17 THINGS YOU SHOULD DO TO EVERY BLOG POST BEFORE + AFTER YOU HIT PUBLISH (FREE CHECKLIST!)

If you're a blogger, then I think we can both agree — writing blog posts ain't a joke. There's quite a lot that goes into blogging and you're forced to wear a bunch of hats. You're the content creator, editor, marketer, SEO specialist, and more! But you, my friend, are a game changer.

BEFORE YOU HIT PUBLISH:

- [ ] 1. Write an effective post title with these two characteristics:
- [ ] 2. Divide up text into smaller sections with headings.
- [ ] 3. Deep link to past posts.
- [ ] 4. Add a question at the end to encourage discussion.
- [ ] 5. Add on-brand, SEO-ready images.
- [ ] 6. Add "alt text" to your images for one reason in particular:
- [ ] 7. Add a featured image (on WordPress).
- [ ] 8. Make sure my post is SEO-tastic.
- [ ] 9. Proofread.

AFTER YOU HIT PUBLISH:

- [ ] 1. Pin your post image onto Pinterest.
- [ ] 2. Schedule it to be pinned to any Pinterest group boards that are relevant.
- [ ] 3. Share your post on Facebook and Twitter.
- [ ] 4. Schedule your post for Twitter several more times.
- [ ] 5. Do a Facebook Live about your blog post topic.
- [ ] 6. Respond to comments.
- [ ] 7. Check the analytics of your post to see how much engagement it received.
- [ ] 8. In 1-2 months, repin your post onto Pinterest.

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