

# Smart Blogging Skills

## “Shareability” Checklist



Presented by <http://www.BlogEnergizer.com>

This check list helps you to judge whether your blog is ready share with others. It's important to 'Be Ready' for prime time when you're working hard to build up your reputation.

Keep your niche in mind: You will want to adjust the checklists to include social media that fits your target market and remove those that wouldn't be a good fit.

I wish you all the best as you begin sharing your new blog!

Kelly McCausey

**Smart Blogging Skills**

*A 15 Week Step by Step Course for new Bloggers.*

<http://lynettesuggests.com/sbs>

## Share Readiness Level One: **Minimal**

*(You can share it with your best friend if you must.)*

- About page written
- Contact information published
- Three good blog posts written
- RSS button on site.

## Share Readiness Level Two: **Ok**

*(You can tweet 'take a peek, I'm almost finished' if you want.)*

- About page written
- Contact information published
- Disclaimer and privacy policy published.
- Nice pic of you on the about page
- Five good blog posts written
- RSS button on site.
- Social media icons on sidebar (or use plugin to display on side or bottom of browser)
- Twitter set up & posted to a dozen times.

## Share Readiness Level Three: **Good**

*(Go ahead and tell some more people.)*

- Customized blog header or logo
- About page written
- Contact information published
- Disclaimer and privacy policy published.
- Nice pic of you on the about page
- Eight good blog posts written
- RSS button on site.
- Social media icons on sidebar (or use plugin to display on side or bottom of browser)
- Twitter set up & posted to a 20+ times
- Facebook page created.
- Mailing list optin form on sidebar.

## Share Readiness Level Four: **Better**

*(You can start leaving comments on related blogs.)*

- Customized blog header or logo
- About page written
- Contact information published & easy contact form in place.
- Disclaimer and privacy policy published.
- Have a search form easily visible
- Nice pic of you on the about page
- Eight good blog posts written
- RSS button on site.
- Social media icons on sidebar (or use plugin to display on side or bottom of browser)
- Twitter set up & posted to 20+
- Google+ set up & posted to a few times.
- Facebook page created.
- Using Social Media Plugin that makes submitting (likes, shares, etc) your content easy.
- Mailing list optin form on sidebar.
- Mailing list subscriber gift created & eCover displayed above optin form.

## Share Readiness Level Five: **Great**

*(Start guest blogging like crazy!)*

- Customized blog header or logo
- About page written
- Contact information published & easy contact form in place.
- Disclaimer and privacy policy published.
- Have a search form easily visible
- Nice pic of you on the about page
- Eight good blog posts written
- RSS button on site.
- Social media icons on sidebar (or use plugin to display on side or bottom of browser)
- Twitter set up & posted to 20+
- Google+ set up & posted to 10+
- Pinterest set up & a few items pinned. (added to social media icons)
- Facebook page created.
- Using Social Media Plugin that makes submitting (likes, shares, etc) your content easy.
- Mailing list optin form on sidebar.
- Mailing list subscriber gift created & eCover displayed above optin form.
- Mailing list squeeze page created with good copy promoting your mailing list.
- Use a recent posts plugin for your sidebar
- Use a related posts plugin to recommend additional content at the bottom of your posts.
- Your sidebar contains relevant cross promotion to other projects.
- One multimedia post created. (Use audio or video.)

## Share Readiness Level Six: **Awesome!**

*(You are ready to rock the world and reach out to niche thought leaders with pride in your hard work.)*

- Customized blog header or logo
- About page written
- Contact information published & easy contact form in place.
- Disclaimer and privacy policy published.
- Have a search form easily visible
- Nice pic of you on the about page
- Eight good blog posts written
- RSS button on site.
- Social media icons on sidebar (or use plugin to display on side or bottom of browser)
- Twitter set up & posted to 20+
- Google+ set up & posted to 10+
- Pinterest set up & a 25+ items pinned.
- Tumblr set up & a few items posted. (added to social media icons)
- Facebook page created.
- Using Social Media Plugin that makes submitting (likes, shares, etc) your content easy.
- Mailing list optin form on sidebar.
- Mailing list subscriber gift created & eCover displayed above optin form.
- Mailing list squeeze page created with good copy promoting your mailing list.
- Use a recent posts plugin for your sidebar
- Use a related posts plugin to recommend additional content at the bottom of your posts.
- Your sidebar contains relevant cross promotion to other projects.
- Three multimedia post created. (Using audio or video.)
- Great guest post published by another blogger in your niche.
- Offer a free webinar event to grow your mailing list. (Optin page set up, blog post announcement)