

THE END-OF-POST CHECKLIST

- Proofread your blog post after finishing it to make sure you catch any typos or errors.
- Customize your permalink to something that will be easy for your readers to remember and go back to.
- Preview your post so that you can see what it will look like to your readers and ensure that everything looks visually appealing.
- Schedule your post for its designated time. (For example, my posts go live Tues & Fri at 6AM.)
- Shorten your link to a bit.ly, ow.ly, buff.ly, etc. link so that you can track clicks.
- Create personalized captions to go with each of your social media shares.
- Share your post to your blog's Facebook Page, Twitter, Google+ Communities, Pinterest, and LinkedIn.
- Add your post to your next email newsletter so that subscribers can have easy access to it.
- Add your post to your sidebar rotation so that visitors to other pages can easily find it.
- Go back to old blog posts to see if you can add in a link to your new blog post. (Only when relevant, though!)
- And vice versa, make sure you've added relevant links to old blog posts into your new blog post.
- Sit down and pour yourself a glass of wine, because damn do you deserve it!