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## 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.

### 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

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## 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