

10 THINGS EVERY SUCCESSFUL BLOG MUST HAVE

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1. A CLEAR PURPOSE

- Make Your Intentions Clear
 - Descriptive Title and Tagline
 - Interesting Content
- Strong Concept
- Demonstrate You Are An Authority In Your Niche
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2. GOALS

- What do you want to get out of your blog?
- What do you want your readers to get?

3. YOUR PERSONALITY

- Have a Memorable, Distinctive Voice
 - this doesn't happen overnight
- Have a Consistent Tone
- Converse with your readers, don't talk down to them

4. STRUCTURE

- Responsive Design
- Intuitive & Clean Navigation
- Logical Categories
- Easy Search

5. GREAT SEO PRACTICES

- Write Great Titles and Taglines
- Do keyword research including long tail keywords
- Have lots of outgoing links to authority sites
- Make Mobile SEO A Priority
- Read <http://backlinko.com/seo-techniques>

6. LOTS OF IMAGES & WORDS

- Search Engines Love ‘em
- Readers Love ‘em

7. CONSISTENT POSTING SCHEDULE

- Have a general plan of how often you will post
- Your readers will start to look for you
- Search engines will know to keep looking for you

8. TOOLS FOR EASY SHARING / SOCIAL STRATEGY

- Social sharing buttons
- Visible (preferably branded) social media icons
- Share the content of others as well as your own
- Share what benefits your readers

9. COMMENTS AND CONVERSATION

- Engage your reader
- Ask them questions
- Listen to them and ALWAYS reply

10. ABOUT PAGE

- Summarize why you're there
- Short, interesting bio
- Clear ways to contact you

BONUS

But Wait,
There's More!



11. BACKUP STRATEGY

- Don't let a technical issue ruin your site
- Backup to multiple locations

12. KEEP YOUR THEME & PLUGINS UP-TO-DATE

- Take care of the technical parts of your site or hire someone
- Redesign every few years