47 Things Your Blog Needs To Kick Butt And Attract More Readers

Are you currently wondering how to attract more readers to your blog?



The basic stuff

- [ ] Have a clear brand
- [ ] Fits your ideal reader
- [ ] Analytics are set to go
- [ ] Responsive site + mobile ready

Homepage

- [ ] Visually appealing
- [ ] Easy to navigate
- [ ] E-mail opt-in
- [ ] Super awesome free gift
- [ ] Fabulous header + professional quality logo
- [ ] Purpose of your blog is clear
- [ ] Rss feed
- [ ] Client raves
- [ ] Prominent search box

- [ ] Your social media links
- [ ] Clear access to post archives

Sidebar+Footer

- [ ] Not too cluttered
- [ ] Relevant affiliate adds (if using them)
- [ ] Popular posts + features
- [ ] Social media widgets
- [ ] List of any awards/recognitions
- [ ] Contact option

Pages

- [ ] Interesting about page
- [ ] Clear contact page
- [ ] Professional photos

Pages (continued)

- [ ] Media or sponsor page
- [ ] Faq page
- [ ] Credentials you might have

Blog content

- [ ] SEO (search engine optimization)
- [ ] Quality content geared towards ideal readers
- [ ] Easy to use comments
- [ ] Social media sharing at end of posts
- [ ] Pin-it rollover button for photos
- [ ] Easy to read font
- [ ] Effective calls to action
- [ ] Questions to encourage interaction
- [ ] Links to relevant content
- [ ] Guest post contributor content

- [ ] High quality, brand relevant photos
- [ ] Awesome yet clear post titles
- [ ] Relationships with relevant industry pros
- [ ] Spelling and grammar check
- [ ] Written in an engaging, clear tone

Behind the scenes

- [ ] Security
- [ ] Fast load times
- [ ] Regular blog back-ups
- [ ] All links work

Extra Credit

- [ ] Video reel

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