

How to promote your blog posts

A CHECKLIST

Here's what to do to get more blog traffic:

1: Optimize for SEO

Use the on-page SEO checklist to help you optimize your blog post for search engines

2: Index your blog post

Add your blog post to the Google Search Console to index it as soon as possible

3: Share on social media

Share your blog post on social media multiple times – as long as the blog is still relevant, you should still be promoting it

4: Send an email broadcast

Leverage your email list to drive up traffic by sending them an email broadcast with your latest blog post

5: Share in relevant groups

Join relevant Facebook and LinkedIn groups and share your blog post (check the groups' guidelines first to see if you're allowed to)

6: Share in blogger communities

Join blogger and influencer communities and share your blog post to generate more social media shares and traffic

7: Guest post

Write for relevant publications and link back to your blog post, using a keyword-rich anchor text

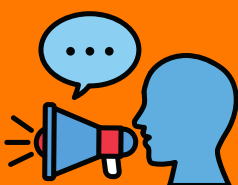


8: Update your blog post

After the first 2-3 weeks after going live, update your blog post and boost your word count to improve your search rankings

9: Reach out to anyone you mentioned

If you mentioned any products, services or influencers, reach out to them via email or social media to improve shares



10: Boost your best posts

For your best blog posts, consider paying for a boost on social media to increase clicks