

# BLOG

## SUCCESS KIT



THE ULTIMATE BLOGGER'S SETUP, GROWTH & PROFITS TOOLKIT

# The Blog Setup Checklist

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# The Blog Setup Checklist

One of your first steps in becoming a Pro blogger is to set up your blogging platform the right way. Fortunately, this step is easy, thanks in part to blogging platforms such as WordPress that have been developed for people who aren't very technical. Nonetheless, if you run into any problems, you can always outsource this task to a competent WordPress developer.

***TIP:** There are other blogging platforms available, but we'll focus on WordPress since it's the easiest to use, most robust and most secure platform available.*

Here's how to get set up fast...

## Choose a Domain Name

There are two parts to this process:

1. Choosing the actual name for your blog.
2. Registering an associated domain name through a reputable domain registrar such as [NameCheap](#)

**TIP:** Do NOT registrar your domain name through the same company as your webhost. You want your registrar and host to be two separate companies, as that gives you more control over your site.

Here are tips for choosing a name:

- Choose a name that reflects the content. You want visitors to have some idea of what your site is about when they see the domain name. For example, "Lifting Blog" tells people the site is a blog for weight lifters.
- Select something brandable. PostGopher is a good example of a brandable name.

- Select a .com domain name. You can purchase the .net and .org versions of your name so that competitors don't use them but be sure to put the .com into use. That's because most people still assume a domain name ends in .com, even though there are dozens of other possible extensions.

Spend some time choosing the name, as this is something you'll be using every day for many years to come.

**Here are naming templates you can use to get started:**

- **[Keyword]Blog**. E.G., TrafficGenerationBlog.com
- **[Keyword]101**. E.G., Copywriting101.com
- **[Keyword]University**. E.G., HomeRestorationUniversity.com
- **[Keyword]Professor/Doctor**. E.G., TheNovelDoctor.com
- **[Keyword]tastic**. E.G., Catastic.com
- **[Keyword]Secrets**. E.G., InvestmentSecrets.com
- **[Keyword]InnerCircle**. E.G., EntrepreneursInnerCircle.com
- **[Keyword]Magic**. E.G., MarketingMagic.com
- **[Keyword]Talk**. E.G., GolfTalk.com
- **[Keyword]Success**. E.G., CopywritingSuccess.com

You could also combine two words to create an entirely new, brandable word.

***TIP:*** *If your blog is built around your own personal expertise, then you could simply use your own name as the domain name.*

Next...

## Get Hosting

Your next step is to get hosting. You may already have a web host in mind. If not, choose a reputable, well-known host such as [BlueHost](#)

Once you've selected a webhost, then you need to change your domain name server. Your webhost will send this information to you. Take this information, log into your domain registrar, and change the DNS to the info provided to you by your host.

## Install Your Blog

Now you need to install your blog.

Here are the options, depending on your web host:

1. If you chose managed WordPress Hosting, then the host will install the platform for you.
2. Install through your site's dashboard. Many hosts offer one-click installations. Take note that WordPress experts say these automatic installations are NOT as secure as installing the files yourself directly, as doing it yourself gives you more control over the database and passwords.
3. Install the files directly yourself. If you don't have access to automatic installations, or you wish to do it yourself, you can install the files yourself.

Fortunately, WordPress is designed for quick and easy installations.

Here's an overview of how to do it:

- Download the files for free at <https://wordpress.org/download/>.
- Unzip the files.
- Create a database for your blog.
- Create an MySQL user with modifying privileges.
- Edit your wp-config.php file (this is optional).
- Upload the files to your server.
- Run the files and complete the installation by going to the URL where you installed the files (e.g., yourdomain.com if the files are installed in your root directory).

Need detailed installation instructions?

Here ya go:

[https://codex.wordpress.org/Installing\\_WordPress#Detailed\\_Instructions](https://codex.wordpress.org/Installing_WordPress#Detailed_Instructions)

Next...

## Customize Your Blog

At this point your blog is ready to go.

However, you can customize it to better suit your purpose.

Here's how:

- **Change the theme (design).** You can find plenty of themes either by searching through themes via your WordPress dash, or by going directly to <https://wordpress.org/themes/>.

Alternatively (and recommended), you can search for premium themes or a custom builder – Take a look at [ThriveThemes](#) for a great solution.

- **Install the theme.** If you found your theme through the WP dashboard, this is as easy as clicking “install” and then “activate.” Otherwise, you’ll need to upload the files directly to your server.
- **Customize the theme.** You can do this in your WP dashboard by clicking on “Appearance.” You can then customize the theme, edit the code, and more. Depending on what you want to do, you may need to know some code to complete this step. For easy tasks, such as changing the colors, generally it’s a matter of pointing and clicking.
- **Install plugins.** If there is some functionality you want on your blog that isn’t present, then click on “plugins” in your dashboard and search for a plugin to do the job. For example, search for “contact form” if you want to add a contact form to your blog.
- **Create “Pages.”** These are the pages that appear in your navigation menu, such as your lead page, your storefront page, and your “about” page. Plan these Pages thoughtfully, as they will contribute to the overall user-friendliness (or lack thereof) of your site.



## Conclusion

When you choose a user-friendly content management system such as WordPress, then setting up your blog is relatively quick and easy. If you follow the above steps, you'll have your blog set up in as little as an hour or two, and you'll be ready to start populating your blog with good content!

**NOTE:** If you don't want to setup the blog yourself, there are countless freelancers available at sites like [Upwork](#) who will do it for you for a small fee.