

# Blog Set-up Checklist

## THE ULTIMATE CHECKLIST TO GET YOUR BLOG UP AND RUNNING

### BLOG SET-UP

- Pick a name and niche
- Branding
  - Brand archetype / personality
  - Vision and mission
  - Purpose and problems solved
  - UVP
  - Brand values
  - Benefits to your audience
  - Target audience
  - Brand aesthetic
  - Mood boards and keywords
- Get a host and a domain name
- Install Wordpress.org
- Get a theme and customise it
- Create must-have pages
  - Home
  - About me
  - Legal pages
  - Contact
- Download helpful plugins
  - Antispam Bee
  - Bluehost
  - GDPR Cookie Consent

### BLOG SET-UP

- Download helpful plugins
  - Nitropack.io
  - Squirry SEO
  - Insert Headers and Footers
  - Shortpixel
  - UpdraftPlus
  - Yoast SEO
  - Wordfence
- Sign up for other helpful tools
  - Canva
  - Google Analytics
  - Google Search Console
  - Tailwind
  - Buzzsumo
  - SEMRush
- Identify competitors
- Research content
  - Buzzsumo
  - Pinterest
  - Competitors
- Develop a marketing and monetisation plan
- Create a plan for your email list

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### BLOG SET-UP

- Follow AriannaDanielle\_ on Pinterest 😊
- Pinterest
  - Create a business account
  - Claim your website
  - Install rich pins
  - Write a keyword-rich profile and title for your account
  - Develop a Pinterest strategy and try it for at least 3 months
- Affiliate marketing
  - Apply for Skimlinks
  - Research other affiliate programmes and apply
- Write out your strategy, goals, and plan for the month
  - Content
  - SEO
  - Affiliate monetisation
  - Other monetisation
  - Products and lead magnets
  - Pinterest
  - Other marketing
  - Design / technical
  - Goals
  - Courses / learning
  - Audit and strategise monthly

### WEEKLY BLOGGING TASKS

- Draft and publish 1-3 articles
- Do keyword research for articles (Google + Pinterest)
- Create new pins for each article
- Execute Pinterest strategy
- Interact with other bloggers and explore new marketing ideas
- LEARN, LEARN, LEARN
- Improve SEO / update posts
- Check ad revenue and income
- Come up with new strategies
- Track any expenses