

FREE PRACTICAL GUIDE

THE PROFESSIONAL'S BLOGGING CHECKLIST

Turn your expertise into a blog people can find, trust, and act on.



Your expertise deserves a website. We'll show you how to build it.

START HERE

YOU ALREADY KNOW YOUR CRAFT. NOW BUILD YOUR ONLINE PRESENCE.

“You don’t need to become a web developer or SEO expert overnight. This checklist helps you turn what you already know into a useful, professional blog.”

**01 WHO THIS IS FOR**

For working professionals who have real expertise but are new to websites, blogging, and SEO.

**02 WHAT THIS CHECKLIST COVERS**

- Plan your website
- Choose useful blog topics
- Plan your articles
- Write helpful content
- Check basic SEO
- Prepare your site for publishing
- Improve your content after publishing

**03 HOW TO USE IT****1. PLAN**

Decide what you want to build.

**2. CHECK**

Use each section before you publish.

**3. IMPROVE**

Come back to the checklist as your website grows.

**EXPERTISE****WEBSITE****BLOG****PEOPLE FIND YOU****DGK TIP**

“You are not starting from zero. You already have the expertise. This checklist helps you build the digital side.”

01 — YOUR FOUNDATION

START WITH WHAT YOU ALREADY KNOW

“Your professional experience is your advantage. Start with the knowledge you already have instead of trying to become an expert in a completely new topic.”

01



YOUR EXPERTISE

- ☐ I know what I am good at
- ☐ I know which problems I can help people solve
- ☐ I can explain my knowledge in simple language
- ☐ I know which topics I can confidently write about
- ☐ I have real experience, examples, or lessons I can share

02



YOUR AUDIENCE

- ☐ I know who I want to help
- ☐ I understand their common questions or problems
- ☐ I know what they may search for online
- ☐ I know what information would be useful to them
- ☐ I am writing for a specific type of reader, not everyone

03



YOUR GOAL

- ☐ I know why I want a blog
- ☐ I know whether my main goal is clients, credibility, income, or a combination
- ☐ I know what I want visitors to do after reading my content
- ☐ I have a clear next step for interested visitors
- ☐ My blog supports my professional goals



YOUR EXPERTISE



YOUR AUDIENCE



YOUR GOAL



YOUR BLOG



DGK TIP

“Your profession is your starting point. You do not need to write about everything. Start with the problems you already know how to solve.”

02 — PLAN YOUR WEBSITE

KNOW WHAT YOUR WEBSITE NEEDS TO DO

“Your website does not need dozens of pages. Start with a clear purpose, useful information, and an easy way for people to take the next step.”

01

YOUR WEBSITE PURPOSE



- ☐ I know why I am building this website
- ☐ I know who the website is for
- ☐ I know what I want visitors to learn
- ☐ I know what action I want visitors to take
- ☐ My website supports my professional goals

02

YOUR MAIN PAGES



- ☐ I have a clear Home page
- ☐ I have an About page
- ☐ I have a way for people to contact me
- ☐ I have a place for my blog/articles
- ☐ I have any other important pages my profession needs

03

YOUR DOMAIN & BRAND



- ☐ I have chosen a simple, relevant domain name
- ☐ My website name is easy to remember
- ☐ My website looks professional
- ☐ My logo and basic brand style are consistent
- ☐ My website clearly explains what I do

04

YOUR NEXT STEP



- ☐ Visitors can easily contact me
- ☐ Visitors can easily find my services or main offer
- ☐ My important buttons and links are easy to see
- ☐ I have one clear next step for interested visitors
- ☐ I have tested that the important links and buttons work



DGK TIP

“Keep your website simple at the beginning. You can add more pages as your business and content grow.”

03 — CHOOSE YOUR TOPICS

WRITE ABOUT WHAT YOUR AUDIENCE NEEDS

“Your best topics are often already hiding in the questions people ask you. Start there, then check what people search for online.”

01

START WITH REAL QUESTIONS

- ☐ I have written down common questions people ask me
- ☐ I have listed problems I regularly help people solve
- ☐ I have looked at questions from clients, customers, students, or followers
- ☐ I have chosen questions that I can answer from my own knowledge
- ☐ I have avoided topics that are unrelated to my main expertise

02

TURN QUESTIONS INTO TOPICS

- ☐ I have turned each question into a possible blog topic
- ☐ The topic is clear and specific
- ☐ The topic solves one main problem
- ☐ The topic is useful to the person searching for it
- ☐ I can give a helpful answer, not just a short opinion

03

CHECK WHAT PEOPLE SEARCH FOR

- ☐ I have searched the topic on Google
- ☐ I have looked at the words people use in their searches
- ☐ I have checked the search results for similar topics
- ☐ I understand what people seem to want from the search
- ☐ I have chosen a realistic topic for my website

04

CHOOSE YOUR FIRST TOPICS

- ☐ I have selected topics closely related to my expertise
- ☐ I have chosen topics my audience actually cares about
- ☐ I have mixed simple topics with deeper topics
- ☐ I have chosen topics that can connect to other useful articles
- ☐ I have written down my first 5–10 blog ideas

Question people ask:

How often should I train each week?



