

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

- | | |
|--|--|
| <input type="checkbox"/> Pick a topic | <input type="checkbox"/> Create your images |
| <input type="checkbox"/> Do keyword research | <input type="checkbox"/> Do a last SEO check |
| <input type="checkbox"/> Write your text in your brand's voice | <input type="checkbox"/> Publish or schedule your post |
| <input type="checkbox"/> | <input type="checkbox"/> |

After publishing

Immediately

- | | |
|---|--|
| <input type="checkbox"/> Share your posts on social media | <input type="checkbox"/> Internal link to your new post from other posts |
| <input type="checkbox"/> | <input type="checkbox"/> |

Recurring after a month on a three monthly basis

- | | |
|---|---|
| <input type="checkbox"/> Analyze the post performance | <input type="checkbox"/> Check the internal links |
| <input type="checkbox"/> Optimize the post | <input type="checkbox"/> |
| <input type="checkbox"/> | |

Once every 6 months

- | | |
|--|---|
| <input type="checkbox"/> Share on social media | <input type="checkbox"/> Share in your newsletter |
| <input type="checkbox"/> | <input type="checkbox"/> |

After 6 months twice a year

- | | |
|--|--------------------------|
| <input type="checkbox"/> Revisit your post and check if you need to update | |
| <input type="checkbox"/> | <input type="checkbox"/> |