ULTIMATE BLOG MARKETING CHECKLIST

Use this blog marketing checklist to go from your first post to you 10,000th subscriber:

1 Know your niche well and what makes them tick. ☐

2 Define your goals ☐

3 Decide on your brand image ☐

4 Create a voice and tone ☐

5 Know your readers name ☐

6 Have an editorial policy ☐

7 Designate an editor ☐

8 Have a posting schedule ☐

9 Have a comment policy ☐

10 Set up a mailing list ☐

11 Have a powerful about me page ☐

12 Have content in reserve ☐

13 Create proven content your niche enjoys ☐

14 Buy a premium theme ☐

15	Make your website easy to use	☐
16	Have featured articles	☐
17	Outline related posts	☐
18	Build a funnel	☐
19	Create custom 404 pages	☐
20	Make your important aspects stand out	☐
21	Use social proof everywhere	☐
22	Beat the spam	☐
23	Avoid lots of category tags	☐
24	Decide on adverts	☐
25	Use the skyscraper method to create viral content	☐
26	Write articles based on visitors questions	☐
27	Answer commonly asked questions on forums	☐
28	Create blog posts that drive more traffic	☐
29	Give your niche content they want	☐
30	Keep your paragraphs short	☐
31	Write short sentences	☐
32	Use bullets in your content	☐

33	Avoid long tangents	☐
34	Let your readers know what's in it for them	☐
35	Practice writing headlines	☐
36	Write articles based on the length your audience likes	☐
37	Use images and videos where relevant	☐
38	Tell personal stories	☐
39	Keep it simple	☐
40	Write in plain English	☐
41	Guest blog like crazy	☐
42	Post content to other sites that have your audience	☐
43	Post content at the right time	☐
44	Keep your social media accounts active	☐
45	Keep content relevant	☐
46	Spend a lot of time on blogger outreach	☐
47	Use writers and guest posters to keep content fresh	☐
48	Keep SEO simple	☐
49	Make sure you optimize your headlines, anchor text, and meta descriptions	☐
50	Don't build forced backlinks to your blog you'll do more harm than good	☐

51 Learn to use widgets and plugins ☐

52 Use tools like Hello Bar to point users to popular content ☐

53 Use click to tweet to increase social shares ☐

54 Test everything and always ☐