

# Defining Your Business Blog Purpose Checklist

Print off this checklist and tick off each step as you go through the [‘Defining Direction: How to Discover Your Blog’s Business Purpose’](#) guide on our Talk About Digital Podcast website.

## Understanding the Concept of Purpose in Business Blogging

- Understand what ‘purpose’ means for a business blog
- Recognise why a clear purpose is essential for blogging success
- Identify the risks of blogging without a defined purpose

## Discovering Your Blog’s Core Purpose

- Reflect on your business goals and what you aim to achieve with your blog
- Identify your target audience and consider who will benefit from your blog
- Define what sets your blog apart (Unique Value Proposition)
- Ensure that every blog post has a clear intent that aligns with your blog’s purpose

## Crafting a Purpose Statement for Your Business Blog

- Understand what a purpose statement is
- Reflect on your business goals and audience needs to inform your purpose statement
- Identify your unique value proposition
- Draft a simple, one-sentence purpose statement
- Review and refine your purpose statement to ensure clarity and alignment

## **Ensuring Consistency and Alignment with Your Blog's Purpose**

- Schedule regular reviews of your blog's purpose
- Evaluate current content to ensure it aligns with your blog's purpose
- Gather feedback to understand how your audience perceives your blog's purpose
- Adjust your blog's purpose as needed based on feedback and business changes
- Use your purpose as a filter when creating content
- Maintain a consistent tone and style across all content
- Define key blog categories that align with your purpose
- Organise existing content into the relevant categories
- Plan future topics that align with your blog's purpose
- Regularly review and adjust categories as needed

## **Communicating Your Blog's Purpose to Your Audience**

- Incorporate your purpose into your blog's design and structure
- Choose a blog name that reflects your purpose
- Design an intuitive layout that highlights your blog's purpose
- Feature key sections on the homepage that align with your purpose
- Use visuals that reinforce your blog's purpose
- Define and maintain a consistent blogging voice that reflects your purpose
- Tailor your writing style to match the content and purpose
- Engage directly with your audience to reinforce your blog's purpose
- Make your blog's purpose visible with a clear tagline
- Create an 'About' page that explains your blog's purpose
- Feature your purpose in the sidebar or post introductions
- Extend your purpose visibility to social media and email signatures

## **Evaluating the Effectiveness of Your Blog's Purpose**

- Set clear metrics to measure your blog's success in fulfilling its purpose
- Track performance regularly and compare it against benchmarks
- Analyse content impact to see which posts best align with your purpose

- Adjust your content strategy based on performance findings
- Gather feedback from readers to understand their perception of your blog's purpose
- Use surveys, comments, and social media to collect audience feedback
- Use feedback to make informed adjustments to your blog
- Review your business goals regularly to ensure your blog's purpose remains aligned
- Stay attuned to industry trends that might affect your blog's purpose
- Be open to evolving your blog's purpose as your business grows
- Communicate any changes in your blog's purpose clearly to your audience
- Test new approaches on a small scale before fully implementing them

By using this checklist and following the related guide on the TAD website you will understand how to clearly define the purpose of your business blog to ensure the right positive impact is generated within your business.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.