Blog Checklist

Created: 12/28/2011

# Tasks:

☐ **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.**