

# GUIDE TO LAUNCH A PERFECT BLOG

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## Launching a blog?

More a day, Blogging is a serious business. From self-promotional campaigns, small businesses to the world, generate leads/sales and ROI. Blogging is a way towards a better life.

To set blog page, you need to follow a certain pattern and specific steps to keep your blog on the right track from planning to final launch. It should be a perfect balance between your aesthetics, writing and technical skills.

We have researched and gathered really useful information on what it takes to start a fresh blog in record time. This guide will be at your disposal as you plan and launch a successful blog.

## 1. Pre-Launch Blog Planning

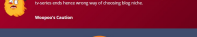


### Finding Your Niche

Choose your blog topic or niche wisely. Choose something which is contemporary and have a long lifespan.

The blog niche it took for us writing, you can't do about, interests you will be ended up doing another pain-taking job. You will never feel bored neither abandon your blog if you are blogging on the niche you are really passionate about.

### 5 Most Popular Niches



A Blog that has been started up on certain niche series will most likely to die when the tv-series ends hence wrong way of choosing blog niche.

Woopoo's Caution



### Understanding Audience

Understanding your audience is the next big thing. Spend some time to understand your visitors needs.

People search internet to solve their problems and if your blog is giving them what they want then your blog will shine in the community.



### Mission Statement

Own a mission statement for your blog in the very beginning and stick to it.

What's your blog purpose? what's the gap hole you are going to fill with your blog so it will be beneficial for the community. Mission statement will save you from getting lost and keep you on track.



### Call to Action

Call to action is a term used to guide your visitors to perform certain action which could be email subscription, buying a product, downloading an ebook or anything related.

You need to identify what should be your call to action so you can show it in strategic locations on your blog.



### Map Out Your Blog's Architecture

Take a paper and a pencil and literally draw a sketchup of your blog. It will help you out when you start developing your "BLOG" blog. Define categories, pages and other functional attributes which will be part of your blog and how the information will flow among them.

## 2. Building Your Blog (Plan of Action)

### Choosing the Right Blogging Software (CMS)

10 Questions to ask yourself while choosing the right CMS:

- ✓ **Proprietary solution or open source?**  
Depending on your needs, see if you need a proprietary solution or open source cms like Wordpress, Drupal, Joomla can serve the purpose?
- ✓ **Look and Feel (Themes)**  
See if you can change look a feel of your blog easily? Will your chosen cms give you options to change themes?
- ✓ **Scalability? Extensions?**  
If some features are missing in blogging software, will there be any extensions, plugins or scripts to add those missing features?
- ✓ **Performance**  
The blogging software should be lightning fast. People will abandon your blog if page loading time will be too long.
- ✓ **Security Issues, Vulnerabilities**  
Check for any known security vulnerabilities in the cms and whether they have addressed or will active. See their track record how quickly will they fix any vulnerability if found.
- ✓ **Updates**  
Check if the cms supports one click automatic updates or you have to do update manually?  
Prefer a cms which supports automatic updates, manual updates sometimes becomes a real pain and you may need to hire an expert which means to spend extra money.
- ✓ **Learning Curve**  
Blogging software should be user friendly and offers basic tasks like posting, making pages without knowing any technical details. To drive a car, you don't need to know how the engine is working.
- ✓ **Help system**  
Check if the helping guides for the blogging software available online and offline. The guide should reflects each and every feature of cms with practical examples.
- ✓ **Customer service**  
Evaluate the customer service. Call them or send them an email and see how quickly they respond. This is more applicable when you are using customized or proprietary software.
- ✓ **Community**  
cms should have a constructive and helpful community which will be at your disposal at all times. Should you have any question, just ask on the forums and you will get your answer right away.

### Choosing the Right Web Hosting Provider

- ✓ **Researching for Web Hosting Provider**  
Do a research on web hosting providers and make a comparison which packages they are offering at what rates. Choose a reputable hosting provider and the package which best suits your blog. See for any coupons/discounts they are offering.



Never choose a hosting provider just because of cheap packages. It could cost you a lot afterwards. Always prefer reputable web hosting provider over cost.

Woopoo's Tip

- ✓ **Which is the Most Popular Web Hosting Provider**  
See popularity of web hosting providers among blog owners and webmasters communities, read people comments on forums and make your decision accordingly.
- ✓ **Web Hosting Features Comparison**  
Make a comparison of features web hosting providers are offering. Offers may include unlimited space, unlimited traffic, free SSL certificates, automatic cms installations. See what is most beneficial to you.
- ✓ **Which Hosting Provider Giving the Best Customer Service**  
Believe it or not, customer service plays a huge role when it comes to web hosting providers. You can call them on their toll-free numbers or drop them an email and see how quickly they respond.  
It will help you make a decision on how they will respond in future if your blog will face a technical server side problem.

## 3. Blog's Launch Preparation

### Testing Before Going Live

- ✓ **Use robots.txt** to discourage web crawlers to index your blog while in development or testing phase.  
More information here: [how to use robots.txt](#)
- ✓ **Ask at least 5 people** to browse your blog. Give them an initial problem statement and ask them to find a solution from your blog. It will help you out to expose any flaws and redesign any areas which needs more clarity.

### Blog Pre-Launch Checklist

- ✓ **Test performance of your blog on google site speed.**  
Here is the link: <https://developers.google.com/speed/pagespeed/insights/>
- ✓ **Enable caching for optimized load times.**
- ✓ **Create a specially catered post for front page** which has potential to go viral.

### Launch Day! Show it to the World

Make a blog launch announcement and build the buzz. Spread the word to your circles as much as you can.

Give them a reason to visit your blog by mentioning any unique points which other blogs are missing.



## 4. Blog's SEO and Monitoring [BONUS CHAPTER]

- ✓ **Submit your blog to google crawlers.** As part of an official invitation to google to index your blog to show it to the world.
- ✓ **Don't under estimate the power of social sharing websites** like Facebook, Twitter, Google+. Share your blog's updates regularly on social sharing websites to get loads of traffic.
- ✓ **Make a schedule for posting new articles.** The more frequently you post, the more you keep google crawlers busy indexing your blog hence improved google ranking.
- ✓ **Target "long tail keywords"** in your articles - because your blog is new, you can't win from giants at this stage.
- ✓ **Use Google Analytics to track blog performance.**

Key areas to track:

- Blog traffic
- Bounce rate
- Form submissions
- Conversion rates
- Search engine rankings

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