

# 7 step blog checklist.

## 1 Blog Business Plan

### AIMS + OBJECTIVES

- ☐ Write the aims + objectives for your blog
- ☐ Write the reason(s) for starting your blog
- ☐ Write what makes your blog different from others

### TARGET AUDIENCE/NICHE

- ☐ Identify your target readers/niche
- ☐ Write how you will determine your niche
- ☐ Determine how you will reach your audience
- ☐ Identify problems that you can help them with
- ☐ Identify ways to gain their trust
- ☐ Write down things to offer to make visitors come back to your blog

### COMPETITION

- ☐ Think of how you can identify your competition
- ☐ Identify your competitors
- ☐ Write down why they are your competitors

### INSPIRATION

- ☐ Write who/what inspires you
- ☐ Make a list of where you will find your inspiration

### MONETIZATION

- ☐ Identify how you want to make money from your blog
- ☐ Write ideas down of what you want to sell
- ☐ Determine how your products will benefit your niche
- ☐ Identify why your products are unique
- ☐ Determine how you will charge for your products or services

### MARKETING

- ☐ Make a list of the social media platforms you'll use
- ☐ Identify how you will use each platform to reach your niche
- ☐ Decide on building an e-mail list

***"Determine how much time, effort and money you're willing to spend on marketing to get the results you want..."***

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## **BRANDING - USE CANVA!**

- ☐ Decide what you want to brand on your blog
- ☐ Check that your branding is consistent
- ☐ Review and polish old branding (if applicable)
- ☐ Write the "about" section of your blog

## **BUDGET**

- ☐ Create a budget for your blog
- ☐ Think of what expenses you will have initially
- ☐ Draft a spending allowance for promotion and marketing
- ☐ Identify other expenses that your blog might have

## **ORGANIZATION**

- ☐ Make a list of ways to keep your blog organized
- ☐ Determine when and how you will handle blog admin
- ☐ Invest in some organization tools and stationery

## **GROWTH**

- ☐ Decide how you will maintain and grow your blog

- ☐ What techniques can you use to grow your niche?
- ☐ List strategies of how you can grow your blog income
- ☐ Think of reasons why your audience will share your work

## **BLOGGING GOALS**

- ☐ Identify short and long term goals for your blog
- ☐ Have reasons for your goals
- ☐ Determine how you will measure if you have reached these goals

**2**

## **Blog Launch Strategy**

### **FOR NEW BLOGS...**

- ☐ Identify why you need a launch strategy (the benefits)
- ☐ Set a date for when you want to launch
- ☐ Determine what needs to be done before launching
- ☐ Pre-create a few blog posts to publish immediately

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- ☐ Decide if you are going to pre-promote your blog before you launch
- ☐ Set guidelines for your blog (e.g. high quality blog posts only!)
- ☐ Have your blogging goals in place
- ☐ Create your blog business plan before launching

## FOR EXISTING BLOGS...

- ☐ Improve on old blog posts
- ☐ Have your blog business plan in place
- ☐ Reflect on, review and improve your blog
- ☐ Create tons more content
- ☐ Create foundational blog posts – long posts that bring in mega traffic and gets shared a lot
- ☐ Rebrand your blog

## 3 Domain + Hosting

- ☐ Make a list of possible domain names to use
- ☐ Check which ones are available on NameCheap

- ☐ Choose a reliable hosting company like FlyWheel

## 4 Wordpress + Theme + Plugins

- ☐ Install Wordpress (your hosting company should help you to set this up)
- ☐ Familiarize yourself with the Wordpress Dashboard. Read this post.
- ☐ Choose a theme for your blog
- ☐ Install the right plugins (do some research on this)

## 5 Google Tools

- ☐ Get Google Adwords account (free)
- ☐ Use Adwords Keyword research tool to find SEO keywords
- ☐ Get and set up your Google Analytics account
- ☐ Set up your Google Webmaster Tools account
- ☐ Check and improve site speed with PageSpeed Insights

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*I have made a list of all the resources I use to run my blogs. You can [go to this page](#) to view them all and see what I use them for.*

## 6 Publish your First Post

- ☐ Publish your first test-post
- ☐ Bulk create and schedule new blog posts
- ☐ Make a list of where you will share your posts
- ☐ Share posts and engage with your audience
- ☐ Join Facebook and Pinterest groups

## 7 Plan + Create + Promote

- ☐ Set up your editorial calendar
- ☐ Set up your social media calendar
- ☐ Plan ahead for your blog
- ☐ Make a list of blog topics you want to write about
- ☐ Create a spreadsheet of keywords to use (SEO)
- ☐ Create blog titles and outlines (drafts)
- ☐ Bulk create blog posts and content

## Notes

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