

MUSTICATION OF A CONTRACT OF

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

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

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.

PERSONAL POST GOALS

2017 FREE PRINTABLE FROM @JENNIBOST WITH AWELLCRAFTEDPARTY.COM & PDXBLOGGERS.COM





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

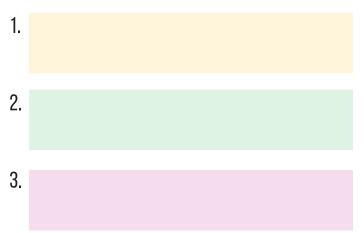
SEND OUT WEEKLY EMAIL NEWSLETTER WITH LINKS TO POSTS POSTED THIS WEEK

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







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

