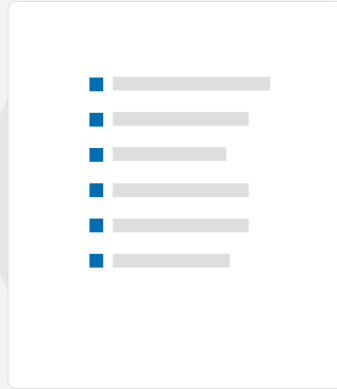


# Blog Post Checklist

Sharing all about what I do each time I publish a blog post - my blog post checklist! Plus a free printable!



## BEFORE HITTING PUBLISH

- ☐ Research Keywords and topic. Research not only for Google but also in Pinterest.
- ☐ SEO Optimize - use keywords in post title, meta description, and alt text of images.
- ☐ Keep readers on your blog by linking to previous blog posts.
- ☐ Optimize your hero image for every social platform: 736 x 1128 for Pinterest, 1200 x 628 for Facebook, Square for featured image and Instagram. 1600 x 900 for YouTube
- ☐ Encourage readers to comment or subscribe by adding a call to action.

## AFTER THE POST IS LIVE

- ☐ Publicize to social media. Share however your audience responds best.
- ☐ Automate social media shares through Wordpress plugins or services like Buffer.
- ☐ Share others' posts on social media, making sure to tag the author.
- ☐ Schedule pins for Pinterest. Pin a good mix of your content and others' content.
- ☐ Respond to comments, and leave comments on other blogs..