How to Promote Your Blog Post for Free

You've worked hard on writing a really good SEO-friendly Blog Post. Now you want your audience to read it. Here are some great tips on how to promote your blog post for free.



- [ ] Make sure all your sharing widgets on your blog are working. Do you have Facebook, Twitter, Pinterest widgets?
- [ ] Place your email opt-in form on a few different places on your website (within blog post, end of blog post, side bar, pop up, etc.)
- [ ] Post your blog to all your social media accounts (facebook, Instagram, Twitter, Linkedin, etc)
- [ ] Create 10-20 shareable tweets or quotes from your blog post that you can tweet out over the next few months on Twitter. You can also use HootSuite.
- [ ] Make sure you are on Google +
- [ ] Give whoever you mentioned on your blog post a shout-out on social media and/or email them
- [ ] Create a sharable guide or infographic from your blog post
- [ ] Create a content upgrade for you site to get readers to sign up for your email. Create a pinnable image of your content upgrade to share on Pinterest.
- [ ] Send out a email blast to your readers
- [ ] Comment on at least 5 to 10 other blogs
- [ ] Link your post to other related blog posted on your website
- [ ] Link older related blog post to your new post
- [ ] Create a blog round-up of similar blogs on your website
- [ ] Create beautiful pinnable images (at least one should be on your blog, add two more to Pinterest and link to your blog post)
- [ ] Resend out an email blast to everyone who didn't open your last email. Write a new intriguing subject line

- [ ] Find a podcast or two to be interview on
- [ ] Get your blog listed in Google News
- [ ] Join Quora and see if you can help by answering any questions
- [ ] Join H.A.R.O. and see if you can respond to needed content or be willing to be interviewed
- [ ] Join Facebook, reddit, or other online groups related to your topics
- [ ] Guest post on someone else's blog
- [ ] Go on Instagram Live to talk about your blog post or topic. Or find someone to interview you live.
- [ ] Go on Facebook Live to talk about your blog post or topic. Or find someone to interview you live.
- [ ] Share your other relevant blog posts to social media. Make sure those post blogs are linking to your new post
- [ ] Join and use Triberr
- [ ] Create a video or slide-share for Youtube
- [ ] Create and publish Slides to Slideshare
- [ ] Engage with your audience. Respond to all comments or questions
- [ ] Analyze your Google Analytics to see what keywords are doing well or what you are ranking for. Add more content, images, and boost SEO on those blog post
- [ ] Improve your website speed
- [ ] Share again on all social media platforms, one week later, one month later, three months later

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