



10 THINGS TO DO BEFORE AND AFTER POSTING YOUR BLOG

BEFORE:

- Review and refine the heading so it targets a specific reader and includes key words.
- Include at least one link per hundred words, using both internal and external links as well as adding links to previous posts.
- Break down your post into chunks using sub-headings, bullet points and lists.
- Choose and optimise an appropriate image.
- Proofread and check for any spelling or grammatical errors.

AFTER:

- Distribute your blog post across various social media platforms.
- Repurpose your content by including your posts in your newsletter.
- Respond to comments and feedback quickly and capitalise on any engagement that the post generates.
- Review and document the success by analysing website metrics, and levels of social media engagement.
- Take a quick video to capture the key points of your blog post.