

# THE BLOG POST *audit*

**BLOG POST:** \_\_\_\_\_

## Do these before you hit publish!

- SEO keyword phrase identified
- Post written & edited
- Key related posts are linked within or after post
- Relevant affiliate links added throughout
- SEO optimized (Yoast green light)
- Pinterest graphic is made (vertical)
- Facebook graphic is made (horizontal)
- Images are re-named (using SEO phrase) & re-sized
- Images have alt tags filled out for Pinterest
- Opt-in created for post (if desired)
- Opt-in graphic made and sign up box embedded in post

---

---

## After publishing ...

- Post image has been pinned to relevant board(s) on Pinterest
- Post has been added into Social Media schedule
- Post has been sent to relevant sites for features (if desired)