

# Bloggers Checklist

Blogging can be a great way to become financially free, but only if done right. Follow the wrong advice or take the wrong steps and something



## TIPS TO START

- ☐ Select a niche to go after.
- ☐ Choose a domain name
- ☐ Register your domain with a trusted registrar.
- ☐ Select a quality and dependable host.
- ☐ Install the best hosting platform
- ☐ Select the best plugins to install
- ☐ Create Privacy, terms of use and affiliate disclaimer.
- ☐ Create contact and about pages.
- ☐ Add copyright to the footer.
- ☐ Blog on topics that bring your readers value.
- ☐ Make posts evergreen.
- ☐ Read other blogs to learn and find inspiration.
- ☐ Plan posts ahead Of time and be consistent.
- ☐ Create daily backups of your site.

## SETUP SITE STRUCTURE

- ☐ Choose an amazing theme
- ☐ Create a logo.
- ☐ Add a site title and description.
- ☐ Choose brand color to stand out from everyone else.
- ☐ Create an easy to navigate header area.
- ☐ Be sure that your site is mobile friendly.
- ☐ Add social sharing and social follow buttons.
- ☐ Use an all in one tool to capture email
- ☐ display related posts in every post footer.
- ☐ Add a search box.
- ☐ Add most popular posts to sidebar.
- ☐ View your site in different windows.
- ☐ Use Askismet or disqus for comments.
- ☐ Use Yoast to create a sitemap for your blog.
- ☐ Create a custom 404 page.
- ☐ Use "redirection plugin" for changed urls
- ☐ Validate your site With Google webmasters.

## CREATE SPECTACULAR CONTENT

- ☐ Create an amazing headline.
- ☐ Write quality content that brings value.
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- ☐ Use relevant images
- ☐ Make content scannable
- ☐ Publish post under specific categories.
- ☐ Write lengthy content with no fluff.
- ☐ Create and fill out your author box.
- ☐ Check spelling before publishing
- ☐ Add CTA at the end Of every post.

## SECURE YOUR SITE

- ☐ Add SSI to your site. Transfer from http to https.

- ☐ Change login landing page URL.
- ☐ Use a strong password.
- ☐ Only use compatible and up to date plugins.
- ☐ Make sure all plugins and themes are up to date.
- ☐ Use either Cloudflare or wordfence to block threats.

## OPTIMIZE FOR SEO

- ☐ Select a preferred domain name - www or no
- ☐ Create and submit a sitemap to webmasters.
- ☐ Create google analytics and connect to webmasters.
- ☐ Claim site name on social media platforms
- ☐ Use "post name" in permalinks.
- ☐ Install an Seo plugin - Yoast is best.
- ☐ Use alt and title for images.
- ☐ Keyword in permalinks, title, meta description and throughout post.
- ☐ Analyze your competitor's keywords and backlinks.
- ☐ Do not over use keywords by stuffing them.
- ☐ Check for and fix all broken links.
- ☐ Add internal links to your other posts.
- ☐ Add external links to authority sites.
- ☐ Submit sitemap to search engines
- ☐ Aim to have a low bounce rate
- ☐ Avoid link farms, link exchange and paying for links.
- ☐ Build quality backlinks.

## OPTIMIZE SITE FOR SPEED

- ☐ Optimize image before uploading to your site
- ☐ Optimize image after uploading to site - use wp smush.
- ☐ Use cache plugin, either vv3 total cache or wp rocket
- ☐ Use a cdn — Cloudflare and Maxcdn.
- ☐ Test your speed using Pingdom, and Gtmetrix.
- ☐ Install under 20 plugins - less is best.

☐ Use a light weight theme

☐ Use less ads.

## SHARING AND PROMOTING YOUR SITE

☐ Make it easy for readers to follow you.

☐ Use tailwind to double your traffic with Pinterest.

☐ Add share buttons to your posts.

☐ Share post to social sites right after publishing.

☐ Find the best time to post to social media

☐ Create an RSS feed with Feedburner.

☐ Notify your subscribers when you publish a new post.

☐ Follow your competition to see what is working.

☐ Join Facebook group communities.

☐ Do guest posts on other quality blogs.

☐ If you have the budget, do some paid traffic.

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