



9 BLOG BOOSTING TASKS

CHECKLIST

Presented by [TechBasedMarketing](#)

Hey there!

Thanks for downloading this checklist from Tech Based Marketing. I hope you find it useful. If you like to receive more of these type of information and resources, drop your name and email address [here](#) and we'll notify you of new posts, related deals, tips and special offers.

You'll also receive a 22 page report packed with 10 steps to help you get your systems in place.

More From Us



Available for iOS and Android

□ Give Old Posts Some Love

○ What are you promoting this week?

☐ Search for posts related to this promotion

- Check for broken links
- Add new information
- Add new or update graphics
- Re-share

○ Find posts from a year ago

- ☐ Check for broken links
- ☐ Add new information
- ☐ Add new or update graphics
- ☐ Re-share

○ Find a popular old post

- ☐ Check for broken links
- ☐ Add new information
- ☐ Add new or update graphics
 - Pin on Pinterest
- ☐ Create SlideShare from post
- ☐ Republish content to LinkedIn Pulse or group
- ☐ Republish content to Medium
- ☐ Create video from post
 - Publish to Youtube
- ☐ Create infographic from post if possible
 - Re-share
 - Pin on Pinterest

○ Find related old posts around a popular topic

- ☐ Check all posts for broken links
- ☐ Add new information
- ☐ Add new or update graphics
 - Pin on Pinterest
- ☐ Find opportunities to link posts to each other
- ☐ Create SlideShare from posts
- ☐ Create ebook from posts

- Create new opt-in page for ebook
- Announce ebook on social networks
- Advertise ebook

□ Create Helpful Links

- Make a list of key products
- Build links to these products in your sidebar

□ Promote Your Own Stuff In The Sidebar

- Make a list of your top products and 'entry' products
- Create new banner style graphics for each
- Upload and link to them in your sidebar

□ Create More Opt-Ins

- Create a list of all the reasons why someone would use and buy your product
- Create an opt-in surrounding the reason

This is just a brief summary of this strategy. For the complete strategy, that would bring the maximum results, join [WebCamp](#), then navigate to the 30X sessions.

□ Create More Free Gifts

- Create a list of all the reasons why someone would use and buy your product
- Create small gift in relation to the reason
- Create an opt-in for each gift
- Start building a page or resource hub for your gifts
 - Link to each gift opt-in page on this resource page
 - Link to the resource page in your footer, menu, or sidebar

- ☐ Create a nice banner style graphic to promote your resource page

☐ Create A List of Hot Posts

- Create a list of questions, and topics people regularly ask about
- Lookup old posts that answers these questions
 - ☐ Write new posts to answer these questions if there are none or there are gaps
- Link to these posts in your sidebar under the heading “Hot Topics”

☐ Offer Your Freebies In Several Places

- Add an opt-in form to the sidebar if there is none
- Add a banner to the sidebar promoting your opt-in
 - ☐ Add multiple banners if you have more gifts and opt-ins
- Add an opt-in offer at the end of your posts
- Add a behavior triggered pop-up to offer your gifts
 - ☐ Can be [exit pop-ups](#)
 - ☐ [Pop-ups on scroll](#)
- Put up related free gifts or special offer on download page of your free gifts

☐ Promote Related Content

- Find posts enjoying consistent traffic
- Search for related posts, or posts that extends the topic
- Add featured image if none
- Update featured image if necessary
- Manually link to these posts at the bottom with a featured image and short description

☐ Add More Examples

- In old or current posts
 - ☐ Re-read the post
 - ☐ Look for ways to strengthen your case with statistics
 - Find statistics related to your case

- Grab shots of statistics, and add to post
 - Link to the statistic you are referring to
- Look for industry leader quotes about or related to the topic
 - Create graphic of the quote
 - Add to the post
- Look for opportunities to show and not tell
 - Find an image or grab screenshot to illustrate
 - Add to the post