

# BLOG POST CHECKLIST

Living Loving Learning Academy

TITLE:

PUBLISH DATE:

## BEFORE PUBLISHING:

- Outline post
- Title that is attractive to readers & SEO friendly
- Subtitle (if appropriate)
- Write draft of post
- Check for keywords in post \_\_\_\_\_
- Type draft (if handwritten)
- Edit draft
- Spelling & grammar check
- Preview; edit text font/format to read easily
- Create title/featured image
- Create pinnable image (735 x height)
- Create horizontal image for Twitter & Facebook (1200 x 630)
- Add categories and tags
- Spelling & grammar check; Preview & edit as needed
- Add affiliate links to mentioned/recommended products or services
- Add links to other relevant blog posts
- Check that all links are working & open in new window

- Set post for social media:  
\_\_\_ Facebook \_\_\_ Twitter  
\_\_\_ Instagram \_\_\_ Other
- Preview again; make sure everything looks how you want it to
- Schedule post
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## AFTER PUBLISHING:

- Check automated social media shares \_\_\_ FB \_\_\_ T \_\_\_ Insta \_\_\_ Other
- Pin to appropriate Pinterest boards \_\_\_\_\_
- Promote post: \_\_\_ FB Groups  
\_\_\_ Link-up parties \_\_\_ Pin  
Group Boards \_\_\_ Personal FB page (not every post!)
- Respond to any comments on post or social media

\_\_\_\_\_  
\_\_\_\_\_

## 3+ MONTHS AFTER PUBLISHING:

- Reply to any comments
- Re-share on a social media platform (Not same day-spread out over time; put date)  
\_\_\_ FB \_\_\_ T \_\_\_ Instagram  
\_\_\_ Pin \_\_\_ Other
- Post views \_\_\_\_\_  
Comments \_\_\_\_\_

## 6+ MONTHS AFTER PUBLISHING:

- Reply to any comments
- Re-share on a social media platform (Not same day-spread out over time; put date)  
\_\_\_ FB \_\_\_ T \_\_\_ Instagram  
\_\_\_ Pin \_\_\_ Other
- Post views \_\_\_\_\_  
Comments \_\_\_\_\_

## 1+ YEAR AFTER:

- Reply to any comments
- Re-share on a social media platform (Not same day-spread out over time; put date)  
\_\_\_ FB \_\_\_ T \_\_\_ Instagram  
\_\_\_ Pin \_\_\_ Other
- Post views \_\_\_\_\_  
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