

BLOG POST CHECKLIST



Who is B Directory?



It's understandable you might like to learn a little more about who we are... So here goes...

Elsa Mitchell

Owner and operator of a popular Perth hair salon for over 10 years, building it from the ground up into the thriving business it is today.

Elsa is also the marketing manager in a boutique building company created by her husband. Elsa has successfully implemented strategies to establish their family business as a unique, high-end brand with quality service, ensuring it is competitive within the market in which it operates.

Kristy Morton

Runs a web development consultancy, specialising in WordPress. She started the business three years ago and in that time, has created a thriving consultancy.

Prior to establishing her consultancy, Kristy worked for over 10 years as a Management Accountant in the private sector. Now she works with clients across diverse industries, but her previous experience means Kristy is focused on optimising results for clients based on their unique needs and budget.

Together, we are...

A duo passionate about small business success, and committed to finding that for their clients. We focus on a “whole business” approach – we don't “just” do SEO, or Social Media (but we can!), we look at the bigger picture. We want to understand who you are and what your goals are – and put together a plan of how to achieve them. Our difference is that we genuinely care about each and every one of our clients. We want the success just as much as they do. And together we make it happen.



“Coming together is a beginning; keeping together is progress; working together is success.” - Henry Ford





BLOG POST CHECKLIST

Post Title:

Post Date:

General admin

- Re-read post & edit
- Select Categories/Tags
- Check your links work!

What Else to do?

- Include in your newsletter
- Any Link ups to join?
- Notify brands/clients/mentions

Images - edit outside of Wordpress (if using WordPress)

- Under 150kb in size
- JPG (exceptions - chart, graph etc)
- Set featured image for blog post (if relevant)

SEO - make your post search worthy

Long Tail Keywords: _____

Include these in your:

- Post Title / SEO Title
- Alt Tags - include site name for Pinterest!
- Meta description (make it engaging!)
- URL (page address)
- Include in headings/content if you can
- Any no follow links to be done?

Scheduling/Posting

- Facebook
- Twitter
- Pinterest
- Instagram
- Google +
- Anywhere else?

Reschedule

- Reshare in ___ months - schedule it now!

Don't forget, you're awesome!!!