

Blog Launch Day Checklist

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Your complete roadmap for going live without the overwhelm, wasted time, or forgotten steps.

So you've got the tools. You've got the templates. You're excited. But here's the question: *where do you actually start?*

Do you set up the theme first... or your email list? Do you upload a logo... or write your first post? And what about all the little details—like testing your opt-in form or adding your privacy policy—that can slip through the cracks until it's too late?

That's exactly why I created the **Blog Launch Day Checklist**.

This isn't just another checklist. It's your **step-by-step launch assistant**—preloaded, organized, and designed to walk you from “just getting started” to “we're live!” without any tech headaches or messy guesswork.

Here's What You'll Get Inside the Checklist:

Pre-Built Checklists for Every Key Action

Picture this.

It's the night before your planned blog launch. Your coffee's gone cold. Your desk looks like a storm hit it—sticky notes, random scribbles, and five different “must-do” lists scattered around. And you're staring at the screen thinking: *Did I forget something important?*

That's the exact moment most new bloggers start to panic. And it's exactly the moment this checklist steps in to save the day.

Instead of scrambling or guessing, you've got a clear, pre-built roadmap that shows you what to do—and in the right order. No more wondering, “*Do I set up the logo before the opt-in form? Does the email platform connect before the theme?*” You'll have it mapped out, step by step, so the entire process flows smoothly.

Here's what you'll tick off with confidence:

- **Set up hosting and connect your domain.**
Think of your domain as your address and hosting as the land your house sits on. Without the connection, visitors can't even

knock on your door. This checklist makes sure that bridge is built right away.

- **Install your WordPress theme and essential plugins.**
Instead of drowning in choices, you'll know which plugins matter. For example, an SEO plugin to get found on Google, a security plugin to keep your site safe, and a caching plugin to keep it loading fast.
- **Customize your blog's branding.**
Upload your logo, pick your brand colors, and add a favicon (that tiny browser icon that makes your site look professional). These small touches set you apart and make your blog feel like *your space* on the web.
- **Set up your autoresponder and connect your lead magnet.**
This is how casual readers turn into loyal subscribers. Imagine offering a "5-Day Blogging Kickstart Guide" and having it automatically sent the second someone signs up. That's what this step locks in.
- **Publish your first blog post and test your opt-in form.**
This is your launch moment. Your blog post introduces your voice, and the opt-in form invites readers to stay connected. The checklist makes sure both go live without hiccups.

Launch Day Key Actions Checklist

Step	Action	Why It Matters	Check
1	Set up hosting and connect your domain	Your domain is your blog's "address" and hosting is the "land" it lives on. Without connecting them, no one can find your blog. This step ensures the bridge is built so visitors can reach your site.	☐
2	Install your WordPress theme	Skip the overwhelm of endless plugin options. At minimum: an SEO plugin (to help	☐

	and essential plugins	get found), a security plugin (to protect your site), and a caching plugin (to keep it fast).	
3	Customize your blog's branding	Upload your logo, select brand colors, and add a favicon (the small browser tab icon). These touches make your blog look polished and uniquely yours.	☐
4	Set up your autoresponder and connect your lead magnet	This is where casual visitors become subscribers. For example, if you offer a "5-Day Blogging Kickstart Guide," this step makes sure it's delivered instantly when they sign up.	☐
5	Publish your first blog post and test your opt-in form	Your blog post introduces your voice to the world, while your opt-in form keeps readers connected. Testing ensures both work seamlessly when you go live.	☐

Everything is organized. Everything is in one place. And it's all designed to keep you calm, focused, and confident.

So instead of pacing the room with a head full of doubts, you'll move through your launch one box at a time—knowing that when you hit that final checkmark, your blog isn't just ready. It's ready the *right way*.

How to Use This Checklist

Print it out or keep it open on your screen as you work through launch day. Go step by step in order—the sequence is designed to keep things flowing smoothly without backtracking. Each time you finish a task, tick the box. That small checkmark isn't just progress; it's momentum.

