

# *Blog Growth*

## MINI-WORKBOOK

# The Wedding Club

presents

## THE BLOG GROWTH MINI-WORKBOOK

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### IMPORTANT NOTE

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# 1. *Grow Your Blog Traffic*

WHAT METHODS ARE YOU CURRENTLY USING TO GROW YOUR BLOG TRAFFIC? (E.G. USING SEO STRATEGIES)

WHAT NEW METHODS CAN YOU USE TO GROW YOUR BLOG TRAFFIC? (E.G. USE MORE IMAGES IN A BLOG POST TO RANK HIGHER IN GOOGLE)

# Blog Traffic Stats

Year: \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Views:	Views:	Views:	Views:	Views:	Views:
Visitors:	Visitors:	Visitors:	Visitors:	Visitors:	Visitors:
Top country:	Top country:	Top country:	Top country:	Top country:	Top country:
Age group:	Age group:	Age group:	Age group:	Age group:	Age group:
Gender:	Gender:	Gender:	Gender:	Gender:	Gender:
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Views:	Views:	Views:	Views:	Views:	Views:
Visitors:	Visitors:	Visitors:	Visitors:	Visitors:	Visitors:
Top country:	Top country:	Top country:	Top country:	Top country:	Top country:
Age group:	Age group:	Age group:	Age group:	Age group:	Age group:
Gender:	Gender:	Gender:	Gender:	Gender:	Gender:
<b>TOTALS FOR YEAR:</b> Views:		Visitors:			

# Blog Traffic Stats

Year: \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>TOTALS FOR YEAR:</b>					

## 2. *Grow Your Social Media Following/Engagement*

WHAT ARE YOU CURRENTLY DOING TO GROW YOUR SOCIAL MEDIA FOLLOWING? (E.G. TWEETING BLOG UPDATES 10 TIMES A DAY)

WHAT NEW METHODS CAN YOU USE TO GROW YOUR SOCIAL MEDIA FOLLOWING? (E.G. USE FACEBOOK LIVE TO PROMOTE NEW BLOG POSTS)

# Social Media Stats

Year: \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:
Twitter:	Twitter:	Twitter:	Twitter:	Twitter:	Twitter:
Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:
Pinterest:	Pinterest:	Pinterest:	Pinterest:	Pinterest:	Pinterest:
Other:	Other:	Other:	Other:	Other:	Other:
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Facebook:	Facebook:	Facebook:	Facebook:	Facebook:	Facebook:
Twitter:	Twitter:	Twitter:	Twitter:	Twitter:	Twitter:
Instagram:	Instagram:	Instagram:	Instagram:	Instagram:	Instagram:
Pinterest:	Pinterest:	Pinterest:	Pinterest:	Pinterest:	Pinterest:
Other:	Other:	Other:	Other:	Other:	Other:
<b>TOTALS FOR YEAR:</b>					

# *Social Media Stats*

*Year:* \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>TOTALS FOR YEAR:</b>					



### 3. *Crow Your Reader Engagement*

WHAT ARE YOU CURRENTLY DOING TO GROW YOUR READER ENGAGEMENT? (E.G. ASKING A QUESTION AT THE END OF EACH BLOG POST)

WHAT NEW METHODS CAN YOU USE TO GROW YOUR READER ENGAGEMENT? (E.G. INSTALL A FACEBOOK COMMENT PLUGIN ON YOUR BLOG TO MAKE COMMENTING EASIER)

# Reader Engagement Stats

Year: \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Comments:	Comments:	Comments:	Comments:	Comments:	Comments:
E-mails:	E-mails:	E-mails:	E-mails:	E-mails:	E-mails:
Shares:	Shares:	Shares:	Shares:	Shares:	Shares:
Other:	Other:	Other:	Other:	Other:	Other:
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Comments:	Comments:	Comments:	Comments:	Comments:	Comments:
E-mails:	E-mails:	E-mails:	E-mails:	E-mails:	E-mails:
Shares:	Shares:	Shares:	Shares:	Shares:	Shares:
Other:	Other:	Other:	Other:	Other:	Other:
<b>TOTALS FOR YEAR:</b>					

# *Reader Engagement Stats*

*Year:* \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>TOTALS FOR YEAR:</b>					

## 4. *Crow Your E-mail List*

WHAT ARE YOU DOING TO GROW YOUR E-MAIL LIST? (E.G. HAVING A FREE CHECKLIST AS AN OPT-IN FREEBIE/LEAD MAGNET)

WHAT NEW METHODS CAN YOU USE TO GROW YOUR E-MAIL LIST? (E.G. OFFER A FREE 5 DAY E-MAIL COURSE RELATING TO YOUR BLOG)

# E-mail List Stats

Year: \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Subscribers:	Subscribers:	Subscribers:	Subscribers:	Subscribers:	Subscribers:
E-mails read:	E-mails read:	E-mails read:	E-mails read:	E-mails read:	E-mails read:
Other:	Other:	Other:	Other:	Other:	Other:
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Subscribers:	Subscribers:	Subscribers:	Subscribers:	Subscribers:	Subscribers:
E-mails read:	E-mails read:	E-mails read:	E-mails read:	E-mails read:	E-mails read:
Other:	Other:	Other:	Other:	Other:	Other:
<b>TOTALS FOR YEAR:</b>					

