



# LAUNCH YOUR BLOG

Step 1:

the checklist

# STEP 1

## The checklist

Getting a blog up and running is no small feat, and to make sure you do it properly and don't try to fly before you can walk, this is my personal checklist for launching a brand new blog.

**Don't forget to print it and manually check the boxes for optimal results!**

- 1. Decide what you want to get out of your blog:

This is probably one of the most important ones and everyone jumps over it. Figuring this one out from the start will give you a direction. It'll help you decide marketing strategies, blog topics and overall plan for your blog. Here are some examples:

  1. Making money
  2. Learn something new
  3. Practicing your writing
  4. Improve a second language
  5. Make a name for your self in a particular industry

Pick one, or two or as many as you think are needed, but make sure you pick at least one before moving forward.

**Bonus tip:** this can change in the future, so it's not like you're writing something in stone, but you need a direction to start, so pick one!
- 2. Picking your niche:

Now that you know what you want to get out of your blog, pick a topic to write about. This is usually referred to as a "niche", because the aim is for you to pick a narrowed topic to cover. It is usually easier to stand out at being the best "backpack travel in Europe" blog, than being the best travel blog out there.

"Nicheing down" is what most people recommend, and if this is your first blog, it might be a good idea. So pick something you like and make sure you niche down enough, heck I've heard of people making money writing about "Raw feeding your dogs", so there is no bad niche, just decide on one.

**Bonus tip:** If you're still unsure, just Google "blog topic ideas" and mix it with your answer to the previous point. There will surely be some good suggestions there.
- 3. Pick a name

Compared to the previous 2, this step should be simple enough. It doesn't have to be the smartest name out there, just pick one and make sure there aren't already 10 blogs out there with the same one.

**Bonus tip:** If you can't decide, you can Google for "blog names generators", they might not give you the perfect name but they will probably create some interesting suggestions you can improve on your own.
- 4. Find the platform that works best for your needs

Blogging is not about installing WordPress and running with it. There many options out there and many platforms where you can publish your work. You need to understand which one works best for you based on your answer to point #1.

You can find my own personal list of blogging platforms to choose from in this article I wrote. <http://www.mywritingcorner.net/2019/06/25/top-6-blogging-platforms.html>

5. Pick your domain name and register it

You might want to skip this one if you're going for a free launch. But if you're planning on having a "professionally looking blog" for whatever reasons you might have, **you can't skip it.**

**Bonus tips:** Some platform providers (see point #6) will offer a free domain name with their plans, so maybe try to check this one and the next point at once.

6. Pick the right hosting provider

This one might depend on your answer to point #4. If you've decide for a managed platform such as Medium, you can skip this step. If on the other hand, you're going for product you'll need to decide where to host it.

You can Google for "best blog hosting providers" or you can read the article I wrote about the top 5 of them here:

<http://www.mywritingcorner.net/2019/06/22/web-hosting-for-blogs.html>

7. Select your blog's theme

Again, if you went for a managed platform, this might not be completely possible. But you can probably style something (maybe it's just a header image, or a title's color). But if you can, take your time to go through the themes list.

Making sure the way your blog looks goes with the message you're trying to transmit is important, that'll help in getting readers to come back.

8. Write, write write!

It's a blog after all, you'll have to write. A good idea is to create what some people call an "editorial calendar", which will help you decide what you'll be writing about in for the next month, or few months.

Creating a calendar (which is just a list of article ideas BTW), can take the load off of trying to come up with new ideas on the spot. Just make sure you write consistently!

**Bonus tips:** If you ever run out of ideas (which is normal for begginers), try to follow some of the techniques I describe in this article:

<http://www.mywritingcorner.net/2019/06/10/getting-blogpost-ideas.html>

**Congrats!**

**You're here!**

Now that your blog is up and running, the next steps will cover how to stay here.

