

# Blog Spring Cleaning Checklist

Made to go with the corresponding post on [www.covertocoverlit.com/](http://www.covertocoverlit.com/) called "Quick Tips for a Successful Spring Cleaning"

## Maintenance

1. **Sidebar**
  - Delete old or out-of-date information
  - Upgrade welcome sentence
  - Consider switching out profile picture for more current one
  - Easily visible and click-able social links?
  - Email sign-up?
  - Search bar?
  - Showcase your most popular and useful series/posts
  - Delete useless information /content
2. **Clear up Your Storage**
  - Delete unused plugins
  - Delete old themes
  - Delete pictures you're not using
  - Delete spam contents
  - Backup your website
3. **Landing Pages**
  - If you don't have landing pages, make them. After you make them/ if you have them ...
  - Proofread them
  - Beautify them (colorful fonts, easily found links, images)
  - Double check all links work
  - Double check all links go where they're supposed to go
  - See if there are any new/updated content you can add (links)
4. **Be Clean and Professional**
  - Ensure you only use two or three different fonts on the whole website
  - Log into your site to see how visitors would see it. Ask yourself...
  - Is it easily navigable? If no, fix.
  - Is your site too chaotic? If yes, fix.
  - Easily seen social links? If no, fix.
  - Is your site background too busy? If yes, fix.
  - Ensure you consistently use the same two or three colors

**See page #2 for a check list in "Updating" your site**

**See page #3 for a check list in "Making this year awesome!"**

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## Updating

### 1. Social Media Profiles

- Is your profile current, accurate and appealing? If no, fix it.
- Is your tagline still applicable? If no, fix it.
- Is your profile picture outdated? If yes, fix it.
- Jazz up your "about me" box
- Are there easy-to-find links? If no, fix it.

### 2. The To-Do List

- Pick 3-5 things off your blogging to-do list, write them below, and do them!
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### 3. Archive Updates

- For every single post on your site...
- Proofread, edit, correct outdated facts and jazz it up!
- Update photos and graphics if necessary
- SEO
- Deep link to newer/older posts, if relevant
- Did you use a click-to-tweet? If no, use one.
- Review the post categories and tags. See if any new ones apply to this post
- Can this post be added to any lists on your blog?
- If you come across a crap post, unpublish and send to the draft box or delete it
- Look at each post and ask yourself, "Would I be happy if this post was my readers first impression?" if the answer is no, edit, re-draft it, or delete it.

### 4. Update About page

- Add a little about you/why you do what you do + your credentials/ expertise
- Does it have contact information? If no, add it.
- Does it have social links? If no, add it
- Does it have a current picture of you? No necessary, but consider it.

**See page #1 for a check list in doing "Maintenance" for your site**

**See page #3 for a check list to "Make Next Year Awesome"**

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## Make this year *awesome*

1. Check the last years' worth of analytics
  - Write down your 5-10 most popular posts
  - Write down the 5 places that drove the most traffic to your blog
  - Write down the posts that generated the most discussion (comments)
  - Can any of those posts be broken down and expanded upon in another post?
  - Does a lot of traffic come from places you're neglecting?
2. Write down your goals
  - Write down your goals for the year
  - Write down your goals for each month
  - Write down your goals for your social media accounts
  - Write down your goals for your blog
3. Brain Dump Blog Ideas
  - Take 30 minutes and brain dump blog ideas (brainstorm sheet available on blog post or here) <https://covertocoverlitcom.files.wordpress.com/2017/02/post-topics-brainstorm.pdf>
  - Take 30 minutes and brain dump blog ideas
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  - Take 30 minutes and brain dump blog ideas
  - Take 30 minutes and brain dump blog ideas
  - Write all ideas down! ALL down!
4. Plan Ahead
  - Goal: No more flying by the seat of your pants
  - Use editorial calendar (available on corresponding blog post or here) <https://covertocoverlitcom.files.wordpress.com/2017/01/editorial-calendar.pdf>
  - Use Year at Glance Organizer (available on corresponding blog post or here) <https://covertocoverlitcom.files.wordpress.com/2017/02/year-at-a-glance-cal.pdf>
  - Do you think you need to take time off publishing content to get ahead and organized?

**See page #1 for a check list in doing "Maintenance" for your site**

**See page #2 for a check list on "Updating" your site**

Go to [www.covertocoverlit.com](http://www.covertocoverlit.com) for more blogging tips, including

- o 12 Common Blogging Blunders (and how to fix them)
- o 18 Ways to Organize Your Blog Efficiently (+ Resources)

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