Becoming a Better Blogger

AshleyaNicole.com

INTRODUCTION

Whether you are a veteran blogger (and know a few tricks) or a blossoming blogger-enthusiast interested in learning the game. You can use this checklist to ensure you are driving traffic, exposure, and income to your blog.

I believe in keeping things short and sweet. So, these checklists are designed to highlight important areas of concern for your blog. In addition to providing tips on how to grow your base in many ways, affiliated links are located within.

This is FREE and available for you to use for personal or business use. In fact, I encourage you to share this with others. Sharing is one of the topmost benefits in being a blogger. Keeping that in mind, my contact information is found below. Feel free to contact me when any questions, interesting conversations about hip hop, or collaboration ideas.

Contact Information

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"I never ask for nothing I don't demand of myself."
— JAY-Z (Song: Justify My Thug)

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A Pre-blog Launch Checklist

"I've got "99 Problems" but a b____ ain't one."
– JAY-Z (Song: Dirt off Your Shoulder)
*The B____ stands for blog in this case.

Starting a blog can be exciting, but it

can also be overwhelming. Use this checklist as your guide. Research the terms you

don't understand and click any available links for direct info. Once you've completed

everything on this checklist, move on to the next one to learn more.

☐ **DECIDE ON A TOPIC FOR YOUR BLOG**. This can either be the easiest part or the hardest part of starting a blog. If you need some help, consider looking at some of your favorite bloggers. Don't worry if you aren't as perfect as they are. Mimicking their style isn't the goal.

☐ **SET UP YOUR SITE.** Most bloggers use WordPress is to create blogs because they offer us a community. I use them too however, for one of my blogs. For an online boutique I own, I host my website with BlueHost and use WordPress as a plug in. Both ways are easy to develop your site.

☐ **MAKE IT LOOK PRETTY.** This is the fun part. Use any one of the one-click installers (WordPress is my favorite) but any will do just fine. Remember this is where you get to make your blog look the way you want it. Having a good-looking site will set you up for success from the beginning.

☐ **SET UP A COMING SOON PAGE.** Ok, so don't get overwhelmed. Bloggers design their websites to have different appearances and you can't learn them all. So just create a coming soon page and work on getting followers. That way, when you go live people will read your blog.

☐ **SET UP SOCIAL MEDIA ACCOUNTS.** Go ahead and set up social media accounts for your blog. Facebook, Twitter, Instagram, Pinterest, YouTube, Tinder… are all popular ways of meeting likeminded people. Just don't go overboard. When I first began blogging, I only had an Instagram account dedicated to my blog. I focused on building my brand on one social media platform. #QualityOverQuantity

☐ **GET COMFORTABLE WITH CREATING A WEBSITE.** Give yourself a few weeks before you launch your blog. Get used to the settings & watch any available tutorials.

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A "Need to have" Checklist

These items help with connecting to your readers and others interested in your content.

The ideas listed below are also great tips to use to improve your blog. Research the

terms you don't understand and click any available links for direct info.

☐ **WRITE THE ABOUT PAGE.** This is one of the most important pages on any blog or website, it will help give your readers a sense of who you are and highlight your blog's focus.

☐ **WRITE YOUR FIRST POST.** Here, I walk you through writing a successful blog post based on the way I flow. Go ahead and write a handful of posts before you go live – but don't publish them yet. Just give yourself a selection to work with.

☐ **CREATE A GRAVATAR.** This is a picture of you that will show up next to your blog comments and will help brand yourself and your blog. Take a second and look at mine, see it's nothing fancy.

☐ **SET UP A NEWSLETTER.** Social media is a great way to connect with your readers, but establishing your own subscriber list is even better. I personally use MailChimp as it is well-known, user-friendly and has a great free version.

☐ **SUBMIT YOUR SITE TO SEARCH ENGINES.** How else is Google going to know you are there? Google Search Console should be the first one you setup and verify your website with. Afterwards do the same on Bing, Pinterest, and Yandex. Do this step before you're ready to go live.

☐ **TELL THE WHOLE WORLD AND HAVE A PARTY.** Starting a blog is a lot of work, congratulate yourself and have fun sharing your blog with the world.

A Veteran Blogger Checklist

Most of the items on this checklist are if you blog is set up on a self-hosted environment and your goal is to get a large amount of traffic and eventually earn income from blogging. Research the terms you don't understand and click any available links for direct info.

- [ ] **VARY YOUR TRAFFIC.** As your blog ages, it can become more and more valuable. So, you want to ensure that your traffic isn't coming from a singular source, like Google.

- [ ] **GROW YOUR EMAIL ENGAGEMENT**. Your email subscriber list is a good way to gauge whether your brand is remaining strong and on target. Create an incentive for new subscribers such as a free yearly calendar or a must-have graphic download. Check out my first [Fiverr campaign](#) (smh it was simple and direct… but it got me paid clients).

- [ ] **FINANCIAL GROW.** This seems extremely hard, but it isn't. Just start to think outside of the box and consider working with affiliates. For example, add WordAds to your website. (Perks of using [WordPress](#).) This allows you to invest in advertising and future product development.

- [ ] **LAUNCH NEW CONTENT.** It's very important to keep adding your brand presence to new and related verticals. This can mean something as simple as launching a book, or something more complicated like building a plugin, app, membership site, forum, etc. Attempt to add new features to related markets at least every few months.

- [ ] **USE BACKLINKS ON YOUR BLOG.** Backlinks show that you are building connections, quality content and getting in front of new people. Reference previously written blog posts or key content. Collaborate with another blogger or two and share one another's links.

- [ ] **REPURPOSE YOUR CONTENT.** That does *not* mean re-posting the same piece, but blog posts can be used as guides, newsletter material or eBooks.

A Note From
A Blogger (Creative)

I hope this helped you begin and enhance your journey as a blogger. The work you display online shows off your creative side and I'm excited to consider you my peer.

I also understand that you may need personalized support to reach your goals. Whether you need someone to design your blog or if you want a consult on your brand and how to develop it. I would like to help you with that!

Shoot me an email with the subject line |"Blogger to Blogger"| to receive my discounted consulting prices. Because honestly, "What's better than one Genuis Creator? … Two!"

Once again…

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