



Easy SEO

Business Blogging

Research & Outline Checklist

KEYWORD RESEARCH

Google your topic & make note of these.

- Google Search Suggestions
- People Also Ask
- Related Searches

CONTENT RESEARCH

Look at the top 5-10 results of a Google search on your topic. These are your competition.

- Titles
- Subheadings
- Word Count
- Graphics & Extra Features
- Content

OUTLINE

- Choose target keyword
- Organize your notes
- Choose title
- Choose subheadings