



BLOGGING

*Checklist*

MILLENNIAL MEDIA



# Introduction

## A VALUABLE RESOURCE FOR YOU

During the website creation process, there will be a constant stream of communication and information flowing back and forth between you and the production team. Things can become even more complex if you're working on multiple branding or content marketing projects simultaneously!

To help you maintain organization over the various components involved in this exciting endeavor, we've created this handy interactive checklist to be used as a reference guide over the course of your creative timeline.

While every item may not be needed for your particular project, we recommend keeping a copy of this list in an accessible location so it can be referred to easily during the various stages of the production process.

# Checklist

## WEBSITE STARTER ELEMENTS

- Template choice for SquareSpace or WordPress and subscription package
- Domain name and host if previously purchased along with login information
- Login details (or preferred login details) to be used for website account including user name, email, and password
- Contact info to be listed on site including email, phone number, and/or business address
- Social Media links and account info for social media integration
- MailChimp login info for email marketing integration
- Donation link or Dropbox login (optional)
- Product info and graphics if you are selling anything on your site (optional)
- Logo and any branded content including preferred colors and fonts

# Checklist

## WEBSITE STARTER ELEMENTS

- Edited content for each page
- Raw content for each page (optional for copywriting or editing packages)
- Preferred photos, images, or graphics
- Name of blog
- Breakdown of the list of services or products you provide (optional)

## BLOGGING ELEMENTS

- Key niche topics to build out subtopics
- Blog categories
- Blog article template
- Consistent blog writing voice and visual presentation
- Affiliate network memberships for monetizing blog (optional)

# Checklist

## BLOGGING STRATEGY ELEMENTS

- Regular blog writing time
- Blog content strategy including blog niche, topics, categories, articles or raw source material, graphics, photos, or images
- Blog publishing strategy (once a week, bi-monthly, once a month, etc.)
- Blog distribution strategy
- Editorial calendar