

4 key steps to get your blog back on track for 2019

If you, like me, have been neglecting your blog, you've probably got a few good reasons (or excuses). Maybe you took time off during the holidays. Maybe preparing for the holidays and the new year took over your life. Maybe you just haven't been inspired to write. Whatever the case may be, your blog is calling out for attention and now, at the beginning of 2019, is the perfect time to get it back on track.



Here are four key steps you can take to get your blog back on track:

1. **Clarify your objective.** Blogs flounder when you don't know why you are writing them. Ask yourself what your blog is meant to do. Is it supposed to establish your expertise? Is it part of your content marketing strategy? Perhaps it's meant to help in lead generation, email sign-ups or to encourage ebook downloads. Whatever

you are trying to accomplish, that is your objective. Writing it down, and being clear about it will help motivate you going forward.

2. **Define your topic area (s).** What are you writing about? What topics does your blog deal with? Do these reflect your expertise, interests and specializations? Making a list of topics you may write about helps give you inspiration. Also, those could be the basis for research.
3. **Scope out the competition.** Are there a lot of other blogs or websites that offer information on your topic areas? If so, are you offering any unique or different take on the topic? What would be a reason for someone to read something on the topic on your blog rather than going elsewhere? You want to stand out from your competition by providing specialized insights or unique takes that can't be found elsewhere.
4. **Create an editorial guide and/or calendar for 2019.** Create a framework for your blogging this year. Start with the calendar and write down any special dates or events you will be participating in. Those may be the basis for blog posts. If you are looking for something more formal, or if you collaborate with others, there are many free and paid resources on the web for creating a content calendar.

Bonus step: Now that you've been giving some serious thought to what you want your blog to do this year, brainstorm at least 10 blog post ideas.

Clarifying what you want to achieve, and defining your topic areas will help provide direction for your blog, and get you back on track.

Please let me know in the comments if there are other methods you've used to revive a blog.