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| Blog title: |  |
| Blog Post date: |  |

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| Who is your audience and what problems will this post help solve? | Have competitors written about this topic – what angle could you take that is different? | What keywords would you like to include? Choose 2-3 keywords that you think your audience would be searching for:  1.  2.  3. |

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| --- | --- | --- |
| Have you included your key words in:  Page title □  Meta description □  Meta tag □  H1 tag □  1st Para □ | How will you get your blog out there?  Company Blog □  Guest Blog □  Will you repurpose your blog?  Infographic □ Vlog □ Template □ | Which channels will you distribute your blog on:  Email □  Twitter □  LinkedIn □  Google Plus □  Facebook □ |

**METRICS**

|  |  |  |
| --- | --- | --- |
| Activity | Goal | Actual |
| Number of shares |  |  |
| Number of followers increased on social |  |  |
| Number of Leads |  |  |
| Number of email subscribers |  |  |