

# BLOG STARTER CHECKLIST



LAUNCH YOUR BLOG THE RIGHT WAY

# **Free Blog Starter Checklist**

## **Your Quick Guide to Launching a Blog from Scratch**

### **1. Define Your Blog Niche**

**Choose a topic you're passionate about or have experience in**

**Make sure there's an audience**

**actively searching for content on it**

**Research trending topics in your niche**



**Niche selected**



**Audience identified**

## **2. Choose a Blog Name**

**Keep it short, clear, and easy to remember**

**Check domain name availability**

**Check availability on social platforms**



**Blog name finalized**



**Domain available**



**Social handles available**

### **3. Pick a Blogging Platform**

**Choose a beginner-friendly option  
like WordPress.com, Wix, or Blogger  
Select a template or theme that fits  
your brand style**

**Set up your basic site pages (Home,  
About, Contact)**

 **Platform selected and account  
created**

 **Template or theme installed**

 **Basic pages created**

## **4. Write Your First Blog Posts**

**Post 1: Introduce yourself and your  
blogs mission**

**Post 2: A helpful how-to or tutorial**

**Post 3: A resource or list post with  
tools or tips**



**First 3 posts drafted**



**Proofread and formatted**



**Posts include internal links or  
CTAs**

**5. Launch and Promote Your Blog**  
**Share your blog link on Instagram,**  
**Pinterest, or Facebook**  
**Tell your friends and online**  
**communities**  
**Join blogger groups to get early**  
**support**  
**Start building an email list**

☒ **Blog is live**

☒ **Promotion strategy started**

☒ **Link in bio added**

☒ **Email signup set up**