



Roger C. Parker's

Blog Setup & Design Planner

Use this worksheet, with my compliments, when planning the text and graphic elements you want to include in your blog.

Questions? Contact Roger@PublishedandProfitable.com

ELEMENT	INSTRUCTIONS
HEADER	
Top banner (describe graphic, logo, colors, etc.)	
Banner text (i.e., blog title & tagline)	
Number and titles of linked inside blog pages	
SIDEBAR	
Sign-up incentive, (describe graphic, text, form fields)	
About us photograph or video? (Desired text)	
Display calendar showing dates of recent posts?	
Include summaries of recent and/or most popular posts?	
Identify desired blog categories	
POST FORMATTING	
Do you have any title or text formatting preferences?	
Display the full text of each post, or just a brief excerpt?	
Always display comments or only when visitor desires?	
Include social media links with each post?	