

Checklist

HOW TO CREATE SCANNABLE BLOG POSTS



The Checklist

Most people don't read blog posts from beginning to end. Instead, they scan them. Use this checklist to optimize your posts for scanners so that you still get your key message across to them.

Include the following elements to make your blog posts scannable:

- Short paragraphs** – break up paragraphs longer than five lines
- Subheadings** – use these to identify different sections of your post
- Short sentences** – make sentences easy to read by keeping them short
- Single-word sentences** – make a key point or call-to-action stand out
- Simple language** – leave out words longer than four syllables
- Bullet points and numbered lists** – use lists to highlight a series of items
- Figures and tables** – use visuals to represent patterns and trends
- Images** – include relevant images to break up text
- White space** – keep enough blank space around paragraphs and images
- External links** – use links to direct people to information you can't fit in your post

About Us

At Inpression Editing, we help entrepreneurs grow their business with powerful + polished content. We do this by providing copywriting, copyediting, and writing coaching services for blog posts, website copy, marketing materials, and much more. Located in Toronto, Canada, we provide all of our services in both Canadian and US English. Check us out on our [website](#) or connect with us on [Instagram](#), [Facebook](#), and [Pinterest](#).