

Blog Start-up Planner

Date:

About the blog

You may find it easier to complete this section last

Blog name

Blog strap-line

Will your blog have a primary sales message, pitch or motto? Add it here.

Short description of blog

Quickly describe what your blog will be about. Imagine describing your blog to a friend quickly and concisely.

Unique selling point

What is your blogs USP or what will make it unique, how will it stand out?

Will the blog help people?
If so, how so?

How will readers benefit, how can you help them and what problems could you solve?

Keywords relating to your blog

Why keywords?

A keyword list will help you throughout your planning process & give you a quick visual reference to commonly used words surrounding your blogs subject matter.

e.g. Use your keywords to research potential domain names for your blog. You should see the sort of words people use and relate with when thinking about your blogs subject.

Your keyword list will also help in the future if you choose to run PPC ads on Google for example.

This list isn't intended for your sites SEO, though will give you an idea of how to start.

Example: health, fitness, diet, get fit, weight, loose, healthy, wellbeing, workout, dieting, fitness class, exercise, personal trainer, women, men, ...

Blog technical setup

Ideas of domain names

List any domain name ideas (ideally only available domains)

Domain name - Chosen

Web hosting provider

Hosting & domain cost p/a

Blog platform / service

What blogging system / service will you use?
Custom site, WordPress, Blogger, Wix etc

Other setup costs

for

Audience demographics

Age range to years

Gender specifics Describe your target audience below, such as if they are business professionals, sports people, stay at home mums/dads etc

Audience description

Geographic specifics
Will the blog target location based audiences? If so, make a list above.

Blog content

Blog type Select a general blog type or type your own.

Broad topic / subject e.g. Marketing / Fashion / Health / Adventure / Gaming etc

Specific topics / subjects list
List specific topics or subject that fall under your 'Broad topic / subject'. e.g. Internet marketing, SEO, Makeup, Hair Styling, Mental Health, Dieting, Fitness, Cycling, Running, Exploring, Online Gaming, PlayStation, Xbox, Minecraft etc.

Content types: Blog series Case studies Cheat sheets & checklists Controversial posts FAQs Guest posts How to's & tutorials Infographics Inspirational Interviews Lists & 101's News Podcast shows Research Resources Reviews Studies Surveys, Polls, Quiz Video or photos

Notes about the content your blog will publish

Advertising & marketing the blog

i Advertising & marketing your blog continues on the next page

Operating a mailing list now Will you operate a mailing list alongside your blog? Perhaps you already do?

Mailing list service provider

Current subscriber count

Ideas for encouraging sign-ups

Advertising & marketing the blog continued

List any URLs to social media profiles you will use to support your blog / or specify which ones you plan to use:

Social media 1	<input type="text"/>
Social media 2	<input type="text"/>
Social media 3	<input type="text"/>
Social media 4	<input type="text"/>
Social media 5	<input type="text"/>
Start-up budget	<input type="text"/> Enter a value for advertising / marketing spend you have outlined.
Period for budget planned	<input type="text"/> How long is this budget to last?
Will you use PPC ads	<input type="text"/> PPC = Pay per click adverts, e.g. Google Adwords, Facebook Ads etc
PPC channels considered	<input type="text"/>
Other online advertising	<input type="text"/>
Offline advertising (if any)	<input type="text"/>

Monetisation & revenue streams

How will your blog generate an income? - Tick any that apply

From selling your own eBook, eCourses or providing services / training or having a members only section or placing affiliate links or placing ppc ads or in-directly.

- Sell your own product
- Provide your services
- Membership / Subscription
- Affiliate Links
- PPC Adverts & Banners
- In-directly / Offline Give details below
- No income blog
- I have no idea!

Monetisation notes

Thinking about the blogs income streams;

Detail what products or services you might provide.

How a membership or subscription site might work (restricted content until you sign up).

Which affiliate networks you might partner with.

Any ad serving networks you would use for pcc ads.

How you might generate income in-directly from the blog or through offline activities (events etc).

Blog vision & goals

Short term goals

Time scale

Set a target date e.g. 6 months or 12 months

Medium term goals

Time scale

Long term goals

Time scale

Blog long description

Talk more about your blog vision and ideas.