

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.