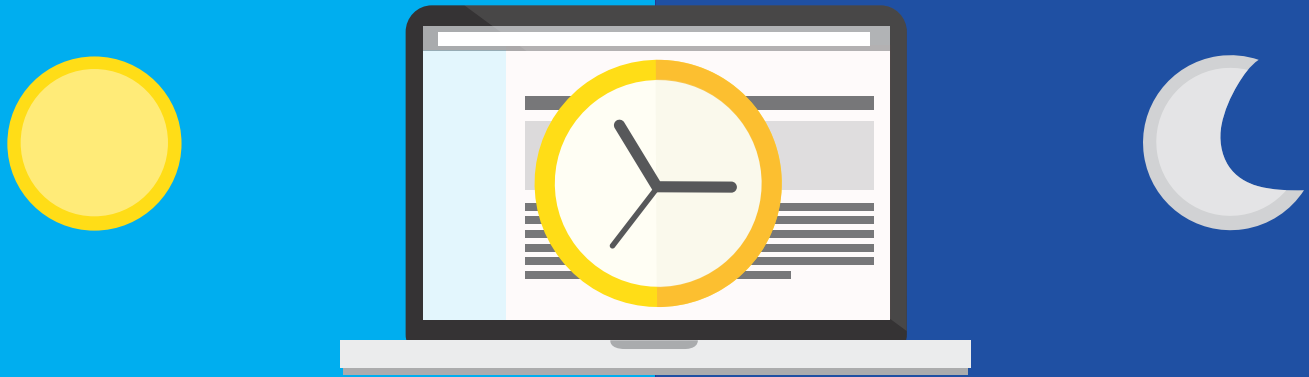


When Is the Best Time To Publish Blog Posts?



Here's the scenario.

You have just written the blog post of a lifetime. The one that you know has the potential to go viral on social media. The one that you know will drive a lot of qualified traffic to your website, generating leads and ultimately sales. You've optimized it for search, checked it twice for grammatical errors, and you're ready to schedule it to go live.

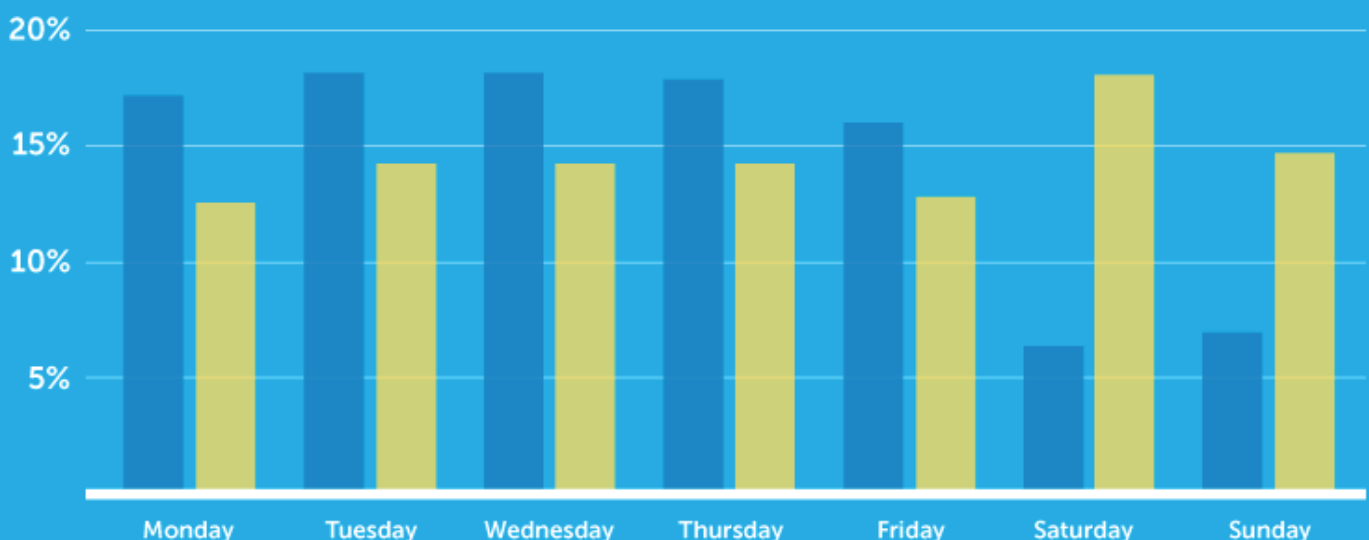
Then you stop. Because it's at this point, you ask yourself some questions.

