



# *The Perfect Post Checklist*

## *Before You Post...*

- Is your post helpful, does it convey authority, and/or pose a deeper question for the reader?
- Write a headline with keywords and interest to grab the reader.
- Make it easily skim-able and SEO-friendly with headers and short paragraphs.
- Include your keyword throughout and in at least one header.
- Add deep links to your other relevant posts.
- Insert at least one on-brand image to pin.
- Use alt-tags with keywords for your images.
- Select a featured image.
- Have a CTA that encourages discussion.
- \*Optional\* Include a content upgrade or freebie to collect readers' email addresses.
- Edit, edit, edit.

## *Social Sharing*

	At Time of Post	3 Days Later	5 Days Later	14 Days Later	1 Month Later
Twitter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facebook	<input type="checkbox"/>				<input type="checkbox"/>
Pin	<input type="checkbox"/>				
Instagram	<input type="checkbox"/>				
Instagram Story later that day		<input type="checkbox"/>			