



## Launching A Blog Checklist

These are the steps I recommend you take before and after launching your blog. You are free to pick and choose which steps you are going to take and which you are going to skip. Don't forget to have fun. Hope this helps 😊

- Create A Vision Board
- Choose A Niche
- Brand (Style Guide, Brand Board): Logo, Graphics/Icons, Color palette, Typography, Writing Voice, Imagery, Patterns/Surfaces/Textures, Who are you? What do you offer? Niche? Who is your target audience?
- Choose A Domain Name
- Choose A Web Host
- Buy and Set Up Your SSL Certificate
- Set Up a Domain & Web Host
- Choose and Download A CMS (Joomla, Drupal, WordPress)
- Choose A Theme
- Install Plugins and Widgets
- Create and Finish At Least 10 Blog Posts
- Create A Web signature
- Create A Post Schedule (at least 1 post a week)
- Create A Social Media Marketing Strategy
- Sign Up at An Email Marketing System
- Create A Favorites List Widget
- Set Up a Favicon
- Set A Professional Picture of Yourself on Your About Page and Sidebar
- Create A Free Resource Library for Your Email List
- Create A Landing Page for Your Free Resource Library
- Create at Least 5 Opt-Ins (Pinterest's, E-Book, etc.) for Your Library
- Customize Welcome Newsletter (with Opt-In)
- Gather Subscribers with Your Opt-Ins
- Send Weekly Newsletters
- Customize Social Media Blog Pages
- Find A Backup System for Posts and Blog
- Apply for Affiliate Programming
- Add Affiliate Disclosures to Blog Posts
- Create A Media Kit for Sponsors

*P.s: I will be releasing a step by step guide on how to build and launch a blog. It will be in the form of an eBook that goes along with this checklist, so keep an eye out for that. Also, sign up for my email list to be the first one to know when I am launching the eBook.*



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