Possible blog topic:

How Often Should You Work Out Each Week?



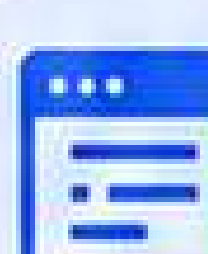
REAL QUESTION



BLOG TOPIC



GOOGLE SEARCH



USEFUL ARTICLE



DGK TIP

“Your professional experience gives you an advantage. Use it to answer questions better than a generic article can.”

04 — PLAN THE RIGHT ARTICLE

UNDERSTAND WHAT PEOPLE WANT

“Before you write, search your topic on Google. Look at the results and ask: What does this person actually want to find?”

01



CHECK THE SEARCH

- ☐ I searched my main topic on Google
- ☐ I looked at the first few results
- ☐ I noticed what type of pages appear
- ☐ I looked at the titles and headings
- ☐ I checked what questions the results are answering

02



UNDERSTAND THE PURPOSE

- ☐ People searching this topic want information
- ☐ People searching this topic want instructions
- ☐ People searching this topic want to compare options
- ☐ People searching this topic want to solve a problem
- ☐ My article matches what the searcher wants

03



PLAN THE ARTICLE

- ☐ I know the main question my article will answer
- ☐ I have chosen a clear title
- ☐ I have created a simple outline
- ☐ My main sections follow a logical order
- ☐ I have included questions my reader may ask next
- ☐ I know what useful action the reader can take

04



CHECK BEFORE WRITING

- ☐ My article has one clear purpose
- ☐ I am not trying to answer several unrelated questions
- ☐ I can explain the topic better because of my professional experience
- ☐ My article will give the reader a complete answer
- ☐ I know what the reader should do after reading



SEARCH:

“how to choose a personal trainer”



WHAT THE SEARCHER MAY WANT:

“Help choosing the right trainer”



ARTICLE:

“How to Choose the Right Personal Trainer: 7 Things to Check”



DGK TIP

“Google is trying to give people the answer they need. Your job is to understand that need and answer it clearly.”

05 — WRITE SOMETHING USEFUL

TURN YOUR EXPERTISE INTO A CLEAR ANSWER

“You already know your subject. Your job is to explain it in a way your reader can understand and use.”

01

ANSWER THE QUESTION

- ☐ I answer the main question early
- ☐ I stay focused on the topic
- ☐ I give a complete answer
- ☐ I explain important points clearly
- ☐ I do not make the reader search through the article for the answer

02

MAKE IT EASY TO READ

- ☐ I use short paragraphs
- ☐ I use clear headings
- ☐ I use bullet points where useful
- ☐ I explain difficult terms in simple language
- ☐ I have removed unnecessary words
- ☐ I have read the article from the reader's point of view

03

USE YOUR EXPERTISE

- ☐ I include useful examples from my experience
- ☐ I explain things a generic article may miss
- ☐ I share practical advice where appropriate
- ☐ I make it clear when something comes from my own experience
- ☐ I avoid making claims I cannot support

04

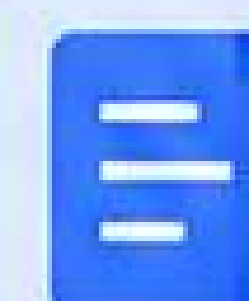
ADD USEFUL DETAILS

- ☐ I have included examples where they help
- ☐ I have added images or screenshots where useful
- ☐ I have answered likely follow-up questions
- ☐ I have included trusted sources when needed
- ☐ Every section adds value

05

GIVE THE READER A NEXT STEP

- ☐ I have included a simple action the reader can take
- ☐ The action is related to the article
- ☐ The reader knows what to do next
- ☐ My next step is clear but not pushy


YOUR KNOWLEDGE

CLEAR EXPLANATION

USEFUL EXAMPLE

NEXT STEP

USEFUL ARTICLE

EXPERTISE + CLARITY + USEFUL ACTION = A BETTER BLOG POST

DGK TIP

“Don't try to sound like an expert. Use your real expertise to make the reader's problem easier to understand.”

06 — BASIC SEO CHECK

MAKE YOUR ARTICLE EASY TO FIND

“You don’t need advanced SEO to start. Check these basics, keep your writing natural, and focus on helping the reader.”

