

DIY BLOG AUDIT CHECKLIST

GOALS

- You have actual goals for your blog
- You know what action you want your visitors to take on your blog

CONTENT

- You can say in one sentence HOW you help your visitors
- Categories are based on the needs of visitors (food blogger? [click here](#))
- Categories are pared down to 3-6 (or at least under 10)
- Sub-categories are used to further organize posts ([learn more](#))
- Each post has a purpose--something that will **help** the reader

DESIGN

- Logo isn't too trendy or cheap (plain text is better than those)
- Blog has had style updates within the last year

SPEED

- Using a QUALITY host, not just a popular one
- Using a CDN like Cloudflare (free!)
- Images are optimized to the proper width and compressed
- Using a caching & optimization plugin ([learn more](#))

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HOMEPAGE

- There's a section above your latest posts telling visitors how you can help them
- There is an invitation to subscribe to your newsletter
- There's a section guiding visitors to your most helpful content based on the common problems she needs your help with (learn more)

SIDEBAR

- A quality picture of you
- A short bio that tells visitors how you help them **before** talking about yourself
- A few of your most helpful resources or posts, clearly labeled

BLOG POSTS

- Formatting like headings, bullet lists, numbered lists, bold, italic, etc in each post (not only does it make it way easier to read, Google likes it much better too)
- Related posts linked throughout, and at the bottom if helpful
- Sign up form at the bottom of each post
- Pinterest hover button on images
- Social sharing buttons for each post

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Notes

NEED A HAND?

I love to help bloggers put a more professional foot forward.

Here's how I can help:

- Click here to go to the blog for more resources
- Email me at christina@meyne.co
- Or have me do a personal blog audit for you:

[GET A ONE-ON-ONE AUDIT](#)

Let me know how it goes!

Christina