HOOK CONTENT WRITING CHECKLIST

KEYWORDS

- First paragraph features keyword
- Keyword in at least one H2
- Include 3-7 LSI keywords
- Put keyword in Rank Math
- Ideally include keyword in title

LINKS

- 2 external links (from quality sources)
- 1 internal link (at least)
- Try linking to relevant blog posts we've written in the past

META TITLE + DESCRIPTION

- Attention-grabbing meta title (60 characters)
- Nice, relevant description that looks nice on SERP (160)
- Short permalink with keyword (75)

COPY

- The reader is the hero
- Compel them to complete an action (CTA)
- Use Surfer, Grammarly, and editing for seamless content

CHALLENGER VIEWPOINTS

- How are we challenging the industry?
- Things that make our client special
- "It's just plain wrong that..."
- How we are solving the customer's issue?

EMOTIONAL BENEFITS

- What is resonating with the customer?
- How does this client's service or product make the customer feeling emotionally?
- Emotional benefits vs. features

SPICY TAKE

- Everyone is saying the same old stuff—how can we make our piece of content stand out?
- Bring a new or spicy take to standard pieces of content

IMAGES

- Every article needs to have unique, not-cheesy images
- Royalty-free images only (adobe stock)
- Add keyword alt-text to each image