

# Blog Post Workflow

- Write the blog post
- Use the [CoSchedule Headline Analyzer](#) to ensure that your title is engaging.
- Pick out your keyword
- Write a meta description (the text that shows up under your blog post in search engines)
- Write the alternate text for your images (especially your Pinterest image)
- Proofread your post
- Put your post in WordPress/SquareSpace
- Format your post
- Create and add graphics to your post - be sure to copy and paste the alternate text into the appropriate box for your images
- If you're using Yoast SEO plugin, set the keyword and copy and paste the meta description into the predefined area.
- Shorten the permalink using [bit.ly](#) or another URL shortener
- Write 3-5 tweets for your blog post and keep them where you can access them easily. (I recommend Trello)
- Write 2 or 3 updates that you can share on your Facebook page, in Facebook groups, and on Instagram
- Schedule your updates as appropriate