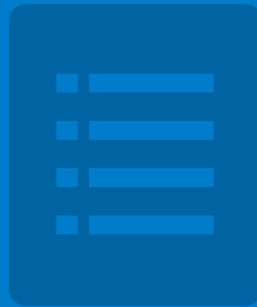


Things To Do Before Launching Your Blog

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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