

## 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 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](#) 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

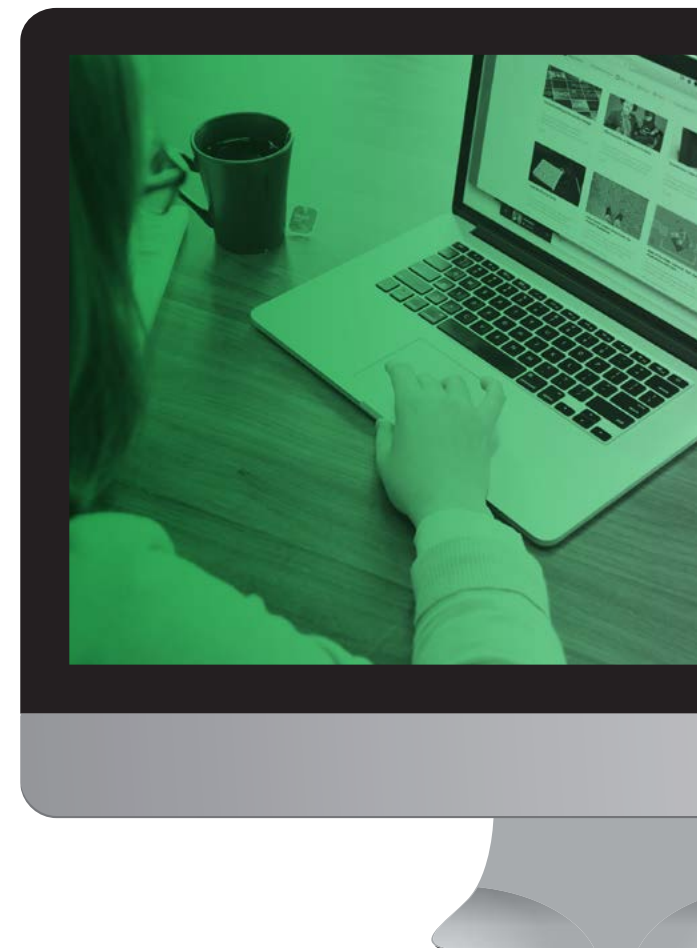
- Update and install new plugins
- Update image files with proper names
- Check your page speed
- Test your site on mobile

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



## For your Awin publisher account

Organize your advertiser 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 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

Install the Publisher MasterTag

- *Enable the Tracking Optimization plugin to utilize the most accurate sales tracking methods, including Bounceless Tracking*
- *Activate the adMission tool to universally apply your disclosure text and identifier\* to all featured tracking domains*

### Pro Tip

*Adjust the adMission settings to customize your link suffix disclosure, page disclosure and monetized domains before activating the plugin.*

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 to 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

