

# CHECKLIST: THINGS TO DO AFTER PUBLISHING A BLOG POST

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## CHECK THE POST ON MOBILE

- Confirm mobile-friendly design.
- Ensure images scale well on mobile.
- Optimize paragraph density, spacing, and fonts.
- Test calls to action for mobile usability.

## PROOFREAD AGAIN

- Use tools like Grammarly or QuillBot.
- Reread the article for formatting errors.
- Check for long or complex sentences, especially for mobile users.

## LINK FROM OLD POSTS

- Internal link to relevant older posts.
- Prioritize linking from posts that are indexed and receive decent traffic.
- Use descriptive anchor texts for better context.

## ADD ENGAGEMENT FEATURES

- Include related articles.
- Review comment settings.
- Incorporate an email signup form and lead magnets.
- Align calls-to-action with the content and user path.

## SUBMIT THE LINK TO GOOGLE SEARCH CONSOLE

- Request indexing through GSC.
- Live-test URL for potential issues.
- Check mobile-friendliness in GSC.



## **SEND THE POST TO YOUR EMAIL CONTACTS**

- Create a teaser email with valuable snippets.
- Avoid pasting the entire article; encourage readership on your website.



## **ASK INFLUENCERS TO SPREAD THE WORD**

- Reach out to micro-influencers in your niche.
- Mention people or companies in your article for potential shares.



## **SHARE IN YOUR NETWORKS**

- Share in relevant Discord, Slack, or Facebook groups.
- Follow community guidelines; seek feedback from peers.



## **SHARE SNIPPETS ON QUORA AND REDDIT**

- Avoid direct link dropping; share valuable insights.
- Be cautious about reposting content on platforms due to recent search result changes.



## **SHARE ON SOCIAL MEDIA**

- Share link with context, quotes, or images.
- Consider short-term Facebook ads for wider reach.
- Update links on LinkTree.



## **REPURPOSE YOUR POST INTO OTHER FORMATS**

- Create various content pieces (images, videos, etc.) from the blog post.
- Use repurposed content to continuously promote your blog post.



## **START BUILDING BACKLINKS**

- Leverage contacts or content curators for backlinks.
- Explore competitors' backlinks for opportunities.

## **MONITOR PERFORMANCE DATA**

- Track performance through GA4, Google Search Console, or other SEO tool.
- Monitor ranking, traffic sources, and engagement metrics.
- Adjust promotion strategy based on social media analytics.

## **ADD A REFRESHMENT REMINDER**

- Set a reminder to revisit and update the post in 3 to 6 months.
- Check outgoing links, statistics, screenshots, trends, and tools for accuracy and freshness.

## **RESPOND TO COMMENTS**

- Respond promptly to comments on your website and social media.
- Keep the conversation going with additional value.
- Monitor language and perspectives for future messaging adjustments.

## **START PLANNING YOUR NEXT BLOG POST**

- Collect feedback on the current post.
- Explore Google Search Console for related queries.
- Analyze outbound links, subtopics, and general topic interest for potential future blog posts.

# THANK YOU FOR DOWNLOADING THIS CHECKLIST!

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