

Prewriting Notes Example For

[“How to write a Marketing Blog Post” article](#)

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The 4 Questions

1. **Who is my target audience?** People who want to write posts for their (company's) blog
2. **What is the struggle?** Lack of experience. It's a difficult and intimidating task.
3. **How can I help?** I have the experience, I researched the subject, I have a method. Sharing it will help and add value.
4. **What do I want them to do?** Read 80% of the article + download the examples & checklist.

Main Keywords

- | | |
|--------------------------------|--------------------------------------|
| 1. How to write a blog | 6. How to write a blog article |
| 2. How to write a blog post | 7. How to write a good blog post |
| 3. How to start writing a blog | 8. How to structure a blog post |
| 4. How to write a good blog | 9. How to write SEO friendly article |
| 5. SEO articles | 10. Marketing blog posts |

Structure

Intro:

- The struggle
- Why I created this guide
- Why is it important

The body:

The article will be divided into 3 main stages:

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Before you start writing

1. Ask the right questions (purpose, audience, added value).
2. Do your research (Don't invent the wheel, use other materials you might have).
3. Build a structure (Best Practice is dividing it into many sub-paragraphs).
4. Prepare keyword list - Semrush tool, Keyword Planner.
5. Data.

A word about SEO

2000 words.

300-500 impressions keywords.

During writing

6. Think of your audience.
7. Make it simple but interesting.
8. Don't waste your time (Create the first draft! Don't waste your time on the headlines yet, don't read each paragraph 20 times).

After you finish writing

9. Review.
10. Images & Video
11. Headlines (Research).
12. CTA's.
13. Use another pair of eyes.

Bottom Line:

1. Download the checklist.
2. Summary.

References

- [Keyword research](#)

- [How to Write a SEO Optimized Article - Step by Step Guide | Success by LiveChat](#)

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- [How to Write a Blog Post: A Step-by-Step Guide \[+ Free Blog Post Templates\]](#)
- [Writing & Blogging space Quora](#)
- [Headline Analyzer - Emotional Marketing Value](#)
- <https://optimmonster.com/seo-best-practices/>

- [How People Read Online: New and Old Findings](#)
- Joseph Sugarman
- [The Definitive Guide to Writing a Headline that Doesn't Suck \(Tips, Tactics & Tools Included\)](#)