

How to be a Rock Star Blogger ~ Checklist

- ☐ I am approaching running my blog like a total professional, which includes setting in place:
 - ☐ Strong planning
 - ☐ Cross-integration with social media
 - ☐ Giving my blog a clear focus and strong voice
 - ☐ Being reader-centric; not selling or Google-centric
- ☐ I thoroughly understand Google's present-day attitude towards link-farm blogs and mine is not going to be one of them
- ☐ I also understand that I need to focus on my readers and making my blog the best it can be – not over-obsessing with conflicting Google instructions
- ☐ I understand that people are attracted to blogs with clear identities, and I am doing my best to make sure mine stands out in a positive and attractive way to my exact niche reader
- ☐ My blog has personality!
- ☐ I am ensuring that my blog persona shines through consistently in my content, including:
 - ☐ Post Titles
 - ☐ Photographs
 - ☐ Rich media
 - ☐ My blog header section
 - ☐ Sub-heads
 - ☐ Calls to action

- ☐ Other _____
- ☐ My blog has a:
 - ☐ Strong identity
 - ☐ Strong focus
- ☐ I am using the principle of repetition wisely to help cement my blog's "personality"
- ☐ I am using the principle of repetition (understanding it reassures people) when:
 - ☐ Creating a regular, recurring series
 - ☐ Creating a regular, recurring section
 - ☐ Other _____
- ☐ I am focusing on:
 - ☐ Pleasing my readers
 - ☐ Cementing my brand
- ☐ I am committed to ensuring that my blog contains "rock star" qualities:
 - ☐ Longevity
 - ☐ Viral appeal
 - ☐ Original content
 - ☐ Valuable content
 - ☐ Timely content
 - ☐ Rich resources
 - ☐ FAQs

- ☐ Job boards
- ☐ Apps
- ☐ Videos
- ☐ Podcasts
- ☐ Resource lists and links
- ☐ Professional production and focus
- ☐ When it comes to guest posts, I am committed to:
 - ☐ Never accepting a post with dubious back-links
 - ☐ Never accepting a post which is not 100% aligned to my readership's interests
 - ☐ Never accepting a post as a favor from someone not important to my readers
 - ☐ Never accepting a post unless I am sure of the guest poster's references and reputation
- ☐ I have decided where my blog should sit, on the scale between opinion blogging and content curation
- ☐ I have decided whether or not to include guest authors
- ☐ If using guest authorship as a blog strategy, I am:
 - ☐ Making sure their web reputations are spotless (and that mine is too)
 - ☐ Starting by looking among niche peers I know
 - ☐ Showing what's "in it" for my potential guest's own audience
 - ☐ Paying experts, when necessary and when this would be worth the return on my investment
 - ☐ Promoting my guests

- ☐ Providing resources they can use to promote their guest spot on my blog
- ☐ Following up with my guests and thanking/rewarding them
- ☐ Making it as easy (and attractive) as possible for them to be my guest
- ☐ Other _____
- ☐ I have created a Google+ profile and Page
- ☐ I have claimed my Google web authorship, using the “rel=author” link as instructed by Google Webmaster tools, and I have also:
 - ☐ Linked my blog to my Google+ profile
 - ☐ Updated my Google+ profile by adding a link back to my site
- ☐ I have created a “rock star” blog framework by giving my blog:
 - ☐ A strong domain name that people are likely to either (a) remember or (b) search with
 - ☐ Professional-quality graphics (and colors) that support the blog’s identity and mission
 - ☐ Quality guest authors (if I decide to use guest authors)
 - ☐ Quality posts that give my reader exactly what they (a) expect (b) want
- ☐ I am committed to making my blog as interactive and rewarding as possible
- ☐ I am always looking for ways to build in the rewards
- ☐ I have made it easy for readers to help themselves to my message
- ☐ I am optimizing my blog for mobile, understanding that many of my readers may access it in this way
- ☐ I have considered adding to my blog rich media posts in the form of:

- ☐ Videos
 - ☐ Slide shows
 - ☐ Podcasts and audio files
 - ☐ Surveys or polls
 - ☐ Contests
 - ☐ Other _____
- ☐ I am spicing up my regular posts with interactive or visual elements such as the above
- ☐ I am including any or all of the above for:
- ☐ My blog membership site, as added-value perks
 - ☐ My affiliates
- ☐ I have considered whether or not my topic would work better in a video blog or “vlog”
- ☐ I am aware that I need to choose the best medium for my blog topic
- ☐ I have explored alternate video platforms other than YouTube, including:
- ☐ Vine
 - ☐ Vimeo
 - ☐ Instagram
 - ☐ Other _____
- ☐ I have considered podcasting as:
- ☐ My main blog post type