When is the best time to publish an amazing blog post? What day of the week? What time? What timezone?

When Does Social Media Content Get Shared Most?

Data from TrackMaven

■ Social Shares
■ Posting Frequency



Optimal Publishing Days For Maximum Pageviews

Data by Noah Kagan and BuzzSumo

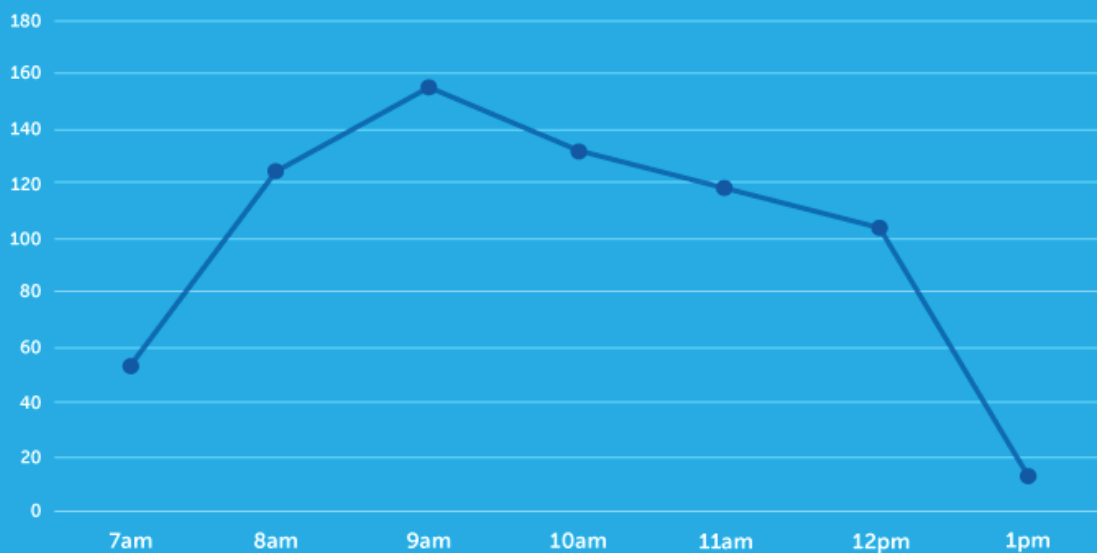
CoSchedule



Optimal Publishing Times For Maximum Pageviews

Data from Shareaholic

CoSchedule



Find The Best Times For Your Blog

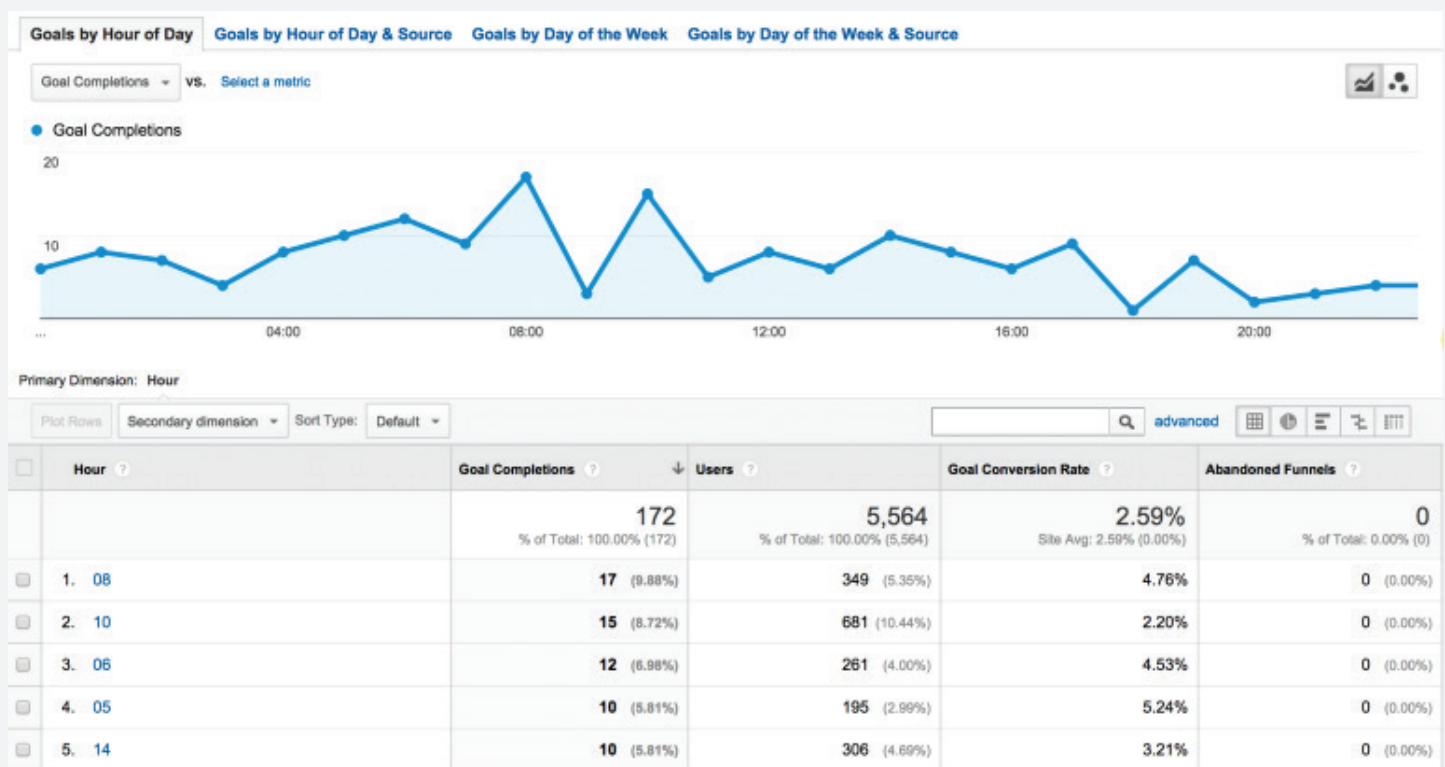
- Step 1: Schedule multiple posts at various times.
- Step 2: Compare day-one page view data in Google Analytics.
- Step 3: Record findings in a spreadsheet.
- Step 4: Repeat what works best.

Find Your Peak Post Conversion Times

What day of the week and time of day will lead to the most conversions? The answer to the preceding question depends on your ideal customers. Are they local customers who would be most likely to make purchases during the workday? Are they worldwide customers who would be most likely to sign up for your newsletter their leisure time?

Knowing your ideal customer and when they would be most likely to make a conversion can help you determine when to publish blog content with conversion goals in mind.

Start by using this custom Google Analytics report to see conversions by hour of the day and day of the week.



Ready to rock your marketing with a better content calendar?
Sign up for your free 14-day CoSchedule trial.

SIGN UP



CoSchedule

The marketing calendar for everything.

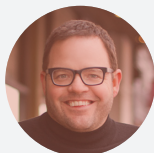


“CoSchedule is the easiest-to-use editorial calendar around, and includes a robust layer of social sharing functionality that makes it a no-brainer for me and my team.”

—Jay Bear, Founder of Convince and Convert



Michael Hyatt
Author



Jay Bear
Convince & Convert



Nathan Alder
RiverScene

Latest Features



Introducing the New Headline Analyzer!

NEW Feature! The Headline Analyzer is now built right into your CoSchedule calendar! Reach more of your audience, increase social shares, and influence clickthroughs with the new Headline Analyzer.

CoSchedule loves integrations...



Learn more at coschedule.com