

12-MONTH CHECKLIST TO BLOGGING SUCCESS



blogmutt

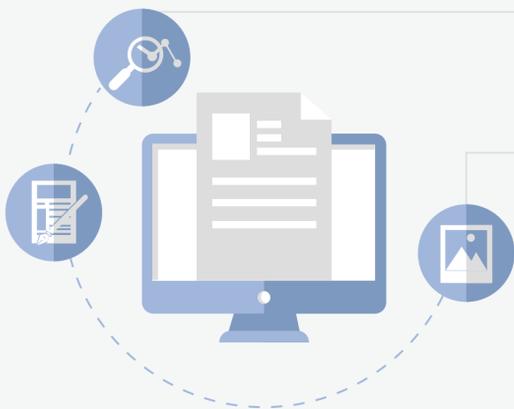
For even more blogging tips and content marketing fun, check out our blog:



Visit the **hydrant**
www.blogmutt.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

03

04

05

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. Here are three super helpful resources to keep your momentum going.



Think of 10 blog topics
Add to your list.

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 10 blog topics
Add to your list.

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 10 blog topics
Add to your list.

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 10 blog topics
Add to your list.

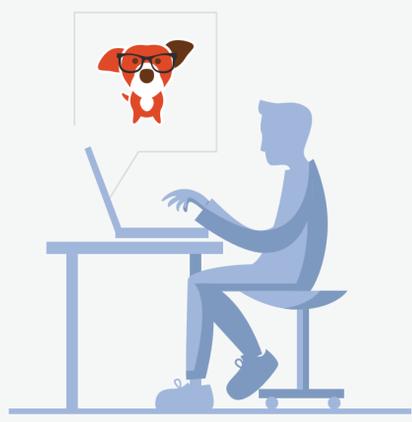
06

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. Get all four posts in 2-4 days from BlogMutt. **Seriously. Start here.**



07

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.



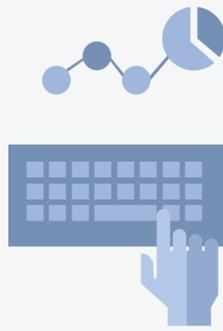
08

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."

Write 4 blog posts and delegate 4 blog posts



09

10

11

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

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).

Here's a handy guide for getting started in guest blogging.



Get your 8 posts up this month

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, PLAN 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@blogmutt.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 last 8 posts of the year



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