



8

**THINGS TO**

**DO BEFORE**

**PUBLISHING**

**YOUR**

*Next Blog Post*

**CHECKLIST**

**THISMAMALEARNS.COM**

- Headline** – choose a punchy, enticing headline.
- Images** – make your on-brand images.
  - Pinterest pin
  - Featured image
  - Landscape image
- SEO** – choose a keyword to optimize for and add it to:
  - Title
  - Subheading
  - File name of images
  - Alt text of images
- Add Pinterest pin description to you Alt Text (for your pinnable image)
- Create a content upgrade
  - Write it, then convert to PDF.
  - Create a mock up image.
  - Create an opt in form.
  - Set up delivery via your email service provider.
- Proof, edit and format:**
  - Spelling, grammar;
  - White space;
  - Add images, click-to-tweets, charts, boxes – anything visually interesting.
  - Subheadings, bullets and numbered lists.
- Link to at least one previous post.
- Add a question at the end to entice people to comment.