Blog Promotion: How to Promote and Market your Blog Posts Each Month

Use this helpful checklist to make sure you are getting the most out of marketing your blog posts. The goals is to spend 60% of the time writing your blog posts and 40% marketing your blog posts.



BLOG POSTS: MONTHLY MARKETING CHECK

- [ ] Check analytics to see if any of your blogs are ranking for new keywords
- [ ] Refresh your posts that are ranking well, by adding new content or a few new images, or even a infographic
- [ ] Create new pins for articles that are doing well
- [ ] Do a quick SEO check to make sure your blog posts are all SEO friendly
- [ ] Are you blog posts linking to each other?
- [ ] Create a content upgrade if you don't have one already (guide, how do, tutorial, something downloadable, etc)
- [ ] Come up with a list or add to your list of upcoming blog topics
- [ ] Spend a few hours planning your blog content for the following month (might want to start this a few day early)
- [ ] Spending a few hours also planning out your social media marketing around your old and upcoming blog posts
- [ ] Look for guest blogging opportunities for the follow month(s)
- [ ] Search H.A.R.O for new opportunities
- [ ] Look out for podcasts you can be interviewed on
- [ ] Look for partnerships with other bloggers or influencers
- [ ] Research upcoming holidays - can you create new content around holidays
- [ ] Research popular hashtags - can you create new content around trending hashtags
- [ ] Research new places to submit your blog content

- [ ] Create a round-up post of your popular blog posts

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