

BLOG

SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

The Blog Launch Checklist

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The Blog Launch Checklist

It's pretty exciting to launch a new blog. But that excitement can turn to disappointment very quickly if you don't have a solid launch plan in place. So let's avoid those business-killing mistakes.

All you have to do is use this checklist to be sure your launch goes off without a hitch...

Fill Your Blog With Engaging, In-Demand Content

Your visitors aren't going to be all that impressed if they arrive at your blog and there are only a few blog posts to read. Nor are they going to be impressed if there is ton of content, but the articles aren't on the topics that interest them the most.

So run through this content checklist of questions before you launch your blog:

- ☐ Do you have at least six to twelve posts published, with more articles waiting in the wings to see the light of day?
- ☐ Did you do your market research to ensure you're posting content that people really want?
- ☐ Did you spend time creating benefit-driven and/or curiosity-arousing titles for your content to capture attention?
- ☐ Do your articles solve a problem?
- ☐ Do your articles share information in an entertaining way with a conversational tone?
- ☐ Do your articles include tips, examples and relevant stories?
- ☐ Do your articles include visually appealing graphics?
- ☐ Does your initial set of blog posts give a good sampling of the type of topics your blog will cover?

- Is at least one of your initial posts an in-depth pillar post?

Next...

Install Your Lead Capture System

Before you open your blog's virtual doors, you want to make sure that you have a system for capturing leads onto your mailing list.

Use this quick checklist to be sure everything is set up the right way:

- Get a trusted autoresponder/ESP (email service provider) from a reputable provider. (Refer back to the **Blog Set Up** checklist)
- Create an initial set of five or so autoresponder emails all focused on a single theme, with the goal of building relationships with good content and generating sales.
- Create an in-demand, highly valuable lead magnet to offer to your leads in exchange for their email addresses.
- Craft a benefit-driven lead page that tells people why they should join your list now.
- Install your opt-in form at the end of your lead page alongside a call to action. (See your ESP for instructions on how to create and install this form – in most cases it's "copy and paste" easy.)
- Insert your opt-in form and calls to action all throughout your blog (in content, in the sidebar, in the header or footer, in a pinned post, etc.).
- Check that everything works by testing links and forms.

Next...

Set Up Your Social Media Accounts

You'll want to get these set up well before you launch your blog, because you'll want to claim your related social media account names before someone else does.

Here's a mini checklist:

- Set up accounts with two or three of the top social media platforms, such as Facebook, Twitter, Instagram, Google+, LinkedIn, Pinterest and YouTube.
- Fill out your profiles. This includes profile pics, and information and a link leading back to your blog in the "About" section.
- Create content for the social media sites and start posting. Use hash tags to start building an audience.
- Post on other peoples' social media pages and groups to start building your social networks.

TIP: You can and should work on building your social networks well ahead of your blog launch. You can then siphon this traffic to your lead page through the use of an enticing lead magnet. That way, you can build anticipation among your followers and subscribers, and launch your blog to a waiting audience.

Now that you're all set up, it's time to launch the blog and bring traffic to it. (Note: you can start sending traffic to your lead page at any time to build an audience.)

Get Traffic

Here's how to get traffic to your newly launched blog:

- Run a viral contest on social media. Use a tool like [PerkZilla](#) to give extra contest entries to those who share your content on social sites such as Facebook and Twitter.

- Do guest blogging on popular, high-quality blogs in your niche.
- Trade content and ads with influential marketers in your niche.
- Post fun and informative videos on YouTube.com with a link back to your blog.
- Buy advertising on Facebook, via Google AdWords, and directly from those who own popular sites in your niche.
- Distribute press releases locally as well as via PRWeb.com.
- Tell your existing subscribers and social media followers about your new blog.
- Release some of your best blog content during the launch to impress visitors and create a viral effect.
- Join the discussions already going on in your community by replying to others' blog articles and social media posts.
- Release viral content on social media, including memes, videos, infographics, inspirational quotes, etc.

TIP: Research your competitors' social media pages to find out what types of content is likely to go viral. E.G., Does your audience like funny stuff? Useful stuff? Motivational content? Graphics? Videos? Text?

Next...

Think Long Term

The above traffic-generation methods work well for a launch, as they tend to produce results fairly fast. **However, in addition to those methods you'll want to work to build traffic over the long-term with these methods:**

- Create multiple pillar posts to boost viral traffic and keep existing visitors coming back for more.
- Focus on building trust and providing information that your readers can't get anywhere else.
- Install social media share buttons on your blog and encourage readers to share all your content.
- Research keywords in your niche using a keyword tool, and then optimize your blog and articles around these keywords to bring in search engine traffic.

And one final bit of advice: take consistent steps every day to build your traffic. Traffic will grow exponentially if you take these consistent steps, as bigger audiences will help create a viral effect.

Conclusion

One of the best things you can do is start building an audience BEFORE you launch your blog. That way you'll have a waiting audience when you launch, and this waiting audience can help make your best posts go viral. So to that end, focus on building your mailing list and social media networks well before the blog launch, which is a surefire way to have a great launch!