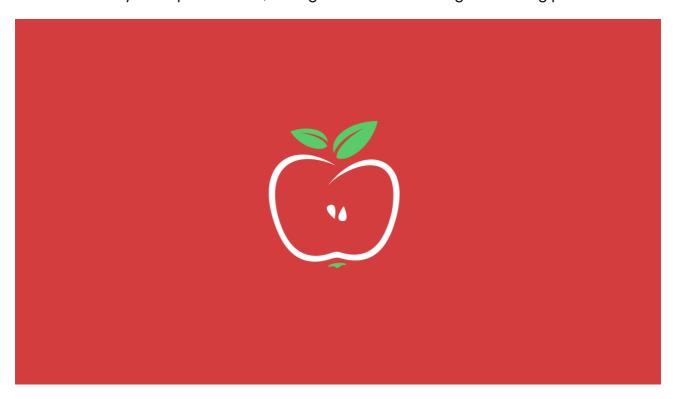# The Blog Post Checklist

Always complete before, during and after launching a new blog post.

○ Do keyword research

○ Ask yourself who would share this and why

○ Create post

○ Add a featured image

○ Add sources and quotes

○ Optimize for SEO and target keyword

○ Make sure you add images throughout site

○ Publish post

○ Tweet the post