

CUT OUT
AND KEEP
CHECKLIST

YOUR BLOGGING FIVE A DAY

Content is king, and this is why having an effective blogging strategy is paramount to your online marketing success.

1. Write the blog offline (Scrivener is a good anti-distraction writing tool)
2. Have you added a featured image?
3. Have you optimised the blog for search engines? (Download Yoast plugin for Wordpress users).
4. Publish your blog and then instantly send it out to your social media channels.
5. One week later, add the blog to Facebook Notes feature, LinkedIn Publisher Platform and also Medium.com

