

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

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