

# Before You Post

- Ask: is this content useful & valuable to my audience?
  - Ask: is this post in line with my brand values?
  - Create a catchy & clear title
  - Include as much OC (Original Content) as possible
  - Read the post out loud to make sure it makes sense
  - Check spelling & grammar
  - Create & add a custom image
  - Link to other relevant content on your site
  - Include keywords in the title & body of the post
  - Add categories & tags
  - Optimize for SEO
  - Create a permalink URL
  - Double-check your links
  - Cite your sources
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# After You Post

- Re-read for grammar and spelling
- Consider the content: can this be expanded in a future post or a series of posts?
- Monitor traffic - keep track of views & traffic sources for the post
- Link to the new post on any older posts which relate to the new one
- Share on any applicable forums & sites (Reddit, HackerNews, Inbound, etc)
- If you did an interview or cited a source, @mention them on Twitter or send them an email
- Respond to reader comments

*Share to each of your social media accounts (where applicable)*

- Facebook
- Twitter
- Pinterest
- Google+
- Instagram
- Other