

# Things To Do Before Launching Your Blog

Launching a successful blog takes a lot of work. Here's everything 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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