

GROW YOUR BUSINESS

YOUR BLOG POST CHECKLIST

*Handy checklist for creating great blog posts
and optimizing them.*



YOUR BLOG POST CHECKLIST

Before publishing your post

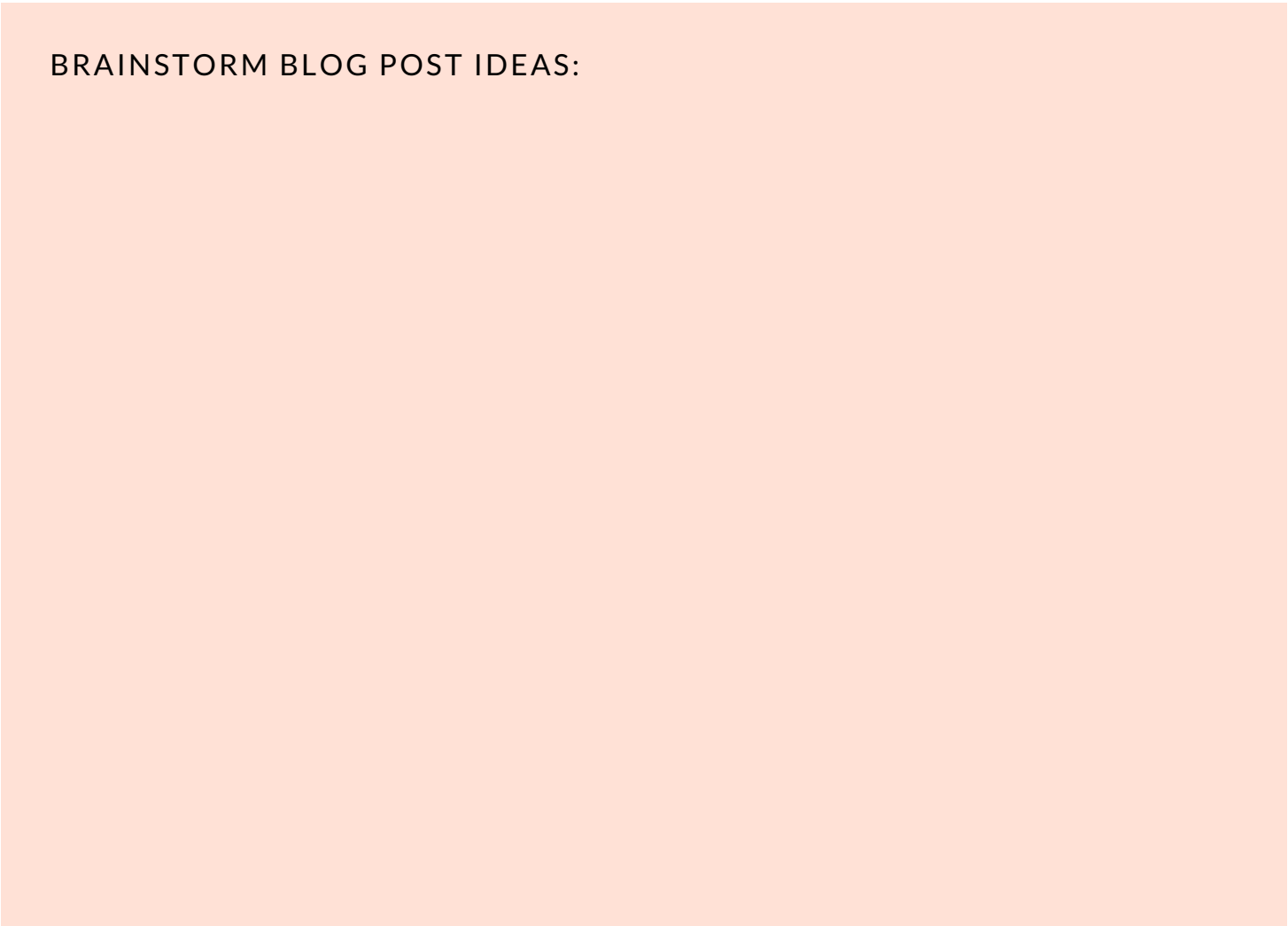
- Write an enticing post title with keywords.
- Divide your body text into smaller readable chunks with headings.
- Link your posts to other relative previous posts you did.
- Spark engagement with a question at the end?
- Add your pre-designed image in the article - SEO ready.
- Add a featured image (on Wordpress).
- "Alt text" your images - shows as a caption on your image on the web.
- Check your post is SEO static!
- Proofread again!

After publishing your post

- Pin your post's image to your Pinterest.
- Share your post to you Facebook and/ Twitter account.
- Pin to to any of your Pinterest boards that are relevant.
- Share to Twitter multiple times - Feed refreshes all the time, post can be lost.
- Vlog, Facebook Live or a Periscope about your post.
- Start responding to possible comments & feedback.
- Check the analytics of your post to see how much engagement it received.
- Get repinning on your posts to Pinterest - 1-2/3 months afterwards.
- Share your articles again on your other platforms for refresh.
- Do a content upgrade on your post - few months after published.

IDEAS STATION

BRAINSTORM BLOG POST IDEAS:



EXTRA NOTES
