Creation Of First Blog

Checklist

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My First Blog

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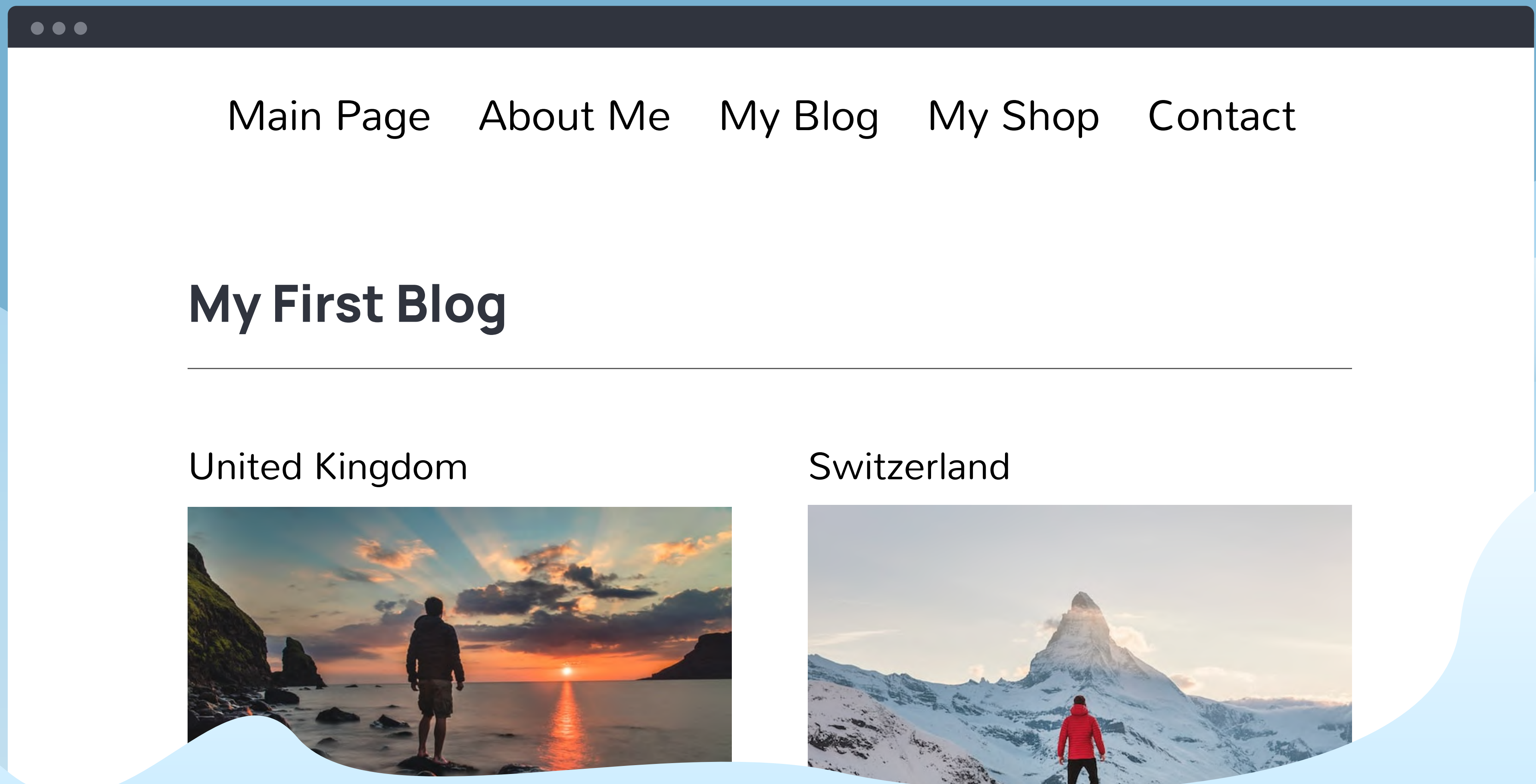
Create your first blog!

People start blogs for a variety of purposes. Some want to share their passion, others want to make it the primary source of income, while others use it to grow their business. Indeed you also create a blog to fulfill an important goal for you. How do you do it right so that your blog brings you the expected results?

