The Blog Launch Checklist

1. Plan

- [ ] Pick a niche you can write 50+ posts about
- [ ] Write 20 post ideas in 15 minutes (the niche test)
- [ ] Choose a short, easy-to-spell .com name

2. Set up

- [ ] Buy hosting on a 12-48 month plan (claim the free domain)
- [ ] Install WordPress and turn on SSL (https://)
- [ ] Settings > General: title, tagline, time zone
- [ ] Settings > Permalinks: choose 'Post name'
- [ ] Settings > Reading: untick 'Discourage search engines'
- [ ] Delete the sample post and sample page
- [ ] Install a lightweight theme (Kadence, Astra, GeneratePress)
- [ ] Add plugins: SEO, caching, backups, contact form, anti-spam

3. The 7 pages every new blog needs

- [ ] Home
- [ ] About (who you are + who the blog is for)
- [ ] Contact
- [ ] Privacy Policy
- [ ] Affiliate Disclosure
- [ ] Start Here (links to your best posts)
- [ ] Email sign-up / free download page

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4. Before you publish every post

- [ ] Title answers a specific question people search for
- [ ] Answer appears in the first paragraph
- [ ] Clear H2 headings, short paragraphs, lists
- [ ] At least one personal example, photo or screenshot
- [ ] Meta description written (about 150 characters)
- [ ] Short URL slug + 1 category + featured image
- [ ] 2-3 links to your other posts
- [ ] Previewed on your phone

5. Your first 30 days

- [ ] Week 1: publish post #1, set up Google Search Console + sitemap
- [ ] Week 1: create a free email list and sign-up form
- [ ] Week 2: publish post #2, link it to post #1
- [ ] Week 2: pick ONE extra channel (Pinterest, a forum, a group)
- [ ] Week 3: publish post #3, send your first email to your list
- [ ] Week 4: publish posts #4 and #5
- [ ] Week 4: check Search Console, plan next month's 4 posts

Keep going.

Most blogs take 6-12 months of steady posting to grow. One helpful post a week is enough.