

How to craft the perfect blog post: *a step by step guide*

With this checklist, you are well prepared and are sure to create the perfect blog post!

Before publishing

- Pick a topic
- Do keyword research
- Write your text in your brand's voice
- Create your images
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- Create your Pinterest image and schedule it
- Do a last SEO check
- Publish or schedule your post
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After publishing

Immediately

- Share your posts on social media
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- Internal link to your new post from other posts
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Ongoing on a weekly basis

- Pin your post to Pinterest
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Recurring after a month on a three monthly basis

- Analyze the post performance
- Optimize the post
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- Check the internal links
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Once every 6 months

- Share on social media
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- Share in your newsletter
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After 6 months twice a year

- Revisit your post and check if you need to update
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