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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**

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