01



TITLE & URL

- ☐ My main topic is clear in the title
- ☐ My title tells the reader what they will get
- ☐ My URL is short and easy to understand
- ☐ My URL describes the topic

02



CONTENT & HEADINGS

- ☐ My main topic appears naturally in the introduction
- ☐ My headings clearly describe each section
- ☐ I use related words naturally
- ☐ I have not repeated the same keyword just to rank
- ☐ The article answers the main search clearly

03



META DESCRIPTION

- ☐ I have written a clear meta description
- ☐ It explains what the article is about
- ☐ It gives people a reason to click
- ☐ It sounds natural and helpful

04



LINKS

- ☐ I have added 2–3 useful internal links
- ☐ The linked pages are related to the topic
- ☐ My link text clearly explains where the link goes
- ☐ I have linked to trusted outside sources where useful
- ☐ I checked that my important links work

05



IMAGES

- ☐ My images are relevant to the content
- ☐ Images are compressed before uploading
- ☐ Important images have useful alt text
- ☐ Images do not slow down the page unnecessarily
- ☐ I have checked how the images look on mobile

TOPIC

 how to choose a personal trainer



KEYWORD



CONTENT



Clear title + useful content + helpful headings + relevant links



GOOGLE



READER



**DON'T CHASE KEYWORDS.
ANSWER THE QUESTION.**



DGK TIP

“Good SEO starts with useful content. Use keywords naturally, but never write for a search engine at the expense of the reader.”

07 — WEBSITE & PUBLISHING CHECK

MAKE SURE YOUR WEBSITE IS READY

“Before you publish, check your website from your visitor’s point of view. Small details can make a big difference to trust and usability.”

01

WEBSITE EXPERIENCE



- ☐ My website clearly explains what I do
- ☐ My main navigation is easy to understand
- ☐ My important pages are easy to find
- ☐ My contact information is easy to find
- ☐ My buttons and links work
- ☐ My website does not contain unfinished or placeholder content

02

TRUST & CREDIBILITY



- ☐ My About page clearly explains who I am or what my business does
- ☐ My professional experience is shown where relevant
- ☐ My contact details are clear
- ☐ My content is honest and useful
- ☐ I use reliable sources when needed
- ☐ I clearly separate personal experience from facts
- ☐ I have added any required legal or disclosure information

03

MOBILE & BASIC TECHNICAL CHECK



- ☐ I checked the article on a mobile phone
- ☐ Text is easy to read on a small screen
- ☐ Images display correctly
- ☐ Buttons are easy to tap
- ☐ Links work correctly
- ☐ The page loads reasonably quickly
- ☐ HTTPS is active on my website
- ☐ My website looks clean on both mobile and desktop

04

FINAL CHECK BEFORE PUBLISHING



- ☐ I have proofread the article
- ☐ The title is clear
- ☐ Headings are in the correct order
- ☐ Featured image is added
- ☐ Category is correct
- ☐ URL is correct
- ☐ Meta title and description are checked
- ☐ Internal links are working
- ☐ External links are working
- ☐ The article has a clear next step
- ☐ I am happy for a real visitor to see this page



WEBSITE



MOBILE



TRUST



READY TO PUBLISH

OPEN YOUR WEBSITE
AS A VISITOR.
NOT AS THE PERSON
WHO BUILT IT.

**DGK TIP**

“Your website does not need to be perfect. It needs to be clear, useful, trustworthy, and easy to use.”

08 — AFTER YOU PUBLISH

PUBLISHING IS JUST THE BEGINNING

“Don’t worry if your article does not bring visitors right away. SEO takes time. Keep learning, improving, and building useful content.”



AFTER PUBLISHING

- ☐ Check that the page is live
- ☐ Make sure Google can access the page
- ☐ Share the article where your audience is active
- ☐ Add internal links from related articles
- ☐ Watch your Google Search Console data over time
- ☐ Look for questions and searches that bring people to the page
- ☐ Update the article when information changes
- ☐ Improve the article when you find a better way to answer the question



COMMON MISTAKES TO AVOID

- ✗ Trying to write about everything
- ✗ Writing only for Google
- ✗ Repeating keywords too much
- ✗ Copying other websites
- ✗ Publishing unfinished content
- ✗ Buying too many tools too early
- ✗ Expecting traffic immediately
- ✗ Waiting for every article to be perfect

YOUR EXPERTISE IS ALREADY THERE. NOW BUILD THE DIGITAL SIDE.

“Digital Grow Kit helps working professionals learn SEO, blogging, WordPress, and the tools they need to build a useful online presence — step by step, in simple English.”



START LEARNING
digitalgrowkit.com



“Your expertise deserves a website. We’ll show you how to build it.”