

HOW TO PREP YOUR BLOG FOR THE BLOGPAWS CONFERENCE

WORKBOOK & CHECKLIST

Blog Post Checklist

What are your top five blog posts? Either based on Google Analytics or the top five posts that most represent your brand.

- 1.
- 2.
- 3.
- 4.
- 5.

Repeat this checklist for all five blog posts.

1. Proofread the Post

- Check your post for typos, errors, etc.
- Read it out loud to make sure that everything makes sense.

2. Post Title

- Is your post title engaging?
- Does it include some variation of your designated keyword phrase?

PRO Tip: If you update the post title, do NOT change the text in your permalink as you'll break all of the existing links to that post!

3. Keywords

- Does your post include your keyword phrase?
- Be sure to include your keyword phrase in the first 150-200 characters of your post.

4. Images

- Does your post include images?
- Are they clear and easy to understand?
- If not, update your images and replace any dark, grainy pics.
- Add a Pinnable image (more on that in the coming weeks!)
- Add your keyword to the title and alt text of your image.

5. Links

- Check the post for any broken links.
- Add new affiliate links.
- Add links to other relevant posts on your blog.

Blog Clean Up

- Do you have an updated About page? Does it include the following?
 - Your blog story and mission ?
 - Links to your popular posts?
 - Pictures of you and your pets?
 - Your contact information ?

- Does your Contact page include your email address and social media accounts?

- Navigation Bar
 - Does it include your About and Contact pages?
 - Do you have a link to your Home page?
 - What other links are important to include for your blog?
 - Remember that less is more! Only include the essentials.

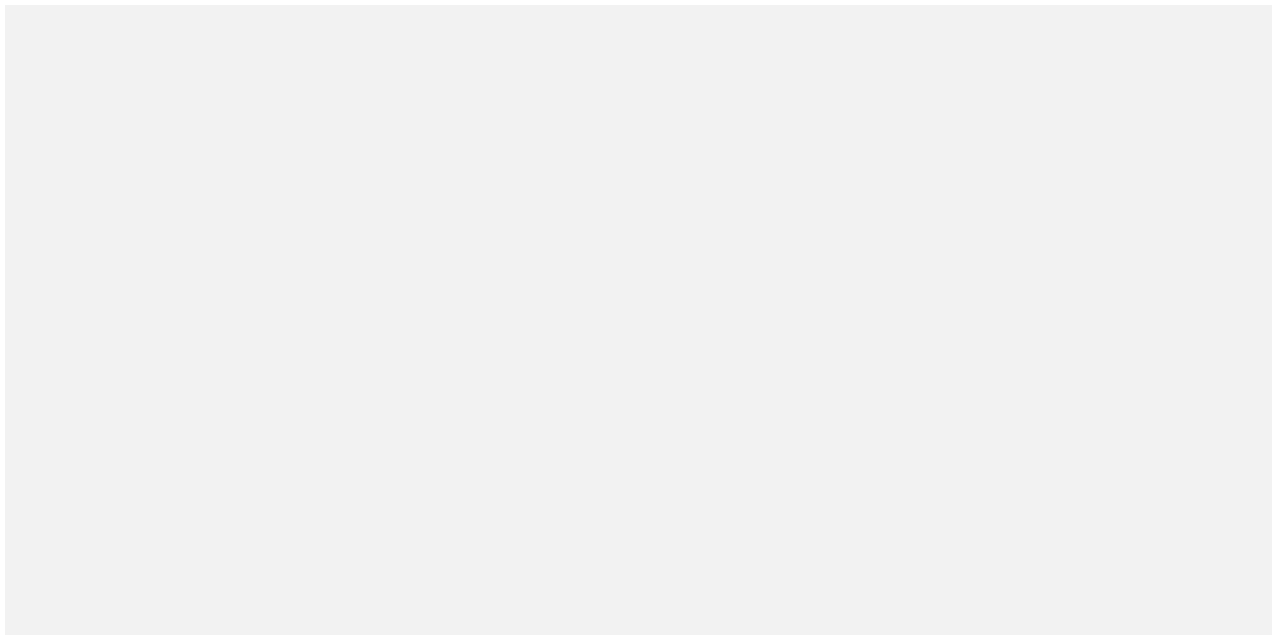
- Sidebar Cleanup
 - Put the most important information at the top such as your bio, social media buttons, and how to subscribe to your blog.
 - Is your sidebar cluttered with too many ads? Can you remove any of these?
 - Use drop down menus to display archives and categories to save sidebar real estate.
 - Do you really need 10 blogger badges on your side bar? Think like a reader! Do they care? Could you better use this space to display a popular post instead?
 - Review your blog footer

- Which categories and/or tags can be deleted and/or consolidated?

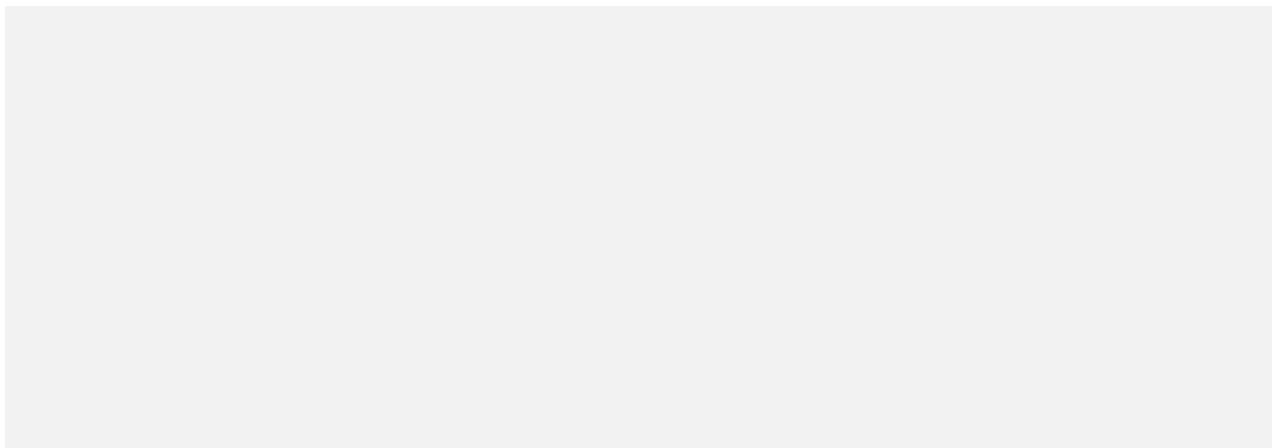
Social Media Checklist

Repeat this checklist for all of your social media accounts.

- Is my profile pic or avatar current and recognizable?
- Is my blog URL correct?
- Does my bio accurately reflect my brand?
- Are there people I'm not following that I should?
- Are there any people I need to unfollow?



- Follow conference speakers and sponsors.
- Select 3 people per day to connect with.
- Brainstorm and list the key speakers, brands, and bloggers you want to meet in person.



Conference Prep Notes

