

## Post Framework

<p><b>Topic:</b> Tip, product review, inspiration? Be as detailed as possible</p>			
<p><b>Who are you writing to?</b> Describe in detail who you are writing to. You're creating a 'persona' or a customer profile to help you write.</p>			
<p><b>URLs for Research</b></p>	<p><b>Keywords: What keywords are you targeting?</b></p>		
<p><b>Post Category:</b> Select one category</p> <p><b>Post tags:</b> As many tags to link blog content that readers might want</p>	<p><b>Images for post</b></p>		
<p>Once they have read the post, what do you want them to do – (CTA)?</p> <p>Which URL in your static content will you link to at the end of the post? (The specific service that will solve the problem for your customer)</p>	<p><b>Follow Up Blog Topic?</b></p> <table border="1"> <tr> <td> <p>Promote</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Twitter</li> <li><input type="checkbox"/> Facebook</li> <li><input type="checkbox"/> Pinterest</li> </ul> </td> <td> <ul style="list-style-type: none"> <li><input type="checkbox"/> Google+</li> <li><input type="checkbox"/> LinkedIn</li> <li><input type="checkbox"/> Instagram</li> </ul> </td> </tr> </table>	<p>Promote</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Twitter</li> <li><input type="checkbox"/> Facebook</li> <li><input type="checkbox"/> Pinterest</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Google+</li> <li><input type="checkbox"/> LinkedIn</li> <li><input type="checkbox"/> Instagram</li> </ul>
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