Blog Self-Evaluation Checklist

- **Homepage.**
  - ☐ No full posts on homepage (excerpt instead)
  - ☐ No repeating social media buttons
  - ☐ Headlines stand out, noticeably larger than excerpt text. Preferable H1,H2 tags.
  - ☐ No negative social proof.
  - ☐ Effective communication of value? Good branding image?
  - ☐ Clear call to action to next step(s)?
  - ☐ Does it focus user into the right next step, or give them too much to do?
- **Logo**
  - ☐ Is there a real logo which is graphical and stands out?
- **Byline which clearly states what the blog is about.**
  - ☐ No cheeky bylines, or vague bylines. There needs to be ZERO doubt what the blog is about to a new arrival, within seconds.
- **Email list opt-in box.**
  - ☐ Is there a lead magnet?
  - ☐ Clear short-term benefit to the lead magnet?
  - ☐ Above the fold?
  - ☐ Opt-in tweaked for conversions?
- **Excess garbage in the sidebar.**
  - ☐ No monthly archive links, huge blogrolls, huge tagclouds. Just because there's a widget for it doesn't mean it is a good idea.
  - ☐ No excess banner ads, affiliate offers.
  - ☐ No lame award graphics.
  - ☐ Contains opt-in.
  - ☐ Linked to important core pages, guides, etc.
- **Posts**
  - ☐ Post is written to be scannable. Good "packaging".
  - ☐ Meaningful image (s) in post, with ALT tags.
  - ☐ Opt-in or other call to action below the post?
  - ☐ Effective headlines?
  - ☐ Readable text

- **Navigation**
  - ☐ Menu is simple, not overloaded with options.
  - ☐ No dropdown sub-menus.
  - ☐ No Dead-end links to "coming soon" pages.
- **Categories / Tags**
  - ☐ Categories kept to minimum
  - ☐ Categories aligned around primary benefits of interest to the target market.
  - ☐ Tags (if used) kept to minimum. Recommended not to use.
- **About Page.**
  - ☐ Starts with what's in it for the new reader. Clearly states the benefit of the blog to the reader.
  - ☐ Bullet point benefits.
  - ☐ Opt-in box.
  - ☐ Bio is relevant, doesn't read like a boring resume. Bio should be relevant to the reader, because they don't really care about YOU.

Want An Experienced Eye To Go Over Your Blog And Recommend A Specific Course of Action?

Using this checklist, you will already be ahead of many other blog owners who don't think about most of this stuff. At the same time, it can lead to other questions. Or wondering whether your viewpoint on it is right or wrong.

David Risley, the founder of Blog Marketing Academy, has 17 years of experience in blogging and generating income online.

Here's how to put his experience to work for YOUR blog:

1. **Secure A VIP Membership at the Blog Marketing Academy**. David Risley opens up the bi-weekly office hours calls to blog reviews and feedback for members.
2. **Schedule a private blog evaluation with David**. David will do a thorough walk-through of your entire blog, giving specific recommendations. Then a private 1-on-1 call will be scheduled with David to go over any details on how to get it done.