

# Are You Building a Blog That Matters, and That is Positioned For Success?

- I am dedicated to approaching & treating my blog as a business, not just a hobby
- I am dedicated to making sure my blog has a clear voice, and clear niche – one which my readers clearly understand and resonate with
- My blog has strong branding in place - including:
  - Strong, memorable domain name
  - Professional looking graphics and layout
  - Authority markers
  - Prominent social sharing buttons
  - Opt in forms where people can be added to my email list (NOT just an RSS feeder)
  - My blogs theme is optimized for mobile viewing
- I am making sure that my blog's "personality" shows through in areas such as:
  - Post content
  - Post titles
  - Graphics and photos
  - Blog design and layout
  - Comments and social interactions
  - Any products I might offer in conjunction with my blog

- I am dedicated to building and solidifying my brand, and my authority in this niche
- I am dedicated to posting regular, unique content on the blog
- I will focus on putting out at least one blog post per week that has viral potential
- I will not sell out my brand for a quick buck – when it comes to guest posts, I will not accept any post or sponsorship that does not align with my brand and my readers interests
- I am clear on the content focus I will be using for my blog (authority site, feature site or interview site), and I will maintain that voice and that direction in 80% of my posts
- I am actively looking to repurpose and re-promote existing content, sharing it with new audiences, presenting it in new formats, and repackaging it up for alternative use and benefit. Including but not limited to:
  - Ebooks
  - Round ups
  - Podcasts
  - Videos
  - Tutorials
  - Training
  - Infographics

- I have claimed ownership of my social media profiles on the major social media networks where my target audience is most active (Facebook, Pinterest, Twitter, Instagram, LinkedIn, Google+, etc)
- I plan to regularly poll my audience to find new content that might be of interest to them, as well as make sure the content I am producing, is in lines with what they are wanting
- I am monetizing my blog, but not overzealously displaying too many banner ads that could turn my readers away
- I am complying with all FTC regulation by disclosing paid content, affiliate links and other sponsorship opportunities, as required
- I am presenting a voice that is ethical, trustworthy, and encouraging of loyalty from my readers.
- I am monetizing my blog through some/all of the following formats:
  - Banner/PPM/PPC/PPL advertisements
  - Affiliate marketing links, banners and review pages for products I have used and recommend
  - Selling my own physical products
  - Selling my own information / virtual products
  - Offering services for hire that my readers would resonate with
  - Running a membership site
  - Writing and selling a book
  - Offering coaching and consulting services

I have made sure my blog links in the footer displaying legal pages that

may be required including:

- Terms and Conditions
- Disclaimer
- Disclosure
- Privacy
- Contact page
- Refund policy
- Service or support page, if you offer services for sale

I am actively looking to engage, and place calls to action/opt in forms

within content in such a way that it fits with the flow of the article, without being obtrusive.

My blog is 100% focused on the interests and needs of my target

audience

I am committed to building my blog for long term success, and

establishing myself as an authority in my niche.