

Q4 checklist for publishers

For your site + social accounts

- Define Q4 goals (KPI, ROI, etc.)
- Update picture and 'About Me' page
- Ensure social media icons and newsletter sign-ups are redirecting properly
- Recycle old, popular posts
 - Update headlines
 - Add new, relevant affiliate links to these posts

PRO TIP: Download our Product Discovery Tool to generate affiliate links on the fly and without needing to log in to the interface

- Insert a 'call to action' to draw audience to links
- Create a content calendar for events, holidays, ideas, etc.

PRO TIP: Browse our #GiftGuide19 for extra inspiration

- Increase engagement in the community
 - Create polls and surveys to determine shopping habits
 - Comment on similar blogs and posts
 - Send newsletters to capture interest in your content
- Perform a backend site audit
 - Update and install new plugins
 - Update image files with proper names
 - Check your page speed
 - Test your site on mobile
- Optimize your SEO
 - Include keywords in title and posts
 - Write an informative meta description
 - Organize content to be easily indexed and identified by search engines
- Promote
 - Identify the social channels and email open times of day most popular with your audience
 - Develop a posting/send schedule and stick to it
 - Boost priority content for extra exposure

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For your ShareASale account

- Organize your merchant list
 - Deleted closed programs, follow up with pending applications, and present updated information to programs that have declined you
 - Identify and apply to new advertiser programs
 - Discover new programs to join via the Merchant Directory
- Check out the Coupons/Deals Database and the marketing calendar consistently
- Join 'The Official ShareASale Blogger's Group' on Facebook
- Use the Custom Link Generator
 - Add the afftrack parameter to your links to track performance
 - Post shortened links on social channels
- Communicate with your merchants
 - Download your merchant list
 - Be on the lookout for opportunities in their newsletters
- Update your payment settings and account profile