

# How to Write Remarkable Insurance Blog Articles: Your 10-Step, Sure-Success Checklist

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**Step One: Create a calendar that details the planned publication date and topic for your Insurance Blog and Stick to It**

### **Step Two: Use a Variety of Insurance Article Styles**

- How to
- Lists and checklists
- Interviews
- Photos and video blogs
- Day in the life of ...
- Old, new makeovers
- QA

### **Step Three: Determine the Two Targeted Keywords for Each Insurance Blog Post**

- Include the keywords in the page title, URL, meta description, alt text and image file name.
  - Example keywords: Insurance blog, insurance marketing ideas
  - Example Page Title: Insurance Copywriting | Insurance blog ideas (70 character limit)
  - Example URL: [www.insurancecopywriting.com/insuranceblogideas](http://www.insurancecopywriting.com/insuranceblogideas)
  - Example Metatag: Need insurance marketing ideas? Visit the Insurance Marketing Blog. (150 character limit)
  - Example image file name and alt tag: insurance-marketing blog

### **Step Four: Choose an Insurance Blog Topic that Readers Will Value**

- Tell "how to" or "how not to."
- Use numbers, i.e. "7 Ways to ..."
- Be timely, newsworthy or sensational.
- Lead with an interesting statistic or antidote.
- Tell a success story.
- Provoke thought.
- Be controversial.
- Use a quote.
- Write a list (Top Ten Reasons ...)
- Use a powerful metaphor.

### **Step Five: Write a Winning Insurance Blog Title that Works Hard for Your Website**

- SEO: Does it include the targeted keyword?
- Grab Attention: Does it make you want to read further?
- Authentic Lead: Does it succinctly introduce article content?
- Create Interest: Did you include a relevant image optimized with an alt tag?

#### Step Six: Write Well, Write Original

- Be concise. Avoid long, dense paragraphs.
- Write for power skimmers by using lots of helpful subheadings.
- Never copy content from another source. In addition to being plagiarism, it is also bad for SEO. You won't receive any SEO credit if Google detects that the content is already posted elsewhere.

#### Step Seven: Craft a Cool Call to Action

- Tell the reader what to do next and how to get more information (preferably from you).
- Engage the reader further with a button to related content to incentivize lead conversion.

#### Step Eight: Link Up and Encourage Sharing

- Include two internal links and one external link to make your site is a content-sharing mecca.
- Include social sharing buttons.
- End with a question that encourages interaction.

#### Step Nine: Promote

- Post blog teasers with links to Facebook, LinkedIn and Twitter.
- Don't forget to post to your LinkedIn groups.
- Email to customers with a link to subscribe to the RSS feed.
- Comment on other relevant blogs and post links back to your blog.
- Post your blog to other social bookmarking sites such as dig.com.
- Add a link to your e-mail signature (change it every week).
- Promote your Real Simple Syndication (RSS) feed by adding the subscribe icon to all email communications and social media sites.

#### Step Ten: Rinse and Repeat

- Blogging builds website keyword volume, creates inbound links to your website and gives prospects a reason to keep coming back. For these reasons, you should plan to blog on this schedule:
  - **Once a week** if you're in "maintain" mode – you want to maintain a strong web presence but you don't have a lot of capacity for new clients.
  - **Twice a week** if you're in "growth" mode – you are actively seeking new clients and working hard to build your SEO presence.
  - **Three times a week or more** if you're in "super-acceleration" mode – you want to grow as quickly as possible and you have time and budget to dedicate to your blogging effort.

#### Need blogging support for your business?

The hardest part about blogging is finding the time to write articles. If you need original blog articles, tailored for the insurance industry, contact us. Our team of seasoned insurance writers is happy to assist!