

My Blog
POST MAINTENANCE

CHECK OFF MAINTENANCE ITEMS AS YOU DO THEM FOR EACH BLOG POST.



POST WRITING

- SEARCH OPTIMIZED TITLE
- CUSTOM URL
- CATEGORIES SELECTED
- DESCRIPTIVE TAGS ADDED
- H1 TITLE IN BLOG POST
- H2 TITLE IN BLOG POST
- PINNABLE IMAGE USED
- DESCRIPTIONS ENTERED FOR ALL IMAGES
- IN-BOUND LINKS ADDED
- POST EDITED
- POST PREVIEWED
- POST SCHEDULED/ PUBLISHED

POST MARKETING

- SAME DAY FACEBOOK POST(S) SCHEDULED
- SAME DAY TWITTER POST(S) SCHEDULED
- SAME DAY PIN SCHEDULED
- SAME DAY GOOGLE + SCHEDULED
- FUTURE FACEBOOK POSTS SCHEDULED
- FUTURE TWITTER POSTS SCHEDULED
- ADDED TO EMAIL NEWSLETTER
- ADDED TO APPLICABLE LINKY PARTIES/ WEBSITES
- ADDED TO APPLICABLE FACEBOOK GROUPS/FEEDS
- ADDED TO LINKEDIN IF APPLICABLE
- COMMENT/ENGAGE WITH OTHER BLOGGERS' SOCIAL PROFILES & BLOG POSTS.

AFTER PUBLISH MAINTENANCE

- RESPOND TO BLOG POST COMMENTS
- MAKE SURE POST IS ARCHIVED CORRECTLY
- LINK TO POST IN ANOTHER APPLICABLE POST
- RE-SHARE ON SOCIAL MEDIA

PERSONAL POST GOALS

- _____
- _____
- _____
- _____

My Blog WEEKLY MAINTENANCE

CHECK OFF MAINTENANCE ITEMS AS YOU DO THEM FOR EACH WEEK.



WEEKLY TASKS

- BACK UP BLOG CONTENT AND IMAGES
- OPEN BLOG IN MULTIPLE BROWSERS & ON MOBILE TO CHECK FOR BROKEN IMAGES/ LOADING TIMES/ ETC.
- CHECK FOR BROKEN LINKS (I RECOMMEND THE PLUG-IN BROKEN LINK CHECKER FOR WORDPRESS)
- CHECK FOR WP AND PLUG-IN UPDATES -OR- CHECK WIDGETS
- TEST CONTACT FORM
- TEST SOCIAL MEDIA LINKS
- REVIEW SIDEBAR ADVERTISING FOR NEEDED UPDATES/ CHANGES TO TERMS/ ETC.
- RESPOND TO ANY COMMENTS/ EMAILS THAT HAVE NOT BEEN RESPONDED TO
- SEND OUT WEEKLY EMAIL NEWSLETTER WITH LINKS TO POSTS POSTED THIS WEEK
- PLAN & SCHEDULE WEEK OF SOCIAL SHARING/ ENGAGEMENT

TIP: IF YOU ARE ON A BLOGGING PLATFORM THAT DOES NOT HAVE A PLUG-IN TO CHECK BROKEN LINKS THEN IT IS ADVISABLE TO GO THROUGH YOUR MOST POPULAR OLDER POSTS AND MANUALLY CHECK LINKS TO MAKE SURE THAT THEY ARE STILL WORKING. BLOGGING PLATFORMS WITHOUT UPDATES TO PLUG-INS SHOULD STILL CHECK TO MAKE SURE ANY WIDGETS OR THIRD-PARTY ITEMS ON THEIR BLOG ARE STILL FUNCTIONING CORRECTLY.

WEEKLY GOAL TRACKING

LAST WEEK'S PAGE VIEW GOAL:

LAST WEEK PAGE VIEW TOTAL:

THIS WEEK'S PAGE VIEW GOAL:

THIS WEEK'S POSTING GOALS:

BLOGS TO PROMOTE THIS WEEK

1.

2.

3.

My Blog MONTHLY MAINTENANCE

CHECK OFF MAINTENANCE ITEMS AS YOU DO THEM FOR EACH MONTH.



MONTHLY TASKS

- CREATE BLOG INCOME REPORT FOR MONTH - MAKE SURE TRACKING OF INCOME & EXPENSES IS ACCURATE
- CREATE BLOG GOALS FOR THE NEXT MONTH
- CREATE AND/OR DEVELOP BLOG CONTENT CALENDAR FOR NEXT MONTH
- CREATE AND/OR DEVELOP SOCIAL MEDIA CONTENT CALENDAR FOR NEXT MONTH
- REVIEW & UPDATE (IF NEEDED) SOCIAL MEDIA BIO INFORMATION ON SOCIAL PROFILES
- REVIEW & UPDATE (IF NEEDED) SOCIAL MEDIA IMAGE COVERS ON SOCIAL PROFILES
- REVISIT POPULAR POSTS TO UPDATE WITH CURRENT AFFILIATE/ADVERTISING/INBOUND LINKS
- REVISIT OLD BLOG POSTS AND UPDATE TO MAKE TIME RELEVANT
- SCHEDULE ARCHIVE POST SHARINGS IN SOCIAL MEDIA FOR THE MONTH
- RECORD STAT INFORMATION IN STAT WORKSHEETS FOR EASIER END OF YEAR REVIEW
- UPDATE MEDIA KIT

TIP: A LOT OF SOCIAL MEDIA SHARING WILL NOT BE INCLUDED ON A SOCIAL MEDIA CONTENT CALENDAR BECAUSE IT IS OFTEN OF THE MOMENT ENGAGEMENT. HOWEVER, A LOOSE MARKETING CALENDAR FOR YOUR PLANNED POSTS, ARCHIVED POSTS AND SPONSORSHIPS WILL HELP SAVE TIME WHEN YOU WORK ON SOCIAL MEDIA POSTS EACH WEEK.

MONTHLY GOAL TRACKING

LAST MONTH'S PAGE VIEW GOAL:	<input type="text"/>	LAST MONTH'S INCOME GOAL:	<input type="text"/>
LAST MONTH'S PAGE VIEW TOTAL:	<input type="text"/>	LAST MONTH'S INCOME TOTAL:	<input type="text"/>
THIS MONTH'S PAGE VIEW GOAL:	<input type="text"/>	THIS MONTH'S INCOME GOAL:	<input type="text"/>
THIS MONTH'S POSTING GOALS:	<input type="text"/>		