Blogging doesn't have to be: overwhelming, technical, or time-consuming!

Done right, blogging is simply answering real questions people already have and helping Google understand that you're the organization that can help. **Blogging is the long game.** Like putting money in the bank, it may not feel exciting at first, but over time it builds real value.

A few important things to remember as you get started:

Blogging is not about writing more

It's about writing clearly. One helpful blog is better than ten rushed ones.

You don't need to be a writer

If you can explain something to a customer, client, donor, or friend, you can blog. Start seeing yourself as an authority!

Good blogs come from:

- Questions customers ask you all the time
- Problems you solve every week
- Conversations you're already having

Blogging fits into real life

If you're answering emails, explaining things on calls, or training your team, you already have blog ideas.

You don't need to do this perfectly

Google rewards clarity and consistency, not perfection. Progress beats procrastination every time.

Think long-term

Blogging is an investment. You won't see results overnight, but over time it compounds into visibility, trust, and traffic.

Start small

One blog per month done well is more powerful than trying to do everything at once. Think of ways to scale your posting over time.
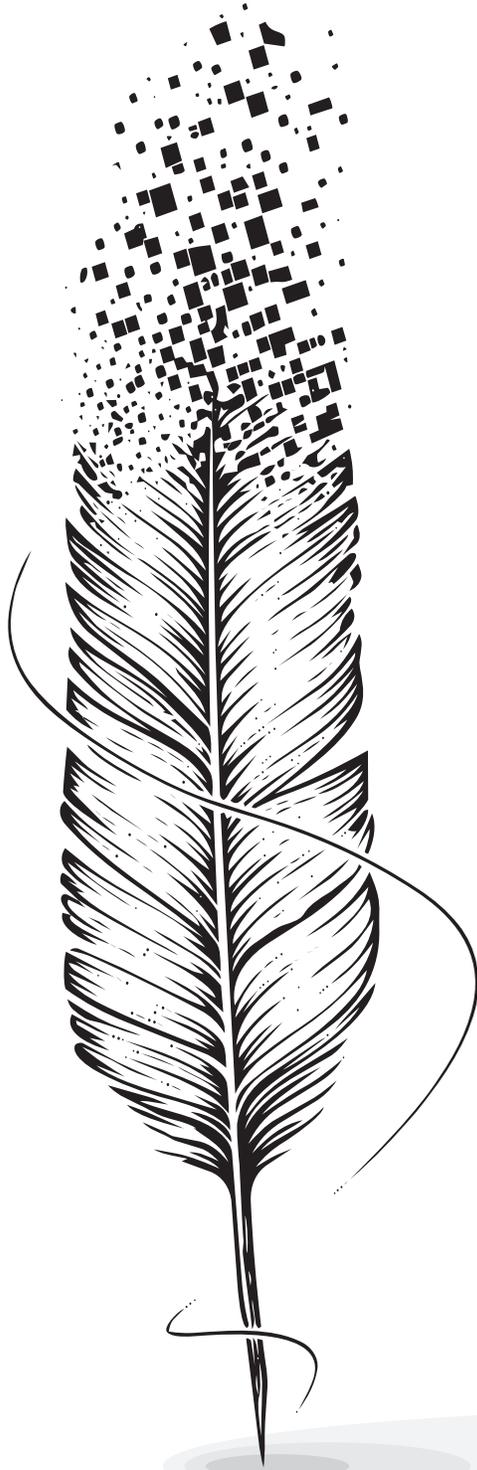
And remember:

Blogs attract. Websites convert. Both matter.

Blogs help Google understand what you do and send the right people your way. Your website is where trust is built and decisions are made.

Both work together. One without the other limits results.

If this all makes sense but feels like a lot...
Call or text (775) 476-9249 or visit MyPegasusOnline.com

The "Please Just Publish It" Blogging Checklist

LAUNCH CHECKLIST

Strategy
- [ ] One clear topic and one clear question
- [ ] Matches what someone would actually search for
- [ ] Supports what my business or organization does

Headline
- [ ] Strong, keyword-focused H1 headline
- [ ] Clear and specific (not clever or vague)

Opening Paragraph
- [ ] Addresses the question immediately
- [ ] Reassures the reader they're in the right place

Structure
- [ ] Content is broken into sections
- [ ] Headings make it easy to scan

Content
- [ ] Written for a real person
- [ ] Helpful, honest, and clear
- [ ] No keyword stuffing

Internal Links
- [ ] Links to related blog posts (if available)
- [ ] Links to a service, program, or next step

Images
- [ ] Images & captions that support the content
- [ ] Optimized to ~100 KB
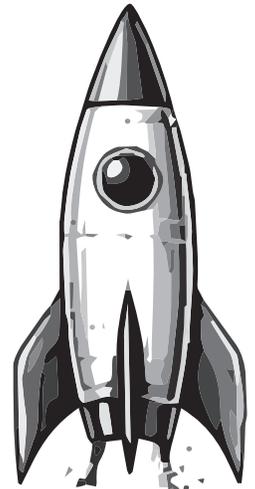- [ ] I have permission or a license to use them

URL
- [ ] Short, readable, and topic-focused

Call to Action
- [ ] Clear next step for the reader
- [ ] The blog doesn't just end

Final Check
- [ ] This genuinely helps someone
- [ ] I don't expect instant results & I will post again
- [ ] I'm building long-term authority

SCAN FOR BLOG EXAMPLE AND GET THE AI PROMPT

PEGASUS ONLINE
Call or text (775) 476-9249
Visit MyPegasusOnline.com