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.