

Checklist: 30 Steps to Launch a Successful Blog

Do you want to launch your blog? But the number of steps involved is too much?

No worries! Here's the 30-step checklist I follow when I launch my blogs.

- ☐ Understand **WHY** you want to start a blog.
 - ☐ That'll help you commit to blogging even when you feel like quitting.
- ☐ Set some **Proper Goals** with a deadline and a specific outcome.
 - ☐ Set 4-5 small but meaningful blogging goals.
 - ☐ Example: Build a list of 1000 subscribers in 3 months. Get 1000 visitors a day in 6 months. Goal help you align yourself in the right direction.
- ☐ **Research** the other blogs in your niche
 - ☐ Prepare a list of other top blogs in your niche
 - ☐ Subscribe to their email lists
 - ☐ Make a note of their blogging categories
 - ☐ Study the types of blog posts that they write
 - ☐ Identify what they are missing and use it to your growth
- ☐ Choose a **Blog Name**.
 - ☐ If you are struggling to pick the right one, search your niche topic + blogs and see how other bloggers have named their blog and pick something along the lines.
 - ☐ If that doesn't work, use your own name
 - ☐ Remember you can change the name anytime you come up with a good alternative.
- ☐ **Own Your Asset:** Purchase your [Domain Name](#) and [Hosting](#).
 - ☐ Yes, you can start a free blog at Blogger.com or any other platform.
 - ☐ But if you really want to earn a passive income through blogging, build a brand, grow your reputation, then you need full control over your blog...no compromises. You have to get your own domain name and [paid hosting](#).

- ❑ **Install WordPress** on your domain name.
- ❑ **Security:** Use a not so common username and password.
 - ❑ Don't use the default admin as your username
 - ❑ Use a password that uses different characters, capital letters and numbers.
- ❑ **Custom Email:** Create an email address using your domain name
 - ❑ Don't use your regular Gmail or Yahoo email address.
 - ❑ Example: hello @ yourblogname (dot) com.
- ❑ **Good Design:** Choose a responsive theme that suits your requirements.
 - ❑ You can either purchase a premium one [which I recommend] or search for a quality free themes
 - ❑ Make sure they focus on the content.
- ❑ **Plugins:** Add the must-have plugins to your blog
 - ❑ Add [W3 Total Cache](#), [WP Smush](#), [Wordfence](#), [SumoMe](#), [All In One SEO Pack](#), [Jetpack](#), [Akismet](#)
- ❑ **Branding:** Give your blog a name and tagline.
 - ❑ Include the domain name at the end of your blog title
 - ❑ Ideally, use your target keywords in the blog title.
- ❑ **Social:** Create your social media profiles for the blog.
 - ❑ Set up your Facebook, Twitter, Pinterest, etc., accounts
 - ❑ Focus on the networks that your target audience use.
 - ❑ Try to use the same handle on all accounts as much as possible. It helps your brand.

- ❑ **Categories:** Select your blog categories.
 - ❑ Choose a few topics that you will blog about based on your niche and competitor research.
 - ❑ These will be your categories.
- ❑ **Personal Branding:** Write your “About” page.
 - ❑ It is probably the most visited and read page on your blog.
 - ❑ It helps your reader to know more about you, your blog and build a connection.
- ❑ **Let People Get in Touch:** Write your “Contact” page.
 - ❑ This page tells your reader how to reach you for more information.
- ❑ **URL:** Fix your permalink structure.
 - ❑ Change your permalink structure to use “post name” as the default so that you are not having dates and categories in your URL.
 - ❑ It helps you with SEO purposes.
- ❑ **Welcoming New Visitors:** Create your “Start Here” page.
 - ❑ It helps your readers to navigate your blog better when you’ve lots of posts.
 - ❑ You can create it in the beginning and update it as your blog grows.
- ❑ **Compliance:** Add a privacy policy and term and conditions page.
 - ❑ It is safe to have these pages added to your blog as the concern for privacy is growing.

- ❑ **Connection:** Add a good quality photo of yours on your about page.
 - ❑ It gives your blog a face to connect as peoples like to connect with other people.
 - ❑ If you don't have a good one, you should consider a photo shoot with a professional photographer. Trust me; it's worth the investment.
 - ❑ Keep it informal.
- ❑ **Measurement:** Sign up for Google Analytics.
 - ❑ It helps you track your blog visitors.
 - ❑ It tells you how your readers are coming to your blog and how they behave when they are in your blog - what they read, how much time they spend etc.
- ❑ **Data for SEO:** Sign up for Google Search Console. Aka Webmaster Tools
 - ❑ It gives you interesting insights about how Google sees your blog and helps you to improve your search performance.
- ❑ **The Personal Touch:** Get your photo to appear in comments.
 - ❑ Create a Gravatar account linked to your blog email address.
 - ❑ It works on any blog that has profile photos enabled in comments and gives your comments a brand lift.
- ❑ **Your Blog's Foundation:** Create your pillar posts.
 - ❑ Write one detailed post for each category on your blog that serves as a pillar content for the categories.
 - ❑ Plan to write at least 2,500 words on these post. More is better.
 - ❑ Ensure these posts are evergreen and don't require many updates.
- ❑ **Promotion:** Promote your posts on your social media accounts.
 - ❑ Whenever you write a post, share it on all of your social media accounts.
 - ❑ Use scheduling tools like buffer to share your old posts at regular intervals
 - ❑ Create custom social media content to accompany the posts that fit the networks.

- ❑ **Email Marketing:** Build your email list.
 - ❑ Your email list is your most precious asset.
 - ❑ It helps you build a relationship with your readers and monetize them at the right time
 - ❑ You should start building the list as soon as you start blogging.
- ❑ **Ethical Bribe:** Create a lead magnet.
 - ❑ A lead magnet is a free resource that you offer your readers to sign up to be on your list
 - ❑ This checklist is a good example of a lead magnet.
- ❑ **Optin:** Create an opt-in form.
 - ❑ An opt-in form is a mechanism where your reader sign up or opt-in to your email list.
- ❑ **More Optin Sources:** Showcase your lead magnet offer on your home page and other places.
 - ❑ Place your offer on different pages to increase your opt-in rate.
 - ❑ You can also use exit popup and intent popups.
 - ❑ You can use tools like welcome mat, hello bar and chatbots.
- ❑ **Email Sequence:** Create an email autoresponder sequence
 - ❑ Create a welcome sequence to deliver the lead magnet to the subscribers
 - ❑ Also use the sequence to tell them about you, your blog and build a relationship with them.
- ❑ **Squeeze Page:** Build a landing page.
 - ❑ Build a dedicated landing page promoting your lead magnet and
 - ❑ You can link to it in places like your blog sidebar and at the end of blog posts.
 - ❑ You can also use it to drive traffic from your list building campaigns