- ☐ An addition or augmentation to blog posts
 - ☐ A sign-up bonus
 - ☐ Paid products
 - ☐ Other _____
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- ☐ I am committed not just to repurposing my content or presenting it in multiple formats, but to planning this in advance, so I can minimize the work I do and maximize the rewards
 - ☐ I am ensuring that all my calls to action, buttons, icons and links are there so that my reader can see there is help available at the right time/point in my post or blog structure
 - ☐ I am including Show Notes with my podcasts
 - ☐ If I have uploaded them to iTunes or any other third-party hosting platform, I have let my readers know where they can access these
 - ☐ I have made it as easy as possible for my reader to access my posts or resources
 - ☐ I have considered adding my blog to Kindle
 - ☐ I have considered converting my posts to a Kindle eBook
 - ☐ I have included social network sharing icons on my blog that are:
 - ☐ Prominent
 - ☐ Clear
 - ☐ Noticeable
 - ☐ Enticing
 - ☐ Properly positioned on the page

- ☐ I have made the most of every opportunity to:
 - ☐ Clarify what your reader/listener will get, if she accesses my content
 - ☐ Display each component in an appealing visual manner that makes it easy for readers to see what choices they have
 - ☐ Show how I can help my readers
 - ☐ Give them guided choices I know will appeal
 - ☐ Reward them for opening my post, if they have to open it in order to access my podcast
- ☐ I have ensured all rich media content is actually really necessary and desirable; I am not overloading my blog and succumbing to “kitchen sink” syndrome
- ☐ I am conscious of always ensuring my blog maintains a strong, individual and unique voice – and that it sticks to its main:
 - ☐ Mission
 - ☐ Theme
 - ☐ Focus
- ☐ I have checked potential guest authors’ records and reputation
- ☐ I have made sure any links I include – from guest authors or anywhere else – are highly relevant to my blog focus and content
- ☐ I have made sure there is no hint of deception or intention to mislead in any part of my blog content; and that I am up front about my intentions and purposes
- ☐ I have ensured my blog contents legally-required pages such as:
 - ☐ A “Terms and Conditions” page
 - ☐ A “Disclaimer” page

- ☐ A “Disclosure” page
- ☐ A Privacy Policy
- ☐ Complete contact information
- ☐ My personal information regarding my domains and my contact information is up to date at WHOIS
- ☐ I have set in place a well-thought-out, easy to maintain customer service protocol and policy
- ☐ I am committed to giving customers who buy through my blog top service
- ☐ I have made sure that my blog is geared towards not just my topic and my audience, but my own strengths and preferences too, which may include any or all of the following:
 - ☐ Writing reviews of products I use in your business or hobby
 - ☐ Monetizing my blog with contextual text ads or third party advertisements
 - ☐ Having a “catalogue”-style website and selling my crafts
 - ☐ Using a third-party vendor site such as Etsy.com and selling my crafts, using my blog to cater to that craft audience
 - ☐ Promoting the products of a niche or industry figure I really admire and enthusiastically support
 - ☐ Running a membership site on my blog
 - ☐ Providing virtual services
 - ☐ Writing a book on my blog topic
- ☐ My blog topics are not all focusing on my products, but on the niche the product was created to serve
- ☐ I am actively building my blog’s community:
 - ☐ With my posts and calls to action for comments, suggestions and feedback

- ☐ In my social networking – particularly social Pages
- ☐ Through my affiliate network
- ☐ I have developed the habit of looking to see where else I can place calls to action and hyperlinks, in my:
 - ☐ Posts
 - ☐ Photographs
 - ☐ Sidebar
 - ☐ Resource boxes
 - ☐ Signature
 - ☐ Side widgets
 - ☐ Header
 - ☐ Footer
 - ☐ Other _____
- ☐ I am actively aware of ways to repurpose my content into different or multiple formats, including:
 - ☐ Podcasts
 - ☐ Transcripts
 - ☐ Infographics
 - ☐ eBooks
 - ☐ Videos
 - ☐ Other _____
- ☐ My focus is 100% on my blog readers and their needs, interests, wishes, questions and desires

- ☐ I am committed to building a powerful blog geared towards service, longevity and a sterling reputation