

# A Growth Checklist for your visitors

By alimese

- Before writing. Preparing for the storm & setting the right engines in place
  - The “second chance” effect. Why pageviews mean nothing
  - To email or not to email
    - Other engines for a stronger “second chance”
    - Business brand vs. personal brand
  - Other engines for a stronger “second chance”
  - Business brand vs. personal brand
  - Tech infrastructure check
- Writing. Let's Write. Writing style and essentials of an article that will get huge traffic
  - Write as simple as possible, but not simpler
    - No more than 25 words in a sentence
    - No more than three sentences in a paragraph
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  - No more than three sentences in a paragraph
  - Treat your article like a startup
  - Perfect trio: Long-form, data-backed, and learnings that do the leg work for readers
  - Perfect combo: Curious headline and eye-catching featured image
    - Introduction
    - Body
      - Let the reader breathe
      - Don't use distracting links
    - Let the reader breathe
    - Don't use distracting links
    - End on a high note
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- End on a high note
- Ready to Publish.
  - The art of asking people to recommend or share
  - Sending out the newsletter at peak time
  - Send the first bomb altogether
  - Reproduce the same content on different channels and in different formats
- Post-publishing
  - List your targets
  - No traction, no redistribution
  - Send emails or tweet editors with eye-catching headlines
  - What? You have 42% shares? Stop doing the tactic above
  - Beware of exclusive agreements
  - Decide when to repost on media outlets
  - Multilingual channel
  - Fake redistributors