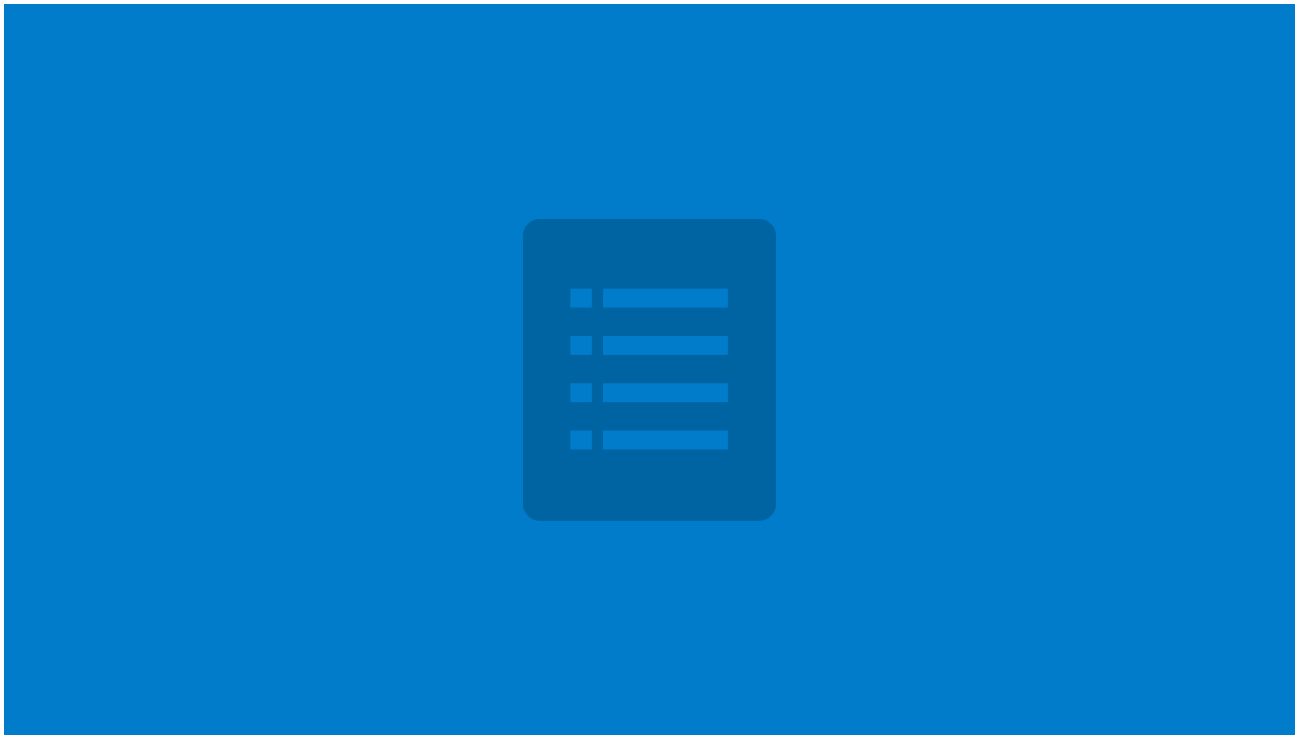
Things To Do Before Launching Your Blog

Launching a successful blog takes a lot of work. Here's eveything I did before launching a blog! Have you done everything you need to do before launching?



- [ ] Write out your why
- [ ] Research other blogs
- [ ] Decide on a niche and categories
- [ ] Write a description of your ideal reader
- [ ] Write your blog's elevator pitch
- [ ] Decide on a monetization strategy
- [ ] Create blog goals
- [ ] Write 20 sample headlines
- [ ] Write at least 3 posts for each category
- [ ] Create a brand/style guide
- [ ] Create a logo
- [ ] Buy domain and hosting
- [ ] Install WordPress
- [ ] Choose a WordPress theme
- [ ] Set up an email account with your domain
- [ ] Set up social media accounts
- [ ] Set up email list management account

- [ ] Create welcome email for new subscribers
- [ ] Set up "Coming Soon" page with email opt-in
- [ ] Learn how to use Google Analytics
- [ ] Analyze competitor's keywords
- [ ] Install an SEO plugin
- [ ] Install other plugins
- [ ] Create categories in WordPress
- [ ] Set up menu in WordPress
- [ ] Format posts in WordPress
- [ ] Decide what your permalink structure will be
- [ ] Add metadata for each post
- [ ] Add links (internal and external) to each post
- [ ] Create a collection of images
- [ ] Create at least two pins for each post
- [ ] Write an "About" page
- [ ] Write a "Contact" page
- [ ] Create disclosure and privacy policies
- [ ] Add copyright to the footer
- [ ] Add social media links to the blog
- [ ] Check mobile friendliness
- [ ] View the site in different browsers
- [ ] Create a content schedule
- [ ] Launch the blog!

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