

Blogging 101.1 Online Course Checklist

Successful Blogging to Level up Your Current Business

Chapter 1: More About Blogging (Week 1)

- How to Earn from Your Blog
- How to Use Your Blog to Level up Your Current Business
 - Activity 1: Who are your Target Market?
 - Activity 2: Write your First Blog Post
 - Activity 3: Create a Social Media Page (Facebook, Instagram, Pinterest, or others)
- Create a Strategic Blog Plan: Step by Step
 - Activity 4: 3 Key Ingredients
 - Download the Blog Business Plan Format or create yours and start constructing your plan.

Chapter 2: Blogging with Wordpress

- Design Like a Pro (Week 2-3)

- Choose the Right Theme for Your Niche
 - Activity 5: Answer the 3 Questions to Help You Find the Perfect Theme
- Choose the Right Colors for Your Brand
 - Activity 6: Create your Color Palette
- Create an Appropriate Logo for Your Business
 - Activity 7: Create or Edit your Business Logo
- Adding Menus to Your Blog (with Video Tutorial)
 - **Add Your Blog Menus According to the Criteria I Mentioned in the Video
- Helpful Tips in Adding an About Page
 - Activity 8: Create Your About Page
- How to Easily Add Widgets to Your Blog (FREE Tool revealed)
 - **Add Appropriate Widgets to Your Blog after Installing the Plugin

Chapter 3: More on Search Engine Optimization (SEO) for Blogs

- How to Research Keywords and Topics for Your Blog Post
 - Activity 9: Keyword and Topic Research
- How to Add a Compelling Title that Generates Clicks
- How to Use Keywords in Important Parts of Your Blog Posts
 - Activity 10: Create Your First SEO Blog Post
- Demonstration - Using the Yoast SEO plugin
 - **Install Yoast SEO plugin (for paid hosted sites only)

Created for you by [Mother Ant](#)

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Chapter 4: Blog Post Formatting and Grammar

- How to Properly Add Headings to your Blog Posts
- Important Things You Should Know about Adding Images/Videos
**Edit your Blog Post/s (Add Headings, Images/Videos)
- How to Easily Proofread your Contents (FREE Tool revealed!)
**Install the Tool
- How to Check Content for Plagiarism (FREE Tool revealed!)
**Bookmark the Tool

Chapter 5: How to Blog Consistently Even if You are Busy

- How to Gather Ideas for your Blog Posts
**Research and create a list of blog post ideas
- Create a Monthly Schedule
**Download the format or create your own Monthly Schedule
- How to Keep Writing Even During Your Lazy Days
**Add/Write More Contents

Chapter 6: Basic Digital Marketing Techniques - Driving Traffic to Your Blog

- How to Optimize your Social Profiles
Activity 11: Social Profile/s Optimization
- Easy Ways to Build an e-mail List
**Find your chosen e-mail list provider, create your list, signup forms and integrate in your blog.
- Using Scribd and Other Platforms to Generate Traffic to Your Blog