



BLOG POST PUBLISHING CHECKLIST

BEFORE

- Pick a focused keyword for SEO Optimize and shorten your title
- Add 3-5 tags and set your post's category
- Create an optimal Blog and Pinterest graphic
- Consider adding a freebie or some other call-to-action Link back to your other posts
- Ensure formatting is consistent
- Re-read and preview before you publish
- Edit your "Publicize (from Jetpack)" custom message Publish!

AFTER

- Share / Schedule your post on social media
- Share on bookmarked sites like Reddit and Stumble Upon Pin it now and schedule re-pins for later
- Share in Facebook groups and on forums
- Create a related Instagram post and schedule it Add it to your newsletter and schedule it
- Remember to link back to it in future related posts