

End-of-Post Checklist

- Proofread your blog post to catch any errors
- Customize your permalink to something short, simple and easy to remember
- SEO your title to optimize searches
- Preview your post so you can ensure everything looks visually appealing
- Schedule your post for a specific time
- Shorten your link (bit.ly, tiny.url, ow.ly, buff.ly, etc.) so you can track links
- Schedule your post on social media (multiple times for Twitter)
- Make personalized captions for each social media platform
- Add the post to the next email newsletter
- Go through old posts to see if you can add a link to the old blog post, or links to other posts from your new one
- If you have a blog schedule, add it to the calendar
- Preview your post to make sure it's aesthetically pleasing
- Kick back and relax. Well done 😊