CREATE YOUR AMAZING BLOG

8 Steps To Get You Started

STEP #1
BASIC TECHNOLOGY

Decide and register a domain name

- ❑ Blog post: <u>How to find a good domain name</u>
- ❑ Visit <u>Domain Name Checker</u> to brainstorm names, check availability and register

Learn about web hosting

- ❑ Download free eBook – *<u>Web Hosting 101</u>*
- ❑ Blog Post: <u>4 Factors to Consider for a Web Host</u>

Our recommended web hosts

- ❑ <u>SiteGround</u> – read <u>review</u>
- ❑ <u>WPEngine</u> – read <u>review</u>

Get your website ready

- ❑ Install <u>WordPress.org</u>
  (can be done simply through SiteGround or WPEngine if you choose either as your web host)

STEP #2
LEARN WORDPRESS BASICS

Find your way around WordPress

- ❑ Visit the [WordPress support page](#)

- ❑ Learn about categories and tags

Customize your blog

- ❑ Learn about using [widgets](#)

- ❑ Find the [plugins](#) you need

- ❑ See our [recommended plugins](#) to add functionality

Create beautiful images for your blog

- ❑ Blog post: [Free image sites](#)

- ❑ Use [Canva](#) for easy graphic design

STEP #3
CHOOSE A WORDPRESS THEME

WordPress is the engine.

Your theme is the structure, layout and paint job.

Our recommendations

❑ [Avada](#) from Themeforest

❑ [Genesis](#) themes

Your theme

❑ Choose a theme

❑ Learn all about your theme

❑ Customize your blog to your brand and style

STEP #4
CREATE PAGES AND POSTS

Create essential pages

- ❑ About

- ❑ Contact

- ❑ Terms and Conditions

Design your home page

- ❑ Determine what you want readers to do

- ❑ Use a customer friendly layout

Start blogging

- ❑ Write your first post

STEP #5
START WITH SOCIAL MEDIA

Get started with social media

- ❑ Decide on which network(s) to focus on
- ❑ <u>Secure profile names</u> for your preferred social networks

Your blog

- ❑ Add social media links to your blog
- ❑ Add social sharing buttons to blog posts

Manage your social media

- ❑ Use <u>Hootsuite</u> or <u>Buffer</u>

STEP #6
MONETIZE YOUR BLOG

Decide how to earn an income from your blog

- ❑ Advertising
- ❑ Affiliate marketing
- ❑ Information products
- ❑ Physical products
- ❑ Services

Create an information product

- ❑ Grab our free short course (password: charlie)

Learn about payment processors

- ❑ PayPal
- ❑ Stripe

Learn about online shops

- ❑ WooCommerce

STEP #7
START AN EMAIL LIST

Sign up with an email service provider

- ❏ [Mailchimp](#)
- ❏ [ActiveCampaign](#)
- ❏ [Ontraport](#)

Create sign up forms and pop ups

- ❏ [Hello Bar](#)
- ❏ [Thrive Leads](#)
- ❏ [LeadPages](#)

STEP #8
MANAGE YOUR BLOG

Make sure the search engines can find you

❑ Install SEO by Yoast plugin

Learn about your visitors

❑ Set up Google Analytics

❑ Install Google Analytics by Yoast plugin

Backup your blog

❑ UpdraftPlus

CREATE YOUR AMAZING BLOG STEP-BY-STEP

Are you ready to create your very own blog?

Create Your Amazing Blog is the solution for you if you are ready to create a blog and a profitable business that fits your lifestyle.

We will show you where to start and then show you what comes next. Step-by-step.

CLICK HERE to read all about our online video training and join today