

MINI EBOOK

GETTING STARTED

# BLOG SETUP GUIDE

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# CONCEPT

BEFORE YOU CAN START GATHERING YOUR DIGITAL TOOLS, YOU SHOULD KNOW WHAT YOU'RE STARTING



Before you get started with setting up your website you should have a plan for what you're about to start.

What is the niche this blog will be in?

What kind of people are you speaking to?

How will your content look?

How frequent will you post?

Look at your favorite blogs and websites and try to figure out what you want on your page and how you want it to come across.

If you do this as a hobby you can look at it a little more laid back, but if this should be an eventual income stream you might wanna put your thinking hat on. Which problems will your blog solve and for which people?

Those two factors are more important than you think and I regret not looking at them earlier myself.

# WEB HOSTING AND DOMAIN

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Now to the part you probably downloaded this freebie for. The actual setting up of the blog.

A professional blog will need web hosting and a domain. Usually hosting services give you a domain with their hosting plans.

Wordpress themselves recommend Bluehost & DreamHost.

You can look at the plans Bluehost has [HERE\\*](#).

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**Make sure you add the security features you need in the add on section of your purchase!**

I personally use the 3-year-plan from Bluehost since that seems to be the most reliable webhost in the blogging community, but there are also smaller hosting services if you prefer supporting small businesses in this regard.

Make sure your plan involves a domain. In the beginning you don't really want to bother with finding one externally.

Setting up the actual blog is similar on all hosting services and is usually explained well in a step by step PDF you can find from each provider.

You install Wordpress on your webhost, make it extra secure and you're good to go.

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## DESIGN

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Now that you have everything ready to go you actually want to make your website visible.

There is already a very basic theme installed when you start off, but I'm sure you want your blog to look nicer. A good place to find nice Wordpress designs that aren't too expensive is Creative Market.

I have most of my designs from there and from Etsy.

[HERE](#) is a link to a blog post with the best designs for beginners.

## WRITING

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Before you put your blog on public in a haste you should figure out how you want to structure your future blog posts and create a couple of them ahead of time so your blog isn't empty when you click on that sweet button that turns off the construction overlay on your website in your settings.

You don't need to have a perfect writing voice from the start, but get a rough idea for it.

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# BRANDING

IN A SEA OF BLOGS AND SOCIAL MEDIA PROFILES YOU NEED TO FIGURE OUT HOW TO STAND OUT FROM THE BEGINNING

**Here are some things that are part of your branding that you want to look into:**

- logo
  - fonts
  - brand colors & patterns
  - brand voice
  - the kind of images you use
  - brand position
  - brand elements (for posts, pictures & other visual places)
  - tagline / mission statement
  - brand values
  - brand hashtags
  - brand emojis (your go-to emojis on social media posts)
  - typical photo props
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## SOCIAL MEDIA MARKETING

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You should get clear if and how you want to use social media to drive traffic to your blog. I can already tell you that it is almost impossible being active on all socials without burning out. Stick with one or two and try to batch produce content and captions ahead and schedule what you can.

Instagram: Preview & Later

Twitter: Tweetdeck

Pinterest: Tailwind

Facebook: Buffer & Facebook tools

TikTok: Later

## EMAIL MARKETING

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If you've been looking into starting a blog for a while you will know how important it is to build an email list. It's something you own (which you don't have with social media) and after you got someone onto that list they are more likely to be interested into what you post and sell in the future.

Get up-to-date on how email marketing works and how you want to use it for your blog!

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# INCOME

KNOW YOUR OPTIONS FROM THE START AND IMPLEMENT THEM EARLY ON

Making money blogging is a goal for many beginners, but which possibilities are there to make money? Let me show you a couple:

- Affiliate Marketing
- Advertisements
- Sponsored Posts
- Selling your own products
- Coaching
- Donations / Patreon
- Selling a service (ie: web designer, freelance writer, editor, etc)

Those are just the most common ways to make money. There are tons more. Maybe you have an app to lead people to or you sell things on Print on Demand websites.

The possibilities are pretty much endless, but that doesn't mean that you should do all of them at once. Pick 2-4 to stick with and 1-2 to really concentrate on.

I use Affiliate Marketing but I don't concentrate on it nearly as much as I do on selling my own products. That way I keep my sanity.





## ANALYTICS

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It's a numbers game. Kinda. You want your blog to grow or at least stay on a sustainable level of traffic and conversion (to your email list or your products). For that you should really start looking into connecting your blog to Google Analytics and learning which metrics are important. Be aware that people valuing their online privacy usually block these Google trackers and the analytics aren't something to 100% concentrate on.

## TRAFFIC

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Traffic is pretty much everything blogging is about. Figure out the \*customer journey\* people have on your blog. How do they find you? Where do you lead them? How do you lead them there? But also look at growth. What brings the most traffic? How can I improve that number? Should I add another traffic source? Add that to your monthly/quarterly review.

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A COURSE ON

# HOW TO START & GROW A SUCCESSFUL BLOG

I've been blogging since 2012 (yes, since I was 13) and I've learned my fair share of tips and lessons in that time that I would like to share with you a little bit more in-depth than a simple little freebie like this.

Want to make your blogging journey a good one? See if the course is something for you:

[CHECK IT OUT](#)