Thinking about people building their first blog, this PDF was created to act as a checklist that will guide you through each stage of creating your first blog. The material was developed as an extension of the article on BOWWE Blog - "**11 Mistakes Of Amateur Bloggers You MUST Avoid!**".

If you want to learn more about creating and managing a blog effectively, visit the **BOWWE Blog**. If you have not found the information you wanted, write to us at **hello@bowwe.com**.

Blog creation - summary

This checklist will help you avoid the most serious mistakes made when creating a blog and will tell you what actions, it is worth taking care of first so that you can enjoy a professional and effective blog faster.

Choose the tools needed to create a blog

You can create a blog in several ways. The most optimal solution is website builders. Their simplicity and intuitiveness in use will provide you with significant time savings and convenience.

By setting up a blog in **BOWWE**, you gain unlimited possibilities for its expansion - you can expand your blog at any time in any direction, e.g., add additional language versions. In addition, you have access to a library of ready-made templates with a timeless design that you can freely modify.

There is a large selection of wizards on the market - so if you want to delve into this topic, we refer you to **our complete website builder tutorial**.

Take care of your own domain name

A domain name is a unique internet address, e.g., www.MyBlog.com. Having your own domain gives you more freedom to blog and helps build a personal brand. It is also the best solution if you want your blog to have high visibility in search engines. How can I get a unique domain name?

If you use traditional CMSs, such as WordPress, Blogger or Ghost, you must additionally purchase your own domain name and hosting. You get a domain and hosting included in the package using website builders like **BOWWE**.

MOVE YOUR IDEAS ONLINE

Keep your blog users safe

On most platforms, it is best to contact your hosting provider to add an SSL certificate to your blog site. If you are a **BOWWE** user, you can quickly generate one in the Domain Settings of any of your projects and automatically connect it to your domain.

Make sure your blog site has error-free code

A good blog site design should be based on error-free, so-called "clean" code. Thanks to this, your website will load quickly, and no errors will appear. Your readers will surely appreciate it.

Choose a ready template for your blog and modify it

Easy changes to the ready template will allow you to get a unique design on your blog. All you need to do is select a **ready-made template** from the **BOWWE** library and start editing it. Using a simple drag-and-drop technique, you can freely change every graphic element on your blog without technical skills or the help of a web developer.

Come up with a unique name for your blog

Your name or business name in your blog title will always look professional and help you build your personal brand. You can link your name or nickname to the topic area of your blog, e.g., annapaints, Tombakes. It is:

- use rhymes,
- look for interesting synonyms of popular words
- use phrases that will color the title of your blog.

Take care of SEO on your blog

Here's how you can optimize your blog content for SEO in just a few steps:

- **Perform a keyword analysis** - tools like the **Google Ads** (keyword planner) or the **Keyword Tool** will help you with this.

- **Include your main keyword in the title of your blog post** - if you write your primary keyword at the beginning of your title, it will be significant in terms of SEO.

- **Use keywords in your blog post** - but do it as naturally as possible. Avoid keyword stuffing, so-called *keyword stuffing* that makes the text lose its authenticity.

- **Use the keyword in subheadings** - using a keyword in subheadings tells search engines that it is valuable and builds on the topic you highlighted in your title.

- **Create an appropriate meta-description** - a adequately written meta description will encourage users to visit your blog. You can read more about the rules for creating meta descriptions in **our guide**.

Create a content plan and stick to it!

You need to create a solid content plan and start your blog consistently. Of course, you can start in small steps, schedule one post a week or a month, and increase the number of posts over time.

However, consistency is the most important thing regardless of the number of entries at the beginning of a blog. So if you post on Friday mornings - stick to it. This will get your readers used to regular publications and expect more content over time.

Creating your first blog - summary

Now that you know all the steps in creating a successful blog, it's time to start putting each of them into practice. By sticking to this checklist, you will easily make your first blog with which you will achieve your dream goals.

Also, check out our article "**11 Mistakes Of Amateur Bloggers You MUST Avoid!**" To help you avoid making the mistakes that could make your blog fail. For more information on creating a blog and its content, visit the **BOWWE Blog** or write to us - **hello@bowwe.com**.

BOWWE

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Do you have questions or would you like to share your knowledge with us?

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Source:

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BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

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