

12-MONTH CHECKLIST TO BLOGGING SUCCESS: HOW TO START A BLOG



FOR EVEN MORE BLOGGING TIPS AND CONTENT MARKETING FUN, CHECK OUT OUR BLOG:

<https://www.verblio.com/blog>

MONTH 01

START WITH A STRONG FOUNDATION

- Use Google Analytics to get a snapshot of your current web traffic in the past year. Start with the basics. **Login to GA > Audience > Overview. Save the information on this screen.**
- Bookmark free stock photography sites** (And no, you can't just use Google). Start here:
→ [53+ sites for free images](#)
→ [Canva](#)
- Think of 10 blog topics** This action item is important. Make a list of 10 blog topics. Save it somewhere that's easily accessible.
- Write one blog post** Start by writing a blog post about how you're going to follow these 12 months of tips to get your blog started. But just write one post. **Start small.**

02

WRITE 2 BLOG POSTS

You wrote one blog post last month right? Good! Now write two this month. Go back and optimize the three you've written this year for SEO.

- Think of ten blog topics** Add to your list.

03

WRITE 3 BLOG POSTS

If you did two last month, what's one more? You're getting in the habit of writing. (Need a blog idea? Use that trusty list you're building.)

- Think of ten blog topics** Add to your list.

04

MAKE BLOGGING A HABIT

Write four posts this month. You already have a ton of blog ideas to write about. These can also help:
→ [Write a blog post in an hour](#)
→ [How to manage your blogging time](#)

- Think of ten blog topics** Add to your list.

05

WRITE 4 BLOG POSTS

Yes, only four posts. You should've figured out what worked and what didn't last month. Make the necessary adjustments and get those posts out.

- Think of ten blog topics** Add to your list.

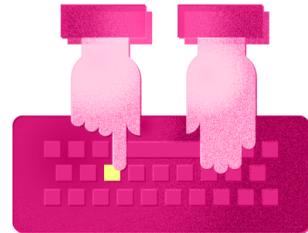
OUTSOURCE 4 BLOG POSTS, WRITE 4 BLOG POSTS

(This is the new normal.) The goal here is a total of eight posts for the month. You already know how to write four. Now, consider outsourcing four.

FIND 4 BLOG POSTS YOU CAN OUTSOURCE TO A WRITER ON YOUR BIG LIST OF IDEAS

If you're worried about turnaround time, finding a freelancer, lots of editing, billing, yadda yadda yadda, we'd be happy to help you out. **Seriously. Start here.**

MONTH 06



CREATE A CALENDAR THROUGH THE END OF THE YEAR WITH YOUR BLOG IDEAS; WRITE 4 BLOG POSTS

Remember, the new normal is writing four posts and delegating four posts. [Download our editorial calendar](#) to help you get organized.

START POPULATING YOUR CALENDAR

Use all the blog post ideas you've brainstormed up until this point to do it. Mark the ones that you're going to write and the ones you're going to have your freelancers write.

MONTH 07



INVEST IN A SEO/KEYWORD TOOL; LEARN IT

Invest in an SEO/keyword tool; learn it. It'll make you a more strategic blogger. Get more blog ideas, AND track your keywords and blogging progress. Start with [Moz](#) and [SEMrush](#). For a keyword tool, check out our ["15 Best Tools for Starting a Business Blog."](#)

MONTH 08



WRITE 4 BLOG POSTS AND DELEGATE 4 BLOG POSTS

09

CREATE CALLS TO ACTION

Have your readers take action.

A CTA can be text-based or an image. Either way, take a cue from our blog. Each post has an action for our readers.

- Write 4 blog posts and delegate four blog posts.**

10

FIND A GUEST BLOGGING OPPORTUNITY

Guest blogging helps grow your authority, build partnerships with other businesses, capture a wider audience and get an inbound link (great for SEO).

- Get your 8 posts up this month.**

11

SECURE ANOTHER GUEST BLOGGING OPPORTUNITY

If you haven't secured a guest blogging opportunity, we've given you a second month to secure one.

Don't get lazy on us. You should secure two before the month's over.

- Get your 8 posts done.**

MONTH 12

REVIEW BASELINE MEASUREMENTS, PREPARE FOR NEXT YEAR

- Go back and compare the baseline numbers from the beginning to your current numbers** Now's the fun part! Share your results with us (support@verblio.com) — we'd love to hear about them. What worked? What didn't? Use this knowledge to make a plan that suits your business needs.

- Write your 8 last posts of the year**

CLAIM 20% AND GET STARTED WITH VERBLIO

Yes, please!