

# START A BLOG

## Checklist

So, you're ready to start your own blog and join the community of online entrepreneurs who are making money wherever there is Wi-Fi! This checklist will easily take you step by step from starting to launching your own blog! For more in-depth step instructions, use this checklist in combination with [THIS](#) post!

### 1: Choose a Niche

What are you going to write about? Money? Crafts? Food? Cat grooming? What are you most knowledgeable about or what you are most passionate about? Those are good things to consider when choosing your niche.

My Niche: \_\_\_\_\_

### 2: Choose a Name

Now it's time to choose a name for your blog. Maybe use your own name or something related to your niche! Once you have a name make sure it's available at a .com. You can do this at [Godaddy.com](#).

My Blog Name: \_\_\_\_\_

Name is Available

### 3: Purchase Hosting & Domain

Choose which company you want to host your site, I use **Bluehost**. I'm not sure about other hosting sites, but with Bluehost you get a free Domain name (your site's URL), one step Wordpress Installation, and 24/7 support. Look around and choose which company to go with and purchase your Hosting and Domain name.

### 4: Install Wordpress

This is the back end of your blog and where you manage your site. With Bluehost, you simply log in to your Bluehost account, find the "Websites" section select *Install Wordpress* then click *Install Now*.

### 5: Install a Theme

Your theme is the basic design and Layout of your site, and without one your blog is just a bunch of code. You can simply choose one of the free themes however these themes are extremely basic. I suggest investing in a nice theme for your site. My favorite place to look for themes is *Creativemarket.com*. You can find really beautiful ones for less than \$50.

### 6: Create a Logo

Now it's time to create a logo for the top of your site. It may just be your blog name in a special font or it may be your blog name plus some cute colors and graphics. *Canva.com* is a free site that you can use to create your logo or you can hire someone to create one for you. *Fiver.com* is a place where someone will make a logo for you for as little as \$5. (Make sure to find a designer you like Fiver is hit and miss sometimes.)

## 7: Decide Categories + Sub-Categories

Your categories are what you will put in your main menu at the top of your site, and your sub-categories will most likely be in a drop-down menu under the main category. When your blog is brand new you may not have sub-categories right now and that's okay! You can add a drop-down menu to your categories later as you grow.

Main Blog Topic: (Niche) \_\_\_\_\_

Categories: \_\_\_\_\_

Sub-Categories: \_\_\_\_\_

## 8: Set up Blog Email

Now set up your blog email. It may be hello@yourwebsite.com or yourname@yourwebsite.com, whatever you want it to be. In *Bluehost* simply log in, select email and fill in the info to create your blog email account, then click create account.

## 9: Build Essential Blog Pages

The basic pages you need for your blog is an about page, a contact page, and your legal pages. A disclaimer, terms of service, and privacy policy. To create these pages go to the back end of your blog (www.yoururl.com/admin) and select the Page tab then click add new. Then just add the info for that specific page and click publish. For your legal pages you can head to these websites to generate the info for you for free then copy and paste it to your page and click publish. > <https://disclaimergenerator.net> > <https://termsfeed.com/terms-service/generator/>  
> <https://www.freeprivacypolicy.com/>

## 10: Set up Social Media Accounts

Head to all the social media platforms you are going to use for your blog and create an account. Use your blog name as the username and try to use the same username for all platforms. At least make a Pinterest account, Facebook page, Instagram account, and Twitter account.

## 11: Write Some Posts

Now it's time to write some posts for your blog so there is actually something for people to read when you launch! Shoot for 5 or more posts when you launch or at least one post for every category so there isn't an empty page on your site.

## 12: Set up Google Analytics

This is how you will keep track of your traffic like pageviews and where it's coming from when your blog goes live! Use this tutorial to set up google analytics for your blog. [http://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/\(I-use-the-Insert-Headers-and-footers-plugin-method\)](http://www.wpbeginner.com/beginners-guide/how-to-install-google-analytics-in-wordpress/(I-use-the-Insert-Headers-and-footers-plugin-method))

## 13: Launch!

Now your blog is ready to go live! Congrats! Launch your blog and focus on creating content and getting readers to your site!