"If a tree falls in the forest and no one hears it, does it make a sound?"

To the internet, it sure does. In a world flooded with content, what's not heard will not be found, and what you're not promoting is not getting the exposure it deserves. You've worked hard to create an exceptional blog post filled with valuable insights. Let's make some noise.

**FIRST THINGS FIRST...**

1. **Get Visual**

   - Social media is made for sharing. When you post a single static image, you're not setting yourself up for attention of today's web user. If you're including all text, or only dull stock images, you're not setting yourself up for success. We recommend including in any blog post:
     - 1 punchy interactive or animated visual embed (meme, gif, short video, etc.)
     - 2 additional images to support the body and narrative
     - 1 bold and relevant feature image

2. **Optimize for Search**

   - Lastly, make sure your SEO is right. During the time it took to read that first paragraph, five billion new blogs were posted to the internet. Okay, not exactly but you get the point. You've established a presence online, now ensure that you're rewarding the traffic that actually lands on your site. SEO best practices are a great place to start:
     - Identify a target keyword, plus several longtail variations, and populate them throughout your blog post
     - Identify a target keyword, plus several longtail variations, and populate them throughout your blog post
     - Write a title and description that accurately portrays what your post offers
     - Write a meta description that accurately describes what your post offers
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**ONCE YOUR POST IS LIVE...**

1. **Plan for Social**

   - Now that your post is live in the wild, it's time to share it with the world. The prepwork from Step 3 will make this one a breeze.
     - Follow these practices:
       - Schedule several spaced-out posts to those same networks over the following days and weeks
       - Publish organic posts with teasers, trackable shortlinks, and amplify via social media so people can find it
       - Follow Through on Social

2. **Engage Your Email List**

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3. **Follow Through on Social**

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**RINSE AND REPEAT**

- **The Future-Proof Checklist**

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**Consistently following this checklist will ensure your content doesn't fall silently in an empty forest.**