

Blog Post Title Creation Workbook

- Research Keywords with the following tools: Google keyword planner, ubersuggest.io. Write down two or three of the choices you plan to use.

- Now use Google Search to come up with keywords. Search once, scroll down to relevant key terms, copy and paste them here. Repeat 3/4 times.

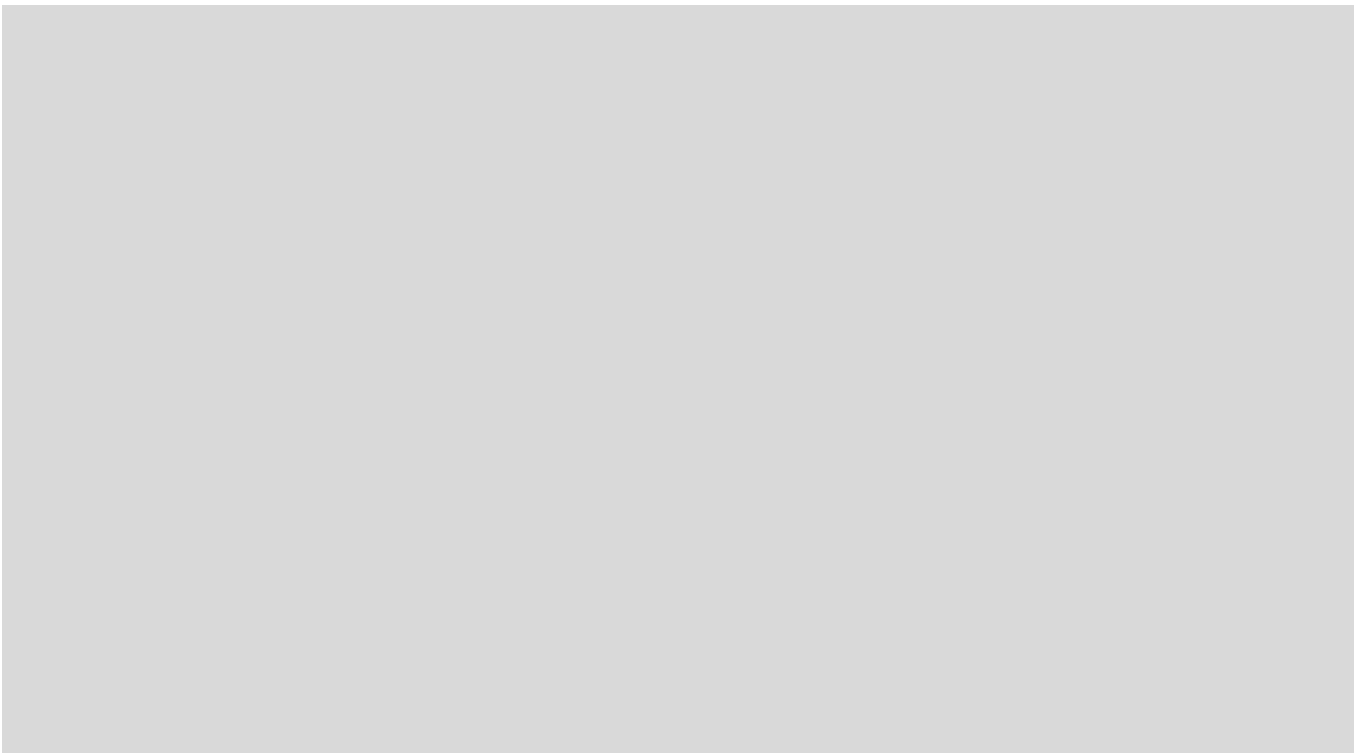
- Use Pinterest Search to come up with relevant keywords, and write them down below:

- Pick one from the above keywords that is the best fit for the post you are about to write (or have already written). Write it down below:

- Go to Google Search and type the keyword you have chosen. See what comes up. Write down a few of the popular titles below. When done, scroll down and hit one of the relevant keywords and see if you can find better titles for the topic of your blog post. Write a few of these down.



- Go to Quora and do the same. Search for the keywords and write down some of the popular titles you think fit your post topic.



- Study the blog post titles above and come up with a title for your own blog post that's similar to the above. Write it down below. This is your initial rough title.

[Blank area for writing the initial rough title]

- Now go to CoSchedule Headline Analyzer, and test your title. Your goal is to keep trying for a great headline that scored 70+. Sometimes that may not be possible, but do not go below 65. Keep trying until you get a score of at the very least a 65. Try different structures (a how-to structure, or a listicle structure). When you have a satisfactory title, write it down below. This is your FINAL title.

[Blank area for writing the final title]