Pro-Tip

Don't try to cram everything into one caffeine-fueled night. Spread the steps across a couple of days if you need to. For example, finish your hosting and theme setup one day, and save branding and your first blog post for the next. Launching is about steady progress, not burnout.

Final Word

Launching your blog is a big moment—but it doesn't have to be overwhelming. With this checklist, you'll know exactly what to do, in the right order, and why each step matters. Think of it as your launch partner, keeping you on track while you bring your blog to life.

Now take a deep breath—you're not just starting a blog. You're opening a new door. And your audience is waiting on the other side.

Smart Labels to Personalize Your Plan

Here's the truth: no two blogs are exactly alike.

A travel blogger writing about hidden beaches in Thailand has different needs than a financial coach teaching side hustlers how to manage their money.

And if you've ever tried to follow a "one-size-fits-all" launch guide, you know how frustrating it feels when half the steps don't even apply to you.

That's why this template isn't just a rigid checklist. It comes with **smart labels** that adapt to your unique blogging journey.

Think of them as little signposts saying, *"Hey, this part matters to you—skip that other bit for now."*

Here's how it works:

- **Blog Type Labels**

Are you building a **niche blog** focused on one topic, a **business blog** to support your company, or a **personal brand blog** where *you* are the brand?

Example: A parenting blogger might skip the "About the Company" page setup, while a business consultant wouldn't.

- **Funnel Stage Labels**

Not everyone is at the same stage. Some are in **pre-launch**, still setting up the basics. Others are in **launch week**, getting the word out. And some are already moving into the **growth phase**.

Example: If you're in pre-launch, the template won't distract you with "growth hacks." But if you're ready to scale, those tips will be right there waiting.

- **Platform Labels**

Our tools matter. Maybe you're using **WordPress**, **ConvertKit**, and **Elementor**. Or perhaps you've got different platforms. The labels highlight the exact steps for your stack—so you don't waste time sorting through instructions that don't fit.

Example: WordPress users will see the "Install Plugin" task, but if you're on Squarespace, you'll know to skip it.

Smart Labels Checklist

Label Type	What It Means	How to Use It	Example
Blog Type Labels	Identify the kind of blog you're building—niche, business, or personal brand.	Focus only on tasks that match your blog type. Skip anything that doesn't apply.	A parenting blogger may skip "About the Company" page, while a business consultant includes it.
Funnel Stage Labels	Match your current phase—Pre-Launch, Launch Week, or Growth Phase.	Work on tasks aligned with your stage so you're not juggling irrelevant strategies.	If you're in pre-launch , ignore "growth hacks" until you've finished setup.
Platform Labels	Tailor the checklist to the tools you're actually using (WordPress,	Follow only the steps for your stack and ignore the rest.	A WordPress user will install plugins, while a

	ConvertKit, Elementor, etc.).		Squarespace user skips that step.
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How to Use This Checklist

Start by picking your labels:

- **Blog Type:** Decide if you're building a niche blog, business blog, or personal brand.
- **Funnel Stage:** Identify whether you're in pre-launch, launch week, or growth.
- **Platform:** Choose the tools you'll actually use (e.g., WordPress, Squarespace, ConvertKit).

Once you've set your labels, move through the checklist step by step. Ignore tasks that don't match your setup—this keeps you focused and efficient.

Pro-Tip

Print the checklist or keep a copy open in your project management tool (Notion, Trello, or Asana work great). Mark each task complete as you go. The act of physically checking boxes adds momentum and keeps you motivated.

Final Word

By filtering what matters, the template trims away the noise. You're not left second-guessing or bogged down in irrelevant details. Instead, you see a launch plan that feels like it was written just for you.

And here's the best part: when you focus only on the steps that apply to your blog, you save energy, avoid overwhelm, and actually enjoy the process.

Because launching your blog shouldn't feel like fighting through a forest of instructions. With smart labels, it's more like walking down a clear, well-marked trail—straight to your finish line.

