

7 Step Wedding Blog Checklist

1 BLOG BUSINESS PLAN AIMS + OBJECTIVES

- Write the aims + objectives for your blog
- Write the reason(s) for starting your wedding blog
- Write what makes your blog different from others

TARGET AUDIENCE/NICHE

- Identify your target readers/niche
- Write how you will determine your niche
- Determine how you will reach your audience
- Identify problems that you can help them with
- Identify ways to gain their trust
- Write down things to offer to make visitors to your blog come back

COMPETITION

- Think of how you can identify your competition
- Identify your competitors
- Write down why they are your competitors

INSPIRATION

- Write who/what inspires you
- Make a list of where you will find your inspiration

MONETIZATION

- Identify how you want to make money from your blog
- Write ideas down of what you want to sell
- Determine how your products will benefit your niche
- Identify why your products are unique
- Determine how you will charge for your products or services

MARKETING

- Make a list of the social media platforms you will use
- Identify how you will use each platform to reach your niche
- Decide on building an e-mail list
- Determine how much time, effort and money you want to spend on marketing

BRANDING

- Decide what you want to brand on your wedding blog
- Check that your branding is consistent

- Review and polish old branding (if applicable)
- Write the "about" section of your blog

BUDGET

- Create a budget for your wedding blog
- Think of what expenses you will have initially
- Draft a spending allowance for promotion and marketing
- Identify other expenses that your wedding blog might have

ORGANIZATION

- Make a list of ways to keep your blog organized
- Determine when and how you will handle blog admin
- Invest in some organization tools and stationery

GROWTH

- Decide how you will maintain and grow your blog
- What techniques can you use to grow your niche?
- List strategies of how you can grow your blog income

- Think of reasons why your audience will share your work

BLOGGING GOALS

- Identify short and long term goals for your blog
- Have reasons for your goals
- Determine how you will measure if you have reached these goals

2 BLOG LAUNCH STRATEGY NEW BLOGS

- Identify why you need a launch strategy (the benefits)
- Set a date for when you want to launch
- Determine what needs to be done before launching
- Pre-create a few blog posts to publish immediately
- Decide if you are going to pre-promote your blog launch
- Set guidelines for your blog (e.g. high quality blog posts only!)
- Have your blogging goals in place
- Create your blog business plan before launching

EXISTING BLOGS

- Improve on old blog posts

- Have your blog business plan in place
- Reflect, review and improve your blog
- Create tons more content
- Create foundational blog posts - those that bring in mega traffic and people actually *want* to read
- Rebrand your blog

3 DOMAIN + HOSTING

- Make a list of possible domain names to use
- Check which ones are available
- Choose a reliable hosting company

4 WORDPRESS, THEME, PLUGINS

- Install Wordpress
 - Familiarize yourself with the Wordpress Dashboard
 - Choose a theme for your wedding blog
 - Install plugins
- ## 5 GOOGLE TOOLS
- Get Google Adwords account (free)
 - Use Adwords Keyword research tool to find SEO keywords
 - Get and set up your Google Analytics account

- Set up your Google Webmaster Tools account

- Check site speed with PageSpeed Insights

6 PUBLISH YOUR FIRST POST

- Publish your first test-post
- Bulk create and schedule new blog posts
- Make a list of where you will share your posts
- Share posts and engage with your audience
- Join Facebook and Pinterest groups

7 PLAN, CREATE, PROMOTE

- Set up your editorial calendar
- Set up your social media calendar
- Plan ahead for your blog
- Make a list of blog topics you want to write about
- Create a spreadsheet of keywords to use (SEO)
- Create blog titles and outlines (drafts)
- Bulk create blog posts and content

You can do this!