

# A Step-by-Step SEO Strategy Checklist for a New Blog

- Define your blog's goals (Traffic, leads, email subscribers, etc)
- Do extensive keyword research: <http://checkli.com/s/597a2fe420b2a>
- Research and identify a long list of blog post topics
- Identify social media channels to promote your blog posts: <http://checkli.com/s/5953cb15132c5>
- Identify ways to repurpose your blog post content: (youtube, Checkli, Slideshare, medium, tweets, infographics, etc)
- Create a 3-6 month blog post calendar