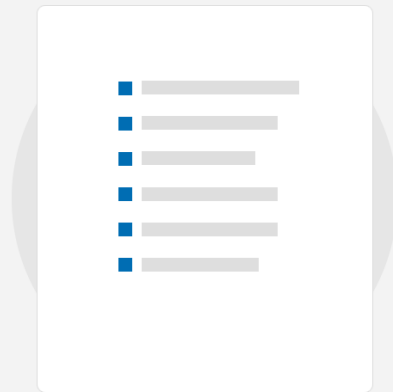


# 47 Things Your Blog Needs To Kick Butt And Attract More Readers

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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