

# 15 THINGS YOU NEED TO DO BEFORE STARTING YOUR BLOG

Use this checklist to make sure you've got everything in place before launching your blog:

- 1 Pick a profitable niche that you've evaluated is in demand and profitable.
- 2 Choose your blogging platform – I recommended self hosted Wordpress.
- 3 Choose a memorable and branded domain not something generic.
- 4 Install a premium theme from the likes of Studiopress or DIYThemes.
- 5 Add the basic pages like about, contact, terms and conditions, privacy policy and earnings disclaimer.
- 6 Install a security plugin to avoid being hacked.
- 7 Install Google Analytics to track and test your traffic.
- 8 Create 3-5 pieces of launch content so your visitors have something to read on launch day.
- 9 Write up 50 potential blog post ideas and work out a content strategy and schedule. Use BuzzSumo to find out popular content in your niche and create something bigger and better.
- 10 Do keyword research and sprinkle them into your blog posts so you have some chance of ranking but always write for your readers first.
- 11 Create images for blog posts or buy stock images to use at the top of each post.
- 12 Work out where your target audience hang out online so you know where to get traffic.
- 13 Create a monetization plan BEFORE you launch and implement from day 1 – I recommend affiliate marketing.
- 14 Start networking with others in your niche before you even launch – comment on their blogs, share their content, feature them in posts.

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Have your email list ready to go from day 1 and make it the sole focus of your blog.



Check you've carried out all 15 steps BEFORE launching your blog for the best chance of success.