# *E-mail List Stats*

*Year:* \_\_\_\_\_

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>TOTALS FOR YEAR:</b>					

## *Grow Your Affiliate Income*

WHAT ARE YOU CURRENTLY DOING TO GROW YOUR AFFILIATE INCOME? (E.G. PLACING BANNERS AND ADS ON YOUR BLOG)

WHAT NEW METHODS CAN YOU USE TO GROW YOUR AFFILIATE INCOME? (E.G. WRITE FULL BLOG POSTS ABOUT SINGLE PRODUCTS AND USING IN-TEXT LINKS)





# Monthly Summary of Statistics

Month: \_\_\_\_\_

BLOG TRAFFIC		SOCIAL MEDIA		AFFILIATE INCOME	
VISITORS		FACEBOOK		PROGRAM	AMOUNT
VIEWS		TWITTER			
COUNTRY		INSTAGRAM			
AGE		PINTEREST			
GENDER		OTHER			
OTHER					
				TOTAL	
READER ENGAGEMENT		EMAIL LIST		OTHER BLOG INCOME	
COMMENTS		SUBSCRIBERS		SOURCE	AMOUNT
EMAILS		EMAILS READ			
SHARES		OTHER			
OTHER					
				TOTAL	

## *Blog Maintenance Ideas*

Update old blog posts  
Update images  
Redo images for Pinterest  
Change brand colors  
Update theme (remember to backup)  
Change theme  
Back up entire blog  
Update plugins  
Delete unused plugins  
Edit "about" page  
Update privacy policy and disclaimer  
Update contacts page  
Change navigation menu  
Change footer links  
Update sidebar content  
Get new stock images  
Improve blog posts' SEO/keywords  
Change logo/header/icons

Download stats  
Update affiliate links  
Update ads and banners  
Delete old content  
Offer new services  
Update old service  
Update pages  
Increase site speed  
Find and fix broken links  
Delete images that don't fit into brand  
Change copyright in footer  
Update products (if applicable)  
Improve product descriptions  
Other:

## Freebies to Offer

Checklist  
Planner  
E-book  
Calendar  
Workbook  
Swipe File  
Roadmap  
Podcast  
Video  
Video/Podcast series  
Infographics  
Images/Stock Photos  
Free Font (which you have created)  
Schedule  
Daily Planner  
Printable Guide  
Budget Spreadsheet  
Free services  
Planner Stickers

Bullet Journal Printables  
Adult/Child Coloring Pages  
Fitness Tracker  
Printable Bundles/Kits  
Access to Facebook group  
Access to Pinterest Group Board  
Free webinar/collab session  
Blog Videos/Vlogs (YouTube)  
Giveaways and Competitions  
Free Resource Library  
Other:

## *Places to Share*

Facebook - Groups, Pages, Live stream  
Twitter - Chats, Tweets  
Instagram - Link in bio, Swipe up feature  
Pinterest  
Pinterest Group Boards  
Google+ - Page, Community  
StumbleUpon  
Reddit  
LinkedIn  
YouTube  
Tumblr  
E-mail Newsletter  
Bloglovin'  
Triberr  
ViralContentBuzz  
Quora (forum)  
Yahoo Answers (forum)  
Commenting on other blogs  
Hosting a link party (Facebook)

Commenting on Dropbox downloads  
Kingged.com (forum)  
BizSugar.com (forum)  
Digg.com (forum)  
Hashtags (Twitter, Instagram, Pinterest)  
Other:

## High Quality Blog Post Checklist

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li><input type="checkbox"/> Compelling blog title</li><li><input type="checkbox"/> Headings + subheadings</li><li><input type="checkbox"/> SEO/keywords</li><li><input type="checkbox"/> Images</li><li><input type="checkbox"/> Alt attributes in images (SEO)</li><li><input type="checkbox"/> Make images smaller</li><li><input type="checkbox"/> Call to action</li><li><input type="checkbox"/> End post with a question</li><li><input type="checkbox"/> Cover image</li><li><input type="checkbox"/> Pin-able images</li><li><input type="checkbox"/> Valuable content (±2000 words)</li><li><input type="checkbox"/> Make it sharable (Shareaholic)</li><li><input type="checkbox"/> Give credit where it is due</li><li><input type="checkbox"/> Proofread it</li><li><input type="checkbox"/> In-text affiliate links</li><li><input type="checkbox"/> Use easy wording</li><li><input type="checkbox"/> Include links to other blog posts</li><li><input type="checkbox"/> Include links to trustworthy sites</li><li><input type="checkbox"/> Check that all links work</li></ul> | <ul style="list-style-type: none"><li><input type="checkbox"/> Include a freebie?</li><li><input type="checkbox"/> Categorize blog post</li><li><input type="checkbox"/> Include tags</li><li><input type="checkbox"/> Preview your post</li><li><input type="checkbox"/> Proofread it again</li><li><input type="checkbox"/> Preview + share on Social Media</li><li><input type="checkbox"/> Submit blog post link to forums</li><li><input type="checkbox"/> Other:</li></ul> |
|---|--|

# Affiliates Worksheet

AFFILIATE PROGRAM	SITE URL	% PER SALE	RECURRING PAYMENT	APPLIED	APPROVED	LOGIN USERNAME	LOGIN PASSWORD

# *Giveaways & Competitions Worksheet*

<b>GIVEAWAY NAME</b>	<b>PRIZE</b>	<b>DATE STARTED</b>	<b>DRAWING DATE</b>	<b>SHARED</b>	<b>WINNER</b>	<b>INFO</b>	<b>NOTIFIED</b>