# Blog Posts Before + After Checklist



## Before

- [ ] SEO friendly title.
- [ ] Title reappears in the post.
- [ ] Keywords in the post.
- [ ] Spelling/grammar = checked
- [ ] Links to other relevant blog content and affiliate links.
- [ ] All links are working.
- [ ] Any external links open up in a new Window.
- [ ] There's a CTA at the end Of the post.
- [ ] Give credit to anyone that should be credited.
- [ ] The text is styled and formatted for easy reading,
- [ ] Twitter box with relevant tweet.
- [ ] Categories + tags are set.
- [ ] One awesome pinnable image with branding and title.
- [ ] Custom images for your social media accounts.
- [ ] Easy permalink URL.
- [ ] The post is optimized for SEO (eg. WP plugin Yoast).
- [ ] Preview!

## After

- [ ] Double-check your spelling + grammar again!
- [ ] Test share on Facebook & check if the correct image is displayed.
- [ ] Share post on social media accounts.
- [ ] Respond to all comments on post and social media.
- [ ] Follow the traffic on google Analytics.
- [ ] Check old posts, should any have a link to your new post.
- [ ] Thank anyone who shares your post.
- [ ] Make sure anyone you mention in the post knows about it in a Tweet or email

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