

BLOG POSTING CHECKLIST

Print out this checklist and use it for every blog post you publish to make sure all of your posts are getting the maximum reach possible!

Before

- create a catchy title
- include keywords in your title if you can
- do a spelling and grammar check
- add a relevant image with ALT tags
- optimize your post for SEO with your SEO plugin
- include a CTA
- create images for social media sharing for each channel you are on
- create a social media message for each channel you share on
- add a click to tweet to your blog post or include a call to action to share your post
- include links to related blog posts you have written in your post (deep linking)
- make post more readable with headings, shorter paragraphs, and bulleted lists

After

- share on social media immediately, and several more times (see schedule)
- contact anyone mentioned in the post
- respond to comments
- share with your email list
- Pin your post to Pinterest
- share your post in relevant facebook or LinkedIn groups you are in (that allow for this kind of post)
- share on relevant forums or bookmarking sites
- check analytics to see how much traffic your post is getting (is this topic getting a lot of traction?)
- thank anyone who shares your content on social media
- look for old blog posts that you can deep link this blog post in

SOCIAL MEDIA SHARING SCHEDULE

Where, how and when to share your content.

Twitter

- Share your content on twitter 3x on publish day, twice the next day, and several times the first week.
- Test different tweets and headlines (don't just use the same tweet 20 times in one week).
- Use an image in at least half of your tweets to boost engagement.
- Share your content with people discussing your topic.
- Tweet it once or twice each week for the next couple of months until engagement falls off. New people will see it!

Facebook

- Share to your Facebook page on publish day and again later in the week.
- Share to Facebook groups on days that allow for content promotion (example Blog Post Thursdays, Tweet Tuesdays, and Promo Fridays). Read the guidelines for the groups you're in and stick to sharing your content on those days. This can generate a lot of new traffic.

Email

- Include your post in your weekly email to your newsletter list.
- Email people or companies that you mentioned in your blog post and let them know they were featured.
- Send an email to people you have discussed the topic with in the past. Same rule about being douchey. Be helpful and provide value!

Pinterest

- Pin your post on publish day and again later in the week.
- Pin again later in the month and make it part of your regular rotation

SOCIAL MEDIA SHARING CALENDAR

Where, how and when to share your content.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Tweet 3x	Tweet 2x	Tweet	Tweet		Tweet	
Contact Shoutouts	Contact Shoutouts		Share in Twitter convo	Share in Twitter convo		
Facebook Page	Facebook Groups			Facebook Page		Facebook Groups
Pinterest						
Email List						