

# BLOG WRITING CHECKLIST

## KEYWORD RESEARCH

## NOTES

- Volume
- CPC
- Competition
- Felt needs
- Due diligence

## PLAN & WRITE YOUR PIECE

- Who are you writing to?
- Why are you writing?
- What is the main point?
- Keyword in the title, headings, and text
- Proofread
- > 800 words
- Short and sentences and paragraphs
- Subheadings
- Images

## SEO ELEMENTS

- Focus keyword phrase
- Slug
- Meta description
- Excerpt
- Remember Who is God

# WHERE TO INCLUDE YOUR KEYWORD

## FOCUS KEYPHRASE



Enter  
Keyword  
Here

SEO Readability Schema Social

Focus keyphrase

Microsoft Nonprofit Ads for Social Impact

Get related keyphrases

Google preview

Preview as:  
 Mobile result  Desktop result

## SLUG



Enter Slug Here



SEO title

Microsoft Ads for Social Impact Grant Separator Complete Nonprofit Guide

Slug

microsoft-nonprofits-ads-for-social-impact

Meta description

So it will appear here



## META DESCRIPTION



Slug

microsoft-nonprofits-ads-for-social-impact

Meta description

Learn what the Microsoft Nonprofits Ads for Social Impact Grant is, who is eligible, how to apply, bonus pro tips, and more.

Enter  
Here



So it will appear here



microsoft ads for social impact grant

https://clicknonprofit.com/microsoft-nonprofits-ads-f...

**Microsoft Ads for Social Impact Grant | Complete Nonprofit Guide**

8 days ago – The grant is offered to help social impact organizations grow awareness around their mission, attract new donors and volunteers, and accelerate ...



## EXCERPT

So it will  
appear here



Categories

Tags

Featured image

Excerpt

Write an excerpt (optional)

Microsoft for Nonprofits announced a wonderful addition to its suite of products and services for 501(c)(3) organizations: the

[Learn more about manual excerpts](#)

Enter  
Here



## OUR BLOG



### Complete Guide to the Microsoft Nonprofits Ads for Social Impact Grant

Microsoft for Nonprofits announced a wonderful addition to its suite of products and services for 501(c)(3) organizations: the Microsoft Nonprofits Ads for Social Impact Grant. Learn what it is, who is eligible, how to apply, and more