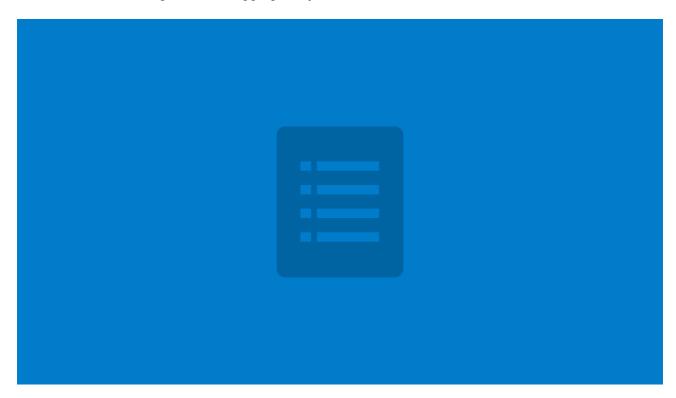
## 17 Things You Should Do To Every Blog Post Before + After You Hit Publish

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.	<b>Make and Share Free Checklists</b>
		checkli.com