



FREE BLOG POST CHECKLIST

Blog Post Checklist

Before

- Create an outline. Use bullet points, dashes, etc. to separate and organize your thoughts.
- Write a catchy headline. Remember, it needs 3 things: Keywords, offers value, and it's specific.
- Use headings and subheadings (H1, H2, H3).
- Interlink by linking to past posts in your current post.
- Add visual elements - images, video, infographic, podcast episode, gifs, etc.
- Ask a question at the end of the post.
- Optimize your images for SEO - change image title to include keywords, add alt text and a pin description.
- Add a feature image if you're a Wordpress user.

Blog Post Checklist

- Make sure your post is SEO ready - use the YOAST Plugn as a guide.
- Proofread - look over your post at least 3 times to check for any typos.

After

- Pin to your anchor board on pinterest which only hosts pins from your blog.
- Pin to all of your relevant Pinterest boards.
- Post updates to all of your social media
- Create Instagram stories (or do an Instagram/Facebook live).
- Post onto other people's Facebook groups.

Blog Post Checklist

- Email your audience a roundup of your posts for the week + blog updates, exclusive content, etc.
- Respond to comments **always**.
- Check your Google analytics - see how many pageviews, shares and comments you got for the previous month.
- in 2 months, update your blog posts + images/graphics.