ULTIMATE BLOG

POST

CHEATSHEET

THE KEY IS...

Step by step exactly how I write all my blog posts. Use this, follow it to a T and you will get results. Print it out and keep it by your side.

Jonas Troyer

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Make sure you're logged into your Wordpress dashboard and follow these simple steps.

1) **Click on 'Post' – 'Add New' give it a title. If you have Thrive Headline installed, add multiple titles right away.**

2) **Save it as a draft by clicking on 'Save Draft' button.**

3) **Click on the green button 'Edit with Thrive Architect'. This will open it in a new window with the LIVE front-end editor so you can see what you're doing as you write it.**

4) **Start writing your blog post by clicking on the 'Paragraph/Text' element on the side by the editor. Once you have the element on the post just start writing or you can copy and paste from another post or a document.**

5) **Every time you want to write a sub-title use another 'Paragraph/Text' element. This give you much better control of the whole process.**

6) **Make sure you break it up! Use sub-titles, styled lists, pictures, quotes, videos, etc…. Your readers will read more of it. Plus you'll slow down more of the "scanners" by breaking it up. Make sure you watch the video on https://jonastroyer.com/structure-great-blog-post/ to better understand the layout of a great blog post.**

7) **Once you've added all your content, make sure you add the 'Social Share' element at the end. I personally like "style 2" the best with a size of about 16. If you add the Twitter and Pinterest share options you need to click on the little Settings wheel by them and add the post title and a picture for Pinterest.**

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8) Always save your changes as you're writing it by clicking on the little green 'Save' button in the bottom corner.

9) Head back to the Wordpress dashboard and set your 'Category'. Don't add it to more than one category. Just pick the one that fits the best for that post.

10) Add a 'Featured Image'. This is in the bottom right hand corner. This is very important. It will look the best if you can always use the SAME SIZE image for every post. I personally prefer to use canva.com and use their 'Facebook App' size image. Even if you have an image that is close to the right size I'd still open canva and resize it to 'Facebook App'. Takes less than a minute.

11) Look at Yoast SEO (at the bottom center of dashboard) and see how well your readability is. Sometimes you need to add more subtitles or something. Get a GREEN dot on readability if you can. Orange is Okay but Red needs help. It's hard to get 100% Green but it's possible.

12) Add a Keyword for your post. It should be a word that is in your title and also mentioned in the post quite a few times. If you want to get more serious about SEO work, contact me and we can get you upgraded to Yoast SEO Premium or SEO local (for businesses that use a physical location).

13) If you want more "keywords" then what Yoast let's you add, use 'Tags'. Add as many as you want. 5-10 is common.

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14)   Double check that everything is complete and hit 'Publish'. Once you hit that button it's out on Internet land.

Also watch the video on https://jonastroyer.com/writing-blog-post-with-thrive-architect/ to watch me writing a post using Thrive Architect.

Another thing to double check is if your 'Featured Image' is set to show on posts or not. If you want a different image at the top of the post than the actual 'Featured Image' you can turn this off and then always start each post with an image. Go to 'Thrive Dashboard'- 'Theme Options'- 'Blog Settings' and turn the toggle switch ON or OFF on 'Show Featured Image on Single Post'. For simplicity's sake… leave it ON and then you don't have to worry about 2 different images or forgetting to add one of them.

If you got your website from [Troyer Websites](#) you also have access to the complete 'Personal Branding System' video course. This is a whole series of videos teaching you all about your new website. Go to https://troyerwebsites.com/login and click on the 'Personal Branding System' image to get to it.

My goal with Troyer Websites is to get you up and running with your website as fast as possible and always provide the best customer support as possible.

Thanks,

Jonas Troyer