

# 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.