

The 2026 Blog Launch Checklist

Your 90-Day Roadmap from Zero to Published

The 2026 Blog Stack Framework

AUTHORITY	DISTRIBUTION	DEPTH	MONETIZATION
Real expertise + narrow niche	Email > Social > Search	Pillar content + regular updates	Aligned revenue, not bolted-on

WEEK 1: Foundation

Pillar: Authority

- Define your niche (what you know + underserved demand)
- Write your positioning statement (1 sentence: who you help + how)
- Choose your platform (WordPress / Ghost / Substack / beehiiv)
- Buy your domain (\$10-15/year)
- Set up hosting (if self-hosted, \$3-10/month)
- Install your theme (don't overthink—clean and readable)

Pro tip: Your niche should be specific enough that you can name 3 competitors who aren't massive publications.

WEEK 2: Structure

Pillar: Distribution

- Create About page (who you are, why you're qualified, why readers should care)
- Create Contact page
- Add Privacy Policy (use a free generator)
- Connect Google Analytics 4
- Connect Google Search Console
- Set up email capture (ConvertKit, Mailchimp, or native)
- Add signup form to every page
- Plan your first 10 post topics

Your email list is the only audience you truly own. Set this up before anything else.

WEEKS 3-4: Launch

Pillar: Depth

- Publish 3-5 foundational posts (1,500+ words each)
- Create your first comprehensive guide (3,000+ words, heavily researched)
- Interlink all posts strategically
- Set up social media profiles (pick 1-2 platforms max)
- Share your launch with friends/family/network
- Join 2-3 communities in your niche (don't spam—contribute first)

One excellent comprehensive guide will outperform 10 thin posts. Go deep.

MONTHS 2-3: The Work

Pillar: All Four

- Publish 1-2 quality posts per week (consistency > intensity)
- Send weekly or biweekly emails to your list
- Engage on your chosen social platform 20 min/day
- Build relationships with 5-10 creators in your niche
- Update your first posts based on performance data
- Add relevant affiliate links (if appropriate for your niche)
- Review analytics monthly—note what's working

Most people quit in months 2-3. The compound effects haven't kicked in yet. Keep going.

METRICS THAT MATTER

Metric	Why It Matters	Target (Month 3)
Email subscribers	Owned audience	100-500
Returning visitors	Audience loyalty	20%+ of traffic
Avg. time on page	Content quality	3+ minutes
Email open rate	List engagement	40%+
Posts published	Consistency	12-24 posts

REALISTIC TIMELINE TO MONETIZATION

Phase	Focus	Expected Outcome
Months 1-6	Content + audience building	Foundation, first subscribers
Months 6-12	Growth + early monetization	Email list, affiliate income
Year 1-2	Scale + diversify	Meaningful ad/product revenue
Year 2+	Optimize + expand	Multiple revenue streams

Most successful blogs took 2-3 years to become profitable. Patience is your competitive advantage.