

PLATFORM BRAINSTORM & INVENTORY: WEBSITE OR BLOG

MY WEBSITE OR BLOG URL:

WHAT TYPE OF CONTENT IS ON YOUR SITE OR BLOG?

- Personal thoughts / ramblings / unfiltered day-to-day stuff
- An about page / bio page with photos of me
- Progress reports on my writing
- Informational pages about my publications, articles, creative work, etc.
- Excerpts and/or downloads of my creative work
- "Newsy" updates about events, readings, publications, etc.
- Reviews of books, poems, or other creative writing
- Q&As with other authors or people I find interesting
- My response to things I read online (unrelated to my writing)
- My response to things I read online (related to my writing)
- Links to other content I like or recommend
- Guest posts from other authors or people I trust/admire
- Writing advice for other people (writing community stuff)
- Information or advice for other people (not about writing)
- Information about my business
- Round-ups of the best content on a specific subject matter
- Podcasts where I offer information/advice
- Podcasts where I interview other people
- Podcasts or audio editions of my books or creative work
- YouTube-style videos where I offer information/advice
- YouTube-style videos where I interview other people
- Pictures of my pet / family / children / garden / etc
- Profiles of people, organizations, or products I find interesting
- Inspiring/instructive quotations or excerpts from my reading
- A blogroll of my favorite sites or people online
- A discussion board or place for real-time interaction

Below: list other types of content unique to your situation or audience

CHECKLIST FOR CLARITY AND PURPOSE

- Is it clear I am the author/owner of the blog or site?
- Do I have a clear and readable header or banner?
- Do I have a tagline or brand line?
- On my About Page (or homepage), do I make it clear who my audience is?
- Is my voice or perspective clear from the immediate content of my site/blog?
- Can people understand what I'm about within 5 seconds of visiting?
- If blogging: State USP below.

CHECKLIST FOR MAXIMIZING IMPACT

- Do I have social media fully integrated into my site? If so, have I mentioned all networks where I'm active? (Try ADD THIS as a plug-in for Wordpress sites.)
- Do I have an e-mail newsletter sign-up? (Try MailChimp for free.)
- Do I have analytics installed? (Try Google Analytics for free.)
- Do I allow people to subscribe to my site/blog via RSS or e-mail? (Try FeedBurner for free.)
- Do I allow people to comment? (Try using Disqus for a comment system.)
- Can visitors easily figure out how to contact me via e-mail?
- Have I provided links to purchase for any books/materials I have available?
- Have I included links to great reviews, praise, testimonials, and media mentions? Are some of my best recommendations on the homepage of my site?

PLATFORM BRAINSTORM & INVENTORY: SOCIAL MEDIA

GIVE NUMBER OF FANS/FRIENDS/FOLLOWERS, LENGTH OF INVOLVEMENT (SINCE WHAT YEAR?), AND GROWTH PER MONTH, IF APPLICABLE

FACEBOOK PERSONAL PROFILE

FACEBOOK FAN PAGE

TWITTER

LINKEDIN

GOODREADS

GOOGLE PLUS

YOUTUBE

SCRIBD

TUMBLR

OTHER COMMUNITY SITES [LIST INDIVIDUALLY]

CHECKLIST FOR CLARITY AND PURPOSE

- If you have a Facebook fan page, do you have a daily or weekly posting strategy?

- If you have a Twitter account, what is your voice, perspective, or focus?

- If you participate on message boards or community sites, are the members other writers or potential readers?

WHERE DO YOUR READERS HANG OUT ONLINE? IF YOU DON'T KNOW, GUESS.

SOCIAL MEDIA MANAGEMENT TOOLS FOR EFFICIENCY & JUDGING IMPACT

- HootSuite (for Twitter)
- Klout (for all social media)
- TwitterCounter (for Twitter)
- Facebook Insights Page (for fan pages)
- Google Analytics (check referrals)
- FriendFeed (can create a stream of all your online activity)
- Disqus (a system that helps connect all of your comments online to your identity)

PLATFORM BRAINSTORM & INVENTORY: ANALYTICS & REACH

FIND OUT THE FOLLOWING IF YOU HAVE A BLOG OR SITE

MONTHLY VISITORS

TRAFFIC GROWTH TREND BY MONTH OR YEAR

NEW VISITORS VS. REPEAT VISITORS

KEYWORDS THAT BRING PEOPLE TO YOUR SITE

TOP 5-10 REFERRALS TO YOUR SITE

TOP RANKED CONTENT

ADD TOGETHER:

SITE AND BLOG VISITORS

VISITS TO YOUR GUEST CONTENT

FACEBOOK FRIENDS AND FANS

TWITTER FOLLOWERS

LINKEDIN CONTACTS

OTHER SOCIAL MEDIA CHANNELS

E-MAIL NEWSLETTER SUBSCRIBERS

SNAIL MAIL LIST

READERS IN PRINT CHANNELS ON AN ONGOING BASIS (COLUMNS, ARTICLES)

LISTENERS/VIEWERS OF AUDIO OR VIDEO CONTENT THAT YOU DISTRIBUTE

PEOPLE WHO HEAR YOU SPEAK IN AN AVERAGE YEAR (IF YOU TEACH/SPEAK)

TOTAL