Daily Task Prompts to Stay on Track (Without Burnout)

Here's a secret most new bloggers don't realize:

It's not usually the hard tasks that trip people up. It's the sheer number of them.

When you sit down to “launch your blog” without a plan, everything blurs together. One minute you're halfway through customizing your theme, the next your email platform is open in another tab, and then your brain pipes up with, “*Didn't I forget to set up my favicon?*”

That's not productivity—that's the slow crawl toward burnout.

This template is built to stop that cycle before it starts. Instead of juggling everything at once, you'll break your launch into **bite-sized, daily prompts**. Each day has a focus, a few clear actions, and a visible finish line. No all-nighters. No overwhelm. Just steady, manageable progress that compounds.

5-Day Launch Workflow

Think of this as a starter roadmap. You can follow it as is, or adjust the pace to match your life. Some people do one day at a time; others spread each “day” over a week. The important thing is that you're moving forward without losing momentum.

Day 1: Tech Setup

✓ Secure your hosting.

Choose a reliable hosting provider that fits your budget and goals. Hosting is the “home” of your blog—without it, your site has nowhere to live.

✓ Connect your domain.

Your domain name is your blog's address on the internet. Connecting it to your hosting means visitors can actually find your site when they type it in.

✓ **Install WordPress.**

Most hosting providers now offer a one-click WordPress install. This gives you the platform to build, design, and run your blog without needing to know code.

✓ **Add essential plugins (security, backups, SEO).**

Think of plugins like apps for your blog. At minimum, you'll want:

- **Security plugin** (to protect your site)
- **Backup plugin** (to save your work in case of crashes)
- **SEO plugin** (to help people find you on Google)

Why it matters: By the end of Day 1, your blog has a rock-solid technical foundation. You're not crossing your fingers—you know your site is stable, secure, and ready to grow.

Pro-Tip: Less is more. Stick to only the plugins you truly need. Too many will slow down your site and create conflicts.

Day 2: Branding + Page Templates

✓ **Upload your logo.**

Your logo doesn't need to be fancy. Even a simple text-based logo works at the start.

✓ **Customize your colors and fonts.**

Pick 2–3 colors and 1–2 fonts that reflect your personality or brand. Consistency makes your blog feel professional.

✓ **Add a favicon.**

This tiny image appears in the browser tab. It's a small detail, but it instantly makes your blog look established and trustworthy.

✓ **Create must-have pages:**

- **About Page:** Share your story and why your blog exists.
- **Contact Page:** Make it easy for people to reach you.

- **Privacy Policy:** Covers you legally and builds reader trust.

Why it matters: By the end of Day 2, your blog looks polished and professional. It's not an unfinished project—it's a site you'd proudly share.

Pro-Tip: Don't get stuck chasing "perfect branding." Start with clean, simple choices and refine later as your blog and audience grow.

Day 3: Lead Magnet + Opt-In Page

✓ Upload your freebie.

This could be a checklist, mini-guide, or template—something small but useful that solves a quick problem for your audience.

✓ Build your opt-in page.

Keep it simple: a clear headline, short description of your freebie's value, and the sign-up form.

✓ Test your form.

Sign up yourself to make sure subscribers actually land on your list. Nothing kills momentum faster than realizing weeks later that your form wasn't working.

Why it matters: By the end of Day 3, your blog isn't just a "read-only" space—it's a list-building machine. Every visitor has a reason to stay connected.

Pro-Tip: Strip your opt-in page of distractions. One page. One offer. One call-to-action. That's how you maximize sign-ups.

Day 4: Email Integration + Test

✓ Connect your autoresponder.

Whether it's ConvertKit, MailerLite, or another service, connect it to your opt-in form so subscribers flow directly into your list.

✓ Write your welcome email.

This is your first impression. Introduce yourself, thank them for joining, and set expectations for what kind of value they'll receive.

✓ **Do a test run.**

Use a different email address to sign up and check the full process. Did you get the freebie? Did the welcome email arrive? Does the link work?

Why it matters: By the end of Day 4, you're not just publishing content—you're starting conversations. Readers won't just visit and vanish; they'll hear directly from you.

