

*what to do*  
**BEFORE + AFTER**  
*every blog post*

## BEFORE

Write an effective post title that includes keywords and is persuasive.

Divide text into smaller sections with headings.

Deep link to past posts.

Add a question at the end to encourage discussion.

Add on-brand, SEO-ready images.

Add "alt text" to your images, which will be used as your Pinterest pin description.

Add a featured image (on Wordpress).

Make sure your post is SEO-tastic.

Proofread, yo.

## AFTER

Pin your post image onto Pinterest.

Schedule it to be pinned to any Pinterest group boards that are relevant.

Share your post on Facebook and Twitter.

Schedule your post for Twitter several more times.

Do a Periscope about your blog post topic.

Respond to comments.

Check the analytics of your post to see how much engagement it received.

In 1-2 months, repin your post onto Pinterest.