

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 the MyAwin tool in the Google Chrome Store 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 latest Lookbook #TheLuxeEdit and Advertiser Cheat Sheets 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 Awin publisher account

- ☐ Organize your advertiser 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 Advertiser Directory
- ☐ Check out the Opportunity Marketplace and The Hub for new promotions and partnerships
- ☐ Join 'Awin for Bloggers' on Facebook
- ☐ Create a product feed
- ☐ Build affiliate tracking links using our Link Builder tool
 - Add click refs to your links to track performance
 - Post shortened links on social channels

PRO TIP: Use Awin's Convert-a-Link Wordpress plugin to easily convert regular links on your site affiliate links

- ☐ Communicate with your advertisers and Awin account managers

PRO TIP: Subscribe to Awin's seasonal offers newsletters for advertiser updates, network news and exclusive promotions

- ☐ Update your payment settings and account profile