



Bluchic

**THE 14 TASKS YOU MUST DO
BEFORE & AFTER YOU PUBLISH
YOUR BLOG POST**



BEFORE PUBLISH YOUR BLOG POST:

Outline your post

- Our writing process: Outline topics we'd like to include, sleep on it, draft the post, sleep on it again, make edits & add in relevant links.

Create & add swoon worthy social media graphics

- If you struggle with creating stunningly swoon worthy social media graphics, check out our easy-to-edit [Canva Social Media Templates!](#)

Optimize your post for SEO

- Make sure you're using your keywords and keyword phrases 10-20 times throughout a blog post.
- Use your keywords in headings.
- Optimize your graphics by inserting the keywords as their titles.
- Add keywords to your alt text of your graphics.
- Update the URL of your blog post to include keywords.

Evaluate your headline

- Use free tools like [CoSchedule's Headline Analyzer](#) or the [Advanced Marketing Institute Headline Analyzer](#) to evaluate your headlines.

Check your CTA

- Be clear & concise. Don't use jargon!
- Focus on what visitors immediately benefit from.
- Don't use passive words. You want people to take action!

Proofread

- Use a free Google Chrome extension like **Grammarly** to help make proofreading a breeze.

Change the meta description

- Make sure you have the **Yoast SEO plugin** installed on your WordPress site. This plugin allows you to easily edit your meta descriptions for each post.

Link to relevant posts on your site

- Linking back to other relevant content on your website encourages readers to stay on your site longer and also helps with SEO.

AFTER PUBLISH YOUR BLOG POST:

Share on all social media platforms

- Pin on Pinterest
- Send a tweet on Twitter
- Share on your Facebook page and in relevant Facebook groups
- Update your Instagram
- Share on Instagram stories
- Put into a recycled social media schedulers like **Meet Edgar**, **SmarterQueue**, or **Tailwind**

Send your newsletter list an email

- Everyone on your email list doesn't see every blog post you publish, so it's important to remind your newsletter subscribers that you published a new blog post!

Study Google Analytics on a quarterly basis (preferably monthly!)

- What blog posts are getting the most traffic
In Google Analytics, go to Behavior >> Site Content >> All Pages to view a list of the most popular pages and/or posts.
- What posts convert the highest/lowest
- Where people drop off
- Where your referrals are from.

Add to your email welcome series (if applicable)

- if you want to learn how to write email welcome sequence, swipe the **Ashlyn Carter's email sequence template** that she has used as a basis for clients like Jenna Kutcher and gotten up to 75% open rates with.

Repurpose your post

- Take pieces of your blog post & share as an Instagram or Facebook caption.
- Do a Facebook Live/Instagram live on the topic.
- Compile your best blog posts and create an email welcome sequence.
- Create multiple new pins for Pinterest
- Create a video for YouTube on the topic
- Start a podcast.

Revise when appropriate

- Make it a habit to go back and revise your blog post as time goes on because content can become outdated and incorrect.

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Create share-worthy social media graphics for your blog post

Check out our Canva Social Media Templates! Super easy to use and you'll have branded social media graphics within minutes to drive more traffic to your website in no time.

[VISIT THE SHOP](#)

