

For your site and 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.

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

Q4 checklist for publishers

For your ShareASale account

Organize your merchant list

➔ Delete 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

Pro Tip

Subscribe to ShareASale's seasonal offers newsletters for advertiser updates, network news and exclusive promotions.

Update your payment settings and account profile