social sharing or SEO plugins? Make sure when your post is shared that it has more than the link – your headline, relevant keywords and hashtags (where applicable), the current images, and that it “tags” you on social media when someone shares it.

If you want a bit of help with creating your health blog posts, I’ve written a few posts on **how to write an article for your health blog**.

## 2c – CTAs & Opt-in incentives

The whole purpose of your blog posts are for ***content marketing***. You want to supply amazing content for your audience to show them you’re a reliable, credible expert in your field, and you can help them.

But, when your blog draws people to it, you also want to give your audience something to do; and that something is a **“call to action” or CTA**. It may be:

- To **sign up for your opt-in incentive to become an email subscriber**;
- To **share your blog post on social media**;
- To **comment and start a conversation** with you on that topic;
- To **read your next (or other related) blog post**;
- To find out more about a product or service you’re offering.

## 2d – Sharing/Promoting your blog posts

Once you’ve created an awesome post, please never stop with just one or two promotions of it. **Promote it a lot!**

Share it with your email newsletter subscribers, social media followers, and elsewhere on social media.



- Derek Halpern of Social Triggers recommends spending **4x more time promoting your content than creating it (80/20 rule)**. Even, and especially, if your content took a lot of time to create and is amazing!
- The Content Marketing Institute recommends spending at least the same amount of time promoting it as you did creating it (50/50).

PRO TIP: NEVER STOP WITH ONE OR TWO PROMOTIONS! (Emphasis intended – this is the #1 reason I see that blogs aren't getting the results they want from their blogs!)

I personally use Missingletr to schedule nine (yes, nine) social media shares throughout the year for every single evergreen blog post I create.

- **Missingletr** (affiliate link)
- **Missingletr** (non-affiliate link)

PRO TIP: Sharing your blog posts with your followers should be part of your social media strategy, but not all of it! Make sure to also share others' great posts, and be active in groups with your ideal clients and engage with people who don't follow you as well!

- Have you asked for backlinks for your new awesome blog post? Remember I mentioned using "external links" as references? Well by linking to them, you're giving them a "backlink" which helps with their search engine optimization. You can do that too (ask for backlinks)! But, pleeeeee do it nicely (a.k.a. my way, and **not some spammy mass marketed poor quality form letter that's not even appropriate!**)

### 3 – Health blogging strategy

#### 3a -Quantity/Frequency



Leesa Klich  
BLOGGING EXPERT • HEALTH WRITER

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- How often are you publishing on your blog (at least once/every other week)?

**Here are places to get blog posts** if you can't create all of the content yourself.

### 3b – Blog content mission

- Who are you trying to attract with your blog, vlog, or podcast? With all of my **Content Calendar Coaching clients**, we go through my workbook and do a 2-hour strategy session to create their blog content mission. It ends up looking like this:

*“The health content I publish helps (my business) accomplish (mission) by providing (frequency) (length) (type) (format) content in (categories) that helps (audience) feel (emotion) and (do action) so they can (eliminate pain point).”*

Feel free to fill in the parentheses and create your own.

### 3c – Blog editorial calendar

Now that you know how often you're going to publish and what your mission is, you can plan out your content for the next month or two:

- Brainstorm **health and wellness blog ideas with this post**;
- **Maximize content you already have** by re-purposing;
- Grab your copy of my **Health and Food Awareness Dates Calendar here (just CAD\$27)**;
- Download your free copy of **my editorial calendar here**;
- Fill out the **editorial calendar like I show you here**.

### 3d – Measuring success

Ideally, you're going to measure the success of your blog posts at least 30+ days after you hit publish.



- How much traffic (# of hits/visits) did your posts get? Check your Google Analytics or JetPack Site Stats.
- How many social shares did each post get? Check **BuzzSumo** (the free version gives you a sneak peek).
- How has your blog's overall traffic (# of hits/visits) increased over time? Check your Google Analytics or JetPack Site Stats.
- How much has your email list grown? (Remember those calls to action in every single post!)
- Did you put a monumental effort into a few key posts to rank in search engines? How are they doing?
- Are you starting to get inquiries to give backlinks, accept guest posts, or sponsors for your posts? (You probably shouldn't say "yes" to all of these, be VERY particular and always be true to your audience and subscribers!)

PRO TIP: Always ask people where they found you. See if they can remember the exact post they saw and where they saw it. #marketresearch

## Conclusion

Go through this free Ultimate checklist and choose one or two things to implement every week. Download it for future reference if you want.

This is totally DIY-able!

Want my help going through this and prioritizing optimizations on YOUR health blog? Check out my one-on-one [Blog Optimization Plan service](#).





Hey! I'm Leesa:

Health Writer  
Blogging Expert  
Research Nerd

I help health and wellness professionals build their authority with scientific health content. They want to stand out in a saturated, often unqualified, market of entrepreneurs. My research supports their brands and helps them build trust with their audiences. I add credibility to their services and save them a ton of time so they don't have to do the research or writing themselves.

When it comes to health, my passion is focusing on **what's right**, not who's right. I help wellness practitioners build credibility by understanding and creating quality content based on the best health research. I also create customized and "done for you" blog posts, blog optimization plans, research summaries, and help strategize/plan blog content.

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Want your blog to attract more subscribers and clients?

If you're ready for your blog to get the attention it deserves and help you go from a best kept secret to an authority in your field. If you're excited to see your email list grow and sales start rolling in for your products and/or programs. Then check out my [Blog Optimization Plan](#).

I'll help you get more readers to sign up for your email list and attract more ideal clients using your blog posts. You'll learn exactly the things you need to turn your blog into a marketing tool that consistently grows your business.

Find out exactly what you can do to make your blog posts attract more subscribers and clients with my [Blog Optimization Plan!](#)



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