

Blog Post Checklist

By Jason Conn

- Before Publishing
 - Make sure you have used relevant keywords.
 - Optimize the post title tag.
 - Make sure to have sub-headlines.
 - Optimize the post images.
 - Link to your older posts.
 - Add things to attract readers.
 - Read the post after writing it.
 - Check for spelling and grammar errors.
 - Check for formatting and spacing errors.
 - Make sure your post is complete.
 - End with a provocative, open-ended conclusion.
 - Link to external resources when appropriate.
 - Make sure all links are working.
 - Credit any sources.
- After Publishing
 - Tweet about your blog post.
 - Share your blog post on Facebook.
 - Share your blog on all other social media platforms.
 - Social bookmark your blog post.
 - Respond to comments made on your blog post.
 - Comment on commenter's blog post.
 - Summarize blog post for article distribution.
 - Check the blog stats including traffic, click-throughs.