



Blog Post Checklist

Before

- Write a content relevant blog post using keywords specific to your niche.
- Proof read and revise + edit.
- Create graphics for each social media outlet using correct size specifications.
- Insert alt text for all images inserted into my post.
- Add relevant links in my post to link to other posts you've written.
- Optimize SEO using Yoast Plugin (Wordpress).
- Preview post before publishing it and check all links.

After You Publish

- Pin post onto boards.
- Schedule post to be pinned to group boards (Tailwind or Boardbooster).
- Share post on Facebook, Twitter, and Instagram.
- Respond to comments.
- Share post link into blog growth groups on Facebook and engage with others.
- Create a BUZZ about post on Instagram Stories.
- Repin post 1-2 months after original pin.