



Blog Audit Checklist

FEInternational.com

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	Strategy	✓
1	Develop a mission statement for your blog to keep you on track.	
2	Survey your readers to find out what they want using Qualaroo .	
3	Research others in your niche to see where you can improve.	
4	Conduct a SWOT analysis of your blog.	
5	Search and pitch sponsors for your blog.	
6	Include affiliate links to products and services you recommend.	
	Design	✓
7	View your site through a new readers eyes with free user testing by Peek.	
8	Declutter your blog pages. Avoid too many optins or banners.	
9	Employ colour psychology and stick to a colour scheme for your blog.	
10	Review the ads you have on your site. Could they be more effective?	
11	Use heat map software to see how users interact with your site.	
	Developing Readership	✓
12	Email a new blog commenter.	
13	Email loyal readers to let them know they are appreciated.	
14	Consistently respond to comments. Check daily.	
	Get Social	✓
15	Connect with others in your niche.	
16	Link to other blogs in your content.	
17	Contribute to relevant forums.	
18	Comment on other blogs.	
19	Make sure all your social media channels are set up. Interact with your audience on the channel of their choice, not yours.	

20	Attend meetups and masterminds.	
21	Use social bookmarking sites for your content.	
22	Attend conferences relevant to your niche.	
23	Use FollowerWonk to analyse your twitter following.	
	Content Research	✓
24	Get off your blog and go outside. Observe your readership in person.	
25	Scope out new bloggers to see if you can incorporate and fresh ideas.	
26	Use the content generator by BrightVisible for ideas.	
27	Use Google Trends to research the history of search terms. You may find that some content is seasonal and should be published accordingly.	
28	Use Buzzsumo to find the most socially shared content on any topic.	
29	Use Google Public Data for backing up a post with statistics.	
30	Use Wordle to create word clouds for inspiration.	
	Content Creation	✓
31	Cross link your own content. Both new posts to old and vice versa.	
32	Re-write and republish your introduction post.	
33	Make someone a celebrity on your blog e.g. convert a blog comment into a post.	
34	Create a content schedule and stick to it.	
35	Bring back old posts by doing round ups or themed posts that link to archived content.	
36	Make important blog posts sticky.	
37	Use headlines and bold text to break up your text.	
38	Appeal to both advanced and beginner readers by linking out to more in-depth explanations if required.	
39	Make your posts easier to scan by using bullet points.	
40	Break up large pieces of text to make content easier to read.	
41	Test out guest writers to see how your audience respond to a different style.	

42	Hire a copywriter to produce content to allow you to catch up or if you're just stuck for inspiration.	
43	Check guest and copywriter content for anti-plagiarism.	
	SEO	✓
44	Invest time rather than money on your blog using free seo tools .	
45	Conduct an SEO audit using SEOptimer .	
46	Use Raven internet marketing tools for SEO and also content marketing and social media.	
47	Use a WordPress plugin like Yoast to do the heavy lifting	
48	Remove broken links using Broken Link Checker.	
	Administration	✓
49	Know your statistics. Make sure Google Analytics is set up on your blog and you are also using tracking software such as SEMRush .	
50	Review your about page. Is it up to date and accurately describes you and your blog?	