

# Blog Checklist

By Jason Conn

- Content
  - Produce remarkable content.
  - Keep content informative and up-to-date.
  - Check your grammar and spelling.
  - Organize your content.
  - Optimize your content for search engines.
  - Create attention grabbing headlines, including your keywords.
  - Decide on your target audience.
  - Decide how frequently your content will be published.
- Reader Engagement
  - Include call-to-actions.
  - Give people credit for the content they write.
  - Moderate your comments for spam.
  - Give people the opportunity to find content easily and quickly.
- Media
  - Think of images as supporting assets.
  - Include interactive videos.
  - Think of polls and surveys as a way to get some good data.
  - Claim your blog on blog directories.
  - Bookmark your blog on Del icio.us
- Subscription Options
  - Give people option to subscribe to your blog via email.
  - Get RSS Feeds.
  - Give people option to share your content.
  - Build 'follow me' option.
- Measurement
  - Track traffic.
  - Monitor page views, links, comments and where content was shared.