



## 12-Step Program to Better Blogs The Checklist

- Get Strategic: Topic, Audience & Goals
- Get Tactical: Tone, Frequency & Length
- Select Your Blogging Platform Wisely
- Help Your Readers Find Your Posts Easily
- Make Sure Your Readers Can Engage With Your Blog Content
- Help Your Readers Come Back Often
- Start Conversations, Not Monologues
- Plan Carefully The Online Coming-Out Party of Your Blog
- Promotion? Think Outside The... Blog
- Check Your Blog's Vitals... Often
- Listen To And Take Part In Conversations
- Keep (It) Up

More resources at [www.higheredexperts.com/betterblogs](http://www.higheredexperts.com/betterblogs)  
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