

FREE RESOURCE GUIDE

The 30 Day Blog Launch Checklist

Everything you need to do in your first 30 days —
in the right order, one step at a time.

A free resource from yourdigitalbreakthrough.com

How to use this checklist: Work through each week in order. Tick every item as you complete it. Do not skip ahead — each week builds on the previous one. If something takes longer than expected that is completely normal. The goal is not speed. The goal is completion. A finished blog launched in 45 days beats a perfect blog that never launches.

WEEK
K 1

Foundation Week

Days 1 to 7 — Build your home base



Choose and finalise your niche

Use the three criteria — passion and knowledge, audience demand, monetisation potential. Write your one sentence niche statement before moving on.



Choose your domain name

Keep it short, memorable, and relevant to your niche. Use a .com extension. Avoid hyphens and numbers. Purchase through your hosting provider to keep everything in one place.



Purchase hosting and install WordPress

Bluehost is recommended for beginners — affordable, reliable, and includes one-click WordPress installation. Your blog will be live within the hour.

■ Choose and install your WordPress theme

Start with a free, fast, clean theme. GeneratePress or Astra are excellent choices used by professional bloggers. Do not spend on a premium theme before you have traffic.

■ Install essential plugins

RankMath for SEO, a caching plugin for speed (LiteSpeed Cache or WP Rocket), and Akismet for spam protection. Keep your plugin count low.

■ Create your essential pages

About page — your story and why you started. Contact page. Privacy Policy — required by law. Affiliate Disclosure — required by FTC and most affiliate programs.

■ Set up Google Search Console

Submit your site and sitemap immediately. Do not wait until you have content. Getting indexed starts from day one.

■ Set up Google Analytics

Install the tracking code so data collection begins immediately. You cannot analyse data that was never collected.

WEE
K 2

Content and List Week

Days 8 to 14 — Your first content and subscribers

■ Create your Systeme.io free account

Your email marketing home base. Free plan supports up to 2,000 contacts with unlimited emails, opt-in forms, and basic automation. No credit card required.

■ Create your lead magnet

A simple, specific free resource in exchange for an email address. A PDF checklist, short guide, or resource list. One clear problem solved for your specific audience.

■ Build your opt-in form in Systeme.io

Connect it to a list, write a compelling headline for the form, and set up the automated welcome email that delivers your lead magnet.

■ Embed your opt-in form on your blog

Place it in your sidebar, after blog posts, and consider a welcome popup. Test that it works by subscribing with your own email address.



Write and publish your first blog post

Topic: your story and why you started. This is your most authentic post and the one that builds the most trust with new readers. Done is better than perfect.



Write and publish your second blog post

Choose a topic using a long tail keyword relevant to your niche. Use the five step content creation process — idea, outline, draft, personal layer, polish.



Request indexing for both posts in Google Search Console

Use the URL Inspection tool to manually request indexing for each published post. Accelerates Google discovery significantly.

WEE
K 3

Visibility Week

Days 15 to 21 — Get your content seen



Create a Pinterest business account

Free and takes fifteen minutes to set up. Use your blog name and niche keywords in your profile description. Verify your website in Pinterest settings.



Design pins for your published posts

Use Canva — free and beginner-friendly. Create two to three vertical pins (1000x1500px) for each post. Include your post title and blog URL on each pin.



Publish your pins and link to your blog posts

Publish to relevant boards. Write keyword-rich pin descriptions. Pinterest indexes new content within days — your first external traffic source is now active.



Write and publish your third blog post

Focus on a how-to or beginner guide format. These attract informational traffic and build authority. Include natural internal links to your first two posts.



Write and publish your fourth blog post

Aim for a product or tool recommendation post tied to your affiliate programs. Your first commercial content — written helpfully, not salesy.



Join two or three relevant online communities

Facebook groups, forums, or Reddit communities in your niche. Participate genuinely. Share your content only where it is relevant and welcome.



Send your first email to your list

Even if you only have a handful of subscribers. Introduce yourself properly, share your story, and tell them what to expect from your emails going forward.

WEEK
K 4

Review and Momentum Week

Days 22 to 30 — Build on what is working



Publish your fifth blog post

You now have five live pieces of content. That is a real content foundation. Consider a comparison post or best-of roundup to capture commercial intent traffic.



Audit your first four posts for SEO

Check each post for — focus keyword in title, first paragraph, one subheading, and meta description. Two or more internal links. Featured image with alt text.



Check Google Search Console data

Which posts are getting impressions? Which queries is Google associating with your content? This data guides your next content decisions.



Add more internal links between posts

Go back through all five posts and ensure every post links to at least two others. A well-linked site is crawled and indexed more efficiently.



Create five more Pinterest pins

Continue pinning daily — a mix of your own content and others in your niche. Consistency on Pinterest builds reach faster than sporadic activity.



Write your second email to your list

Share something genuinely useful — a tip, a resource, a lesson from your own journey. Value first. Always value first.



Plan your next 30 days

What worked? What needs adjustment? Set a publishing schedule you can maintain and content topics based on what your audience responded to most.



Celebrate — you launched a real blog

You planned it, built it, published content, started growing a list, and got your first external traffic. That is real. Most people never get this far.

Your 30 Day Progress Tracker

Milestone	Target Day	Done ✓
Blog live on the internet	Day 3	
Essential pages published	Day 5	
Google Search Console set up	Day 7	
Email opt-in live and working	Day 10	
First blog post published	Day 11	
Second blog post published	Day 14	
Pinterest account active with pins	Day 17	
Third and fourth posts published	Day 21	
First email sent to list	Day 21	
Fifth post published	Day 24	
SEO audit of all posts complete	Day 26	
Next 30 days planned	Day 30	
Celebrated your launch	Day 30	

Want AI to help you through every step of this checklist?

The **AI Thinking Partner Blueprint** walks you through building your entire online business using AI as your personal guide — from your first idea to your first income.

Visit yourdigitalbreakthrough.com to learn more.