

Blog Promotional CHECKLIST

SEO - check meta tags, meta title, meta description and alt tags etc have been added and are right for your audience.

- Add previous blog post links within your new blog

Visuals. Make sure you have some decent pics scattered throughout the blog including a strong feature pic.

- Add "**click to tweet**" quotes
- Included a **call to action**?
- Re-read your blog before you press the publish button to ensure there are no spelling or grammar mistakes.

Email your subscribers. Include links for readers to share socially via the email.

- Update your email signature with the latest blog link.

Email connections, clients and influencers who might be interested in the blog. **DON'T SPAM**

- Don't forget to email anyone involved, interviewed etc with the blog.

Social Media - create 3/4 social media posts for the sites you are on with different pics if possible.

- Post direct to your platforms first then pin as your main post on Facebook and Twitter.

Schedule recurring posts to your various social media networks using your prewritten copy.

- Post a link to your new blog in relevant Facebook groups or other social networking sites.

Create a video talking about your new blog or go live on one of the platforms.

- Check social media days/events and make a note to tie in your blog.

Repurpose your blog. Turn quotes into graphic using Canva. Create a Podcast or a video. Can it be turned into an infographic?

- Analytics** - check which are your most popular blog and referral traffic.

Set Goals - increasing blog subs or consistency. Make sure you work out how.