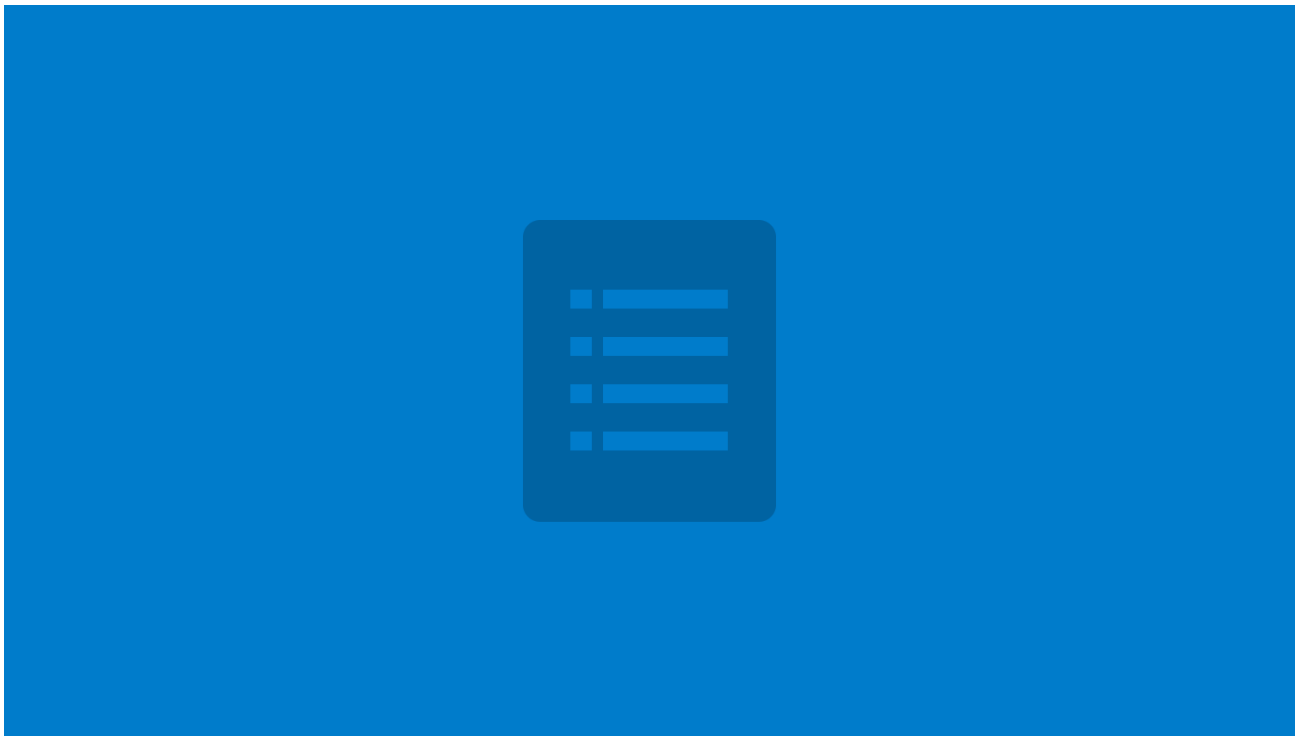
# 17 Things You Should Do To Every Blog Post Before + After You Hit Publish

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.



## BEFORE YOU HIT PUBLISH:

- [ ] Write an effective post title with these two characteristics:
  - [ ] It includes keywords or phrases.
  - [ ] It is persuasive or encourages someone to click through.
- [ ] Divide up text into smaller sections with headings.
- [ ] Deep link to past posts.
- [ ] Add a question at the end to encourage discussion.
- [ ] Add on-brand, SEO-ready images.
- [ ] Add "alt text" to your images for one reason in particular:
- [ ] Add a featured image (on WordPress).
- [ ] Make sure my post is SEO-tastic.
- [ ] Proofread.

## AFTER YOU HIT PUBLISH:

- [ ] Pin your post image onto Pinterest.
- [ ] Schedule it to be pinned to any Pinterest group boards that are relevant.

- [ ] Share your post on Facebook and Twitter.
- [ ] Schedule your post for Twitter several more times.
- [ ] Do a Facebook Live or Instagram Live about your blog post topic.
- [ ] Respond to comments.
- [ ] Check the analytics of your post to see how much engagement it received.
- [ ] In 1-2 months, repin your post onto Pinterest.

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