

How to Launch a Successful Blog

for Your Shopify Store: A Checklist

Develop Your Content Strategy

- Identify your content marketing goals.
- Narrow down your target audience.
- Determine your content buckets (macro topics that educate, entertain, or inspire).
- Ideate for the entire customer journey.
- Select your content types (e.g., how-tos, trend roundups, behind-the-scenes sneak peeks, etc.).
- Create an [editorial calendar](#) that includes post titles, publishing times/dates, target audiences, and keywords. Don't forget to mix up evergreen and timely content.

Create Your Content

- Make sure every blog post draft includes:
 - A catchy title
 - A compelling hook in the introduction
 - At least 300 words (it helps with SEO!) that provide genuinely valuable information
 - Supporting visuals (images or videos) that break up large chunks of text
 - A clear CTA
 - Headers and bullet points that clearly organize the content
 - Keywords that are repeated at least six times
 - Links to external facts and statistics
 - Links to other internal blog posts
- Check for spelling and grammar errors.
- Write in an engaging way that blends logic and emotions. Try to tell a story with every post.
- Run A/B tests on post length, posting frequency, posting date/time, and content types.
- Check out these [content marketing resources](#) for ideas, tips, and tools.

Create Your Content

- Activate your blog** by going to your Shopify admin area, then clicking Online Store > Blog Posts > Manage Blogs > Add Blog.
- Name your blog.
- Add your blog to your site's navigation bar.
- Create your first post by clicking Add Blog Post, then completing these fields:
 - Title
 - Content
 - Featured image
 - Select how you manage comments:
 - Disable comments
 - Comments with moderation
 - Comments automatically published
 - Add excerpt (if you want a post's excerpt to appear on the blog's main page)
 - Tags
- Edit each blog post's SEO content:
 - Page title
 - Meta description
 - URL