Pro-Tip: Write your welcome email like you're writing to one friend. Warm, conversational, and personal builds trust much faster than sounding "corporate."

Day 5: Final Polish + Go Live

✓ **Publish your first blog post.**

Aim for quality over perfection. Share something genuinely helpful for your audience, even if it's short.

✓ **Proofread your main pages.**

Double-check for typos, broken links, or placeholders you forgot to remove.

✓ **Double-check your links and forms.**

Click through everything—opt-in forms, menu links, footer links. Make sure nothing is broken.

✓ **Hit publish—your blog is live!**

This is the moment everything clicks into place.

Why it matters: By the end of Day 5, you've crossed the line from "planning" to "launching." You're not someone who *wants* to start a blog anymore—you *are* a blogger with a live site.

Pro-Tip: Celebrate this milestone! Announce your launch to friends, share on social media, and invite people to check it out. Momentum comes from visibility.

5-Day Blog Launch Checklist

Think of this as your starter roadmap. You can follow it as-is, or stretch each "day" into a week if life gets busy. The goal is steady progress—so you build momentum without stalling out.

Day	Tasks	Why It Matters	Pro Tip
Day 1: Tech Setup	✓ Secure hosting ✓ Connect your domain ✓ Install WordPress ✓ Add essential plugins (security, backup, SEO)	Your blog gets a rock-solid technical foundation—stable, secure, and ready to grow.	Less is more. Stick to the plugins you need. Too many slow things down.
Day 2: Branding + Pages	✓ Upload your logo ✓ Customize colors & fonts ✓ Add a favicon ✓ Create must-have pages (About, Contact, Privacy Policy)	By the end of Day 2, your site looks polished and professional—something you're proud to share.	Don't chase "perfect branding." Start simple, refine later as you grow.
Day 3: Lead Magnet + Opt-In Page	✓ Upload your freebie ✓ Build your opt-in page (headline, description, form) ✓ Test your form	Your blog becomes a list-building machine. Visitors now have a reason to stay connected.	Keep it distraction-free: one page, one offer, one call-to-action.

Day 4: Email Integration + Test	✓ Connect your autoresponder ✓ Write your welcome email ✓ Do a test run (check freebie delivery & email flow)	You're not just publishing—you're starting conversations with readers.	Write your welcome email like you're talking to a friend. Warm beats corporate.
Day 5: Final Polish + Go Live	✓ Publish your first post ✓ Proofread main pages ✓ Double-check all links & forms ✓ Hit publish—your blog is live!	You've crossed from "planning" to "launching." You're officially a blogger.	Celebrate this milestone! Announce your blog launch to friends & social media.

This **5-Day Launch Workflow** works as a motivational starter roadmap and ties beautifully into your **Starter Blog Launch Kit** and **Ultimate Launch Kit**, since many of these tasks are already covered with plug-and-play resources.

Why it matters

By the end of Day 5, you've crossed the line from "planning" to "launching." You're no longer preparing to be a blogger—you *are* one.

Pro-Tip: Celebrate this milestone. Share your launch with friends, colleagues, or on social media. The best way to keep momentum is to let people know you're here.

Why This Structure Works

The beauty of this system is its **flexibility**. You can slow it down to one task a day or speed it up if you're in a flow. Either way, you'll never sit down thinking, "*Where do I even start?*"

Launching a blog shouldn't feel like sprinting a marathon. It should feel like stacking building blocks—one steady, confident layer at a time.

And when you follow this daily prompt system, that's exactly what you'll do:

- No burnout.
- No overwhelm.
- Just progress you can see, step after step, until your blog is live and thriving.

Final Word

If you've ever felt like launching a blog meant juggling 20 balls in the air and hoping none of them drop—this template will feel like a breath of fresh air.

Because it doesn't just *organize* your launch.
It helps you actually **finish** your launch.

With this in hand, you'll stop spinning your wheels and finally press “publish” on a blog that's ready for the world.