

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.

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- ☐ 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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