

# BUT WHAT SHOULD I WEAR

BLOG TITLE: \_\_\_\_\_

BLOG POST DATE: \_\_\_\_\_

BLOG KEYWORDS: \_\_\_\_\_

## Before publish:

- MAKE SEO-FRIENDLY (YOAST)
- ADD ALT IMAGE TEXT
- ADD TAGS + CATEGORIES
- SPELLING + GRAMMAR CHECK
- ADD SUB HEADINGS
- ADD META TAGS AND META DESCRIPTION
- CHECK READABILITY/SCANABILITY
- ADD INTERNAL LINKS
- CALL TO ACTION/SOCIAL PLUG/QUESTION

## Day of publish:

- TWEET
- FACEBOOK
- GOOGLE +
- INSTAGRAM (POST)
- INSTAGRAM (STORY)
- BLOGLOVIN'
- PINTEREST

## Post Publish:

- SCHEDULE SOCIAL MEDIA
- CHECK ANALYTICS TO TRACK PREFORMACE OF YOUR POST
- RECORD POSTS PREFROMANCE