

# 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