

2017 in review.

It's easier to know where you're going when you know where you've been. Use the prompts below to get a clear picture of what blogging was like for you this past year.

By the numbers.

AVG. MONTHLY PAGEVIEWS:

AVG. MONTHLY UNIQUES/USERS:

AVG. MONTHLY VISITS/SESSIONS:

MONTH WITH THE MOST TRAFFIC:

CAUSES FOR SPIKE, IF ANY:

MONTH WITH THE LEAST TRAFFIC:

CAUSES FOR DROP, IF ANY:

TOP 3 POSTS BY TRAFFIC:

1.

2.

3.

TOP 3 POSTS BY COMMENT:

1.

2.

3.

TOP 3 POSTS I
ENJOYED PRODUCING:

1.

2.

3.

TYPES OF CONTENT I DIDN'T LOVE PRODUCING AS MUCH, AND WHY:

Follow the money.

	1	2	3	4
2017 SOURCES OF REVENUE:	TOTAL REV (\$):	% OF TOTAL REV	EST. HOURS SPENT CREATING THIS CONTENT IN 2017:	AVG. HOURLY RATE
Affiliate marketing: <i>(rewardStyle, ShopStyle, etc.)</i>				
Sponsored blog content:				
Sponsored social media content:				
Appearances/event hosting:				
Networked ads: <i>(Shopbop, Google Ads, rS ads, YouTube ads, etc.)</i>				
Other:				
Other:				
Other:				

2017 TOTAL REVENUE:
(add all \$ in Total Rev)

- 1 If applicable, the total amount of revenue the category earned you, before taxes and any banking fees.
- 2 Divide the amount of revenue the category earned you by the Total Revenue for the year to determine what percentage this category comprised your total blog revenue.
- 3 Estimate how many hours you spent creating and managing aspects of each category that would result in income. This could include sourcing links, photographing or designing visuals for a post, writing content, responding to comments, and/or corresponding with brands. If you don't have this info, that's ok. If you're interested in tracking for 2018, or even tracking for a single collaboration, Toggl.com is a great, free time keeping resource.
- 4 Divide the revenue from a category by the total number of hours you spent creating content for that category to determine your estimated hourly rate. This tells you how much you were paid per hour for a particular type of revenue-generating work. Bear in mind that your hourly rate for some categories might change as you gain efficiency over time. For sponsored content, use this as a check to ensure that what you are charging brands reflects the time and effort you put into your content creation, not to mention the value placed on a brand having access to your readership and social media following.

Follow the money.

TOP 5 RETAILERS BY CONVERSION RATE (AND COMMISSION TOTAL FOR EACH):

BRANDS MY READERS SEEMED TO CONNECT WITH (AND WHY!):

2017 WINS

(List collaborations you enjoyed, any that pleasantly surprised you, things you felt worked well, things that readers loved)

2017 MISSES

(Anything you wished went differently? An opportunity you felt you missed out on? What systems can you implement to address?)

Personal stuff.

REFLECT ON AREAS IN WHICH YOU FELT YOU GREW THIS YEAR, AND AREAS IN WHICH YOU FELT YOU HAD KNOWLEDGE GAPS OR WISHED YOU KNEW MORE.

2018

Let's do this thing! Now that you've gathered some info about how last year went, let's focus on your goals for 2018.

Get grounded.

MY BLOG'S MISSION/VISION IS:

IS THIS DIFFERENT FROM LAST YEAR? IF YES, HOW SO?

WHAT MAKES MY BLOG UNIQUE? WHAT SETS MY VOICE APART?

WHAT DO I WANT READERS TO TAKE AWAY FROM MY SITE?

Content stuff.

TOPICS I WANT TO CONTINUE WRITING ABOUT:

NEW TOPICS I WOULD LIKE TO INTRODUCE:

RECURRING SERIES OR COLUMNS I WANT TO FEATURE (NEW OR OLD):

Last year, I posted _____ times per week.

This year, I want to post _____ times per week, specifically on:

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY
SATURDAY SUNDAY

\$\$\$\$\$\$

IF APPLICABLE, HOW WILL I GROW REVENUE STREAMS THIS YEAR? LIST IDEAS BELOW:

BRANDS I WANT TO REACH OUT TO THIS YEAR:

(List collabs you want to aim for, dream collabs, and your ideas for what the pitch and content creation would look like)

BRANDS I WANT TO CONTINUE WORKING WITH:

(Who do you love working with? What ideas do you have cooking for fresh new content that could benefit these brands in 2018?)

IF APPLICABLE: BASED ON LAST YEAR'S QUICK REVENUE ANALYSIS, WHAT AREAS SHOULD YOU FOCUS ON IN 2018? WHERE CAN YOU GET MORE EFFICIENT TO SAVE TIME? DO YOU NEED TO INCREASE RATES?

Social Butterfly.

SOCIAL MEDIA PLATFORMS I WANT TO FOCUS ON IN 2018:

FOR EVERY PLATFORM ABOVE, LIST THREE WAYS YOU CAN...

GROW YOUR AUDIENCE

- 1.
- 2.
- 3.

CONNECT WITH OTHERS

- 1.
- 2.
- 3.

INCREASE ENGAGEMENT

- 1.
- 2.
- 3.

IMPROVE YOUR KNOWLEDGE/ STRATEGY FOR THE PLATFORM

- 1.
- 2.
- 3.

TYPES OF THINGS I WANT TO SHARE ON...



Newsletters!

This year, I want to send _____ newsletters per week.

NEWSLETTER TOPICS WILL FOCUS ON:

- 1.
- 2.
- 3.
- 4.

THREE WAYS I'LL GROW MY SUBSCRIBER LIST:

- 1.
- 2.
- 3.

Networking!

IF APPLICABLE: EVENTS I DON'T WANT TO MISS
(LIST OUT THE DATES TOO, IF AVAILABLE!)

BLOGGERS I WANT TO REACH OUT TO:

Housekeeping Stuff

LIST ANY "HOUSEKEEPING" ITEMS YOU NEED TO ADDRESS ON YOUR BLOG. IF NEEDED, JOT DOWN ANYONE YOU NEED TO REACH OUT TO HELP YOU COMPLETE THOSE ITEMS:

ITEMS TO CHECK IN ON:

- Are all links in your main menus and sidebar working?
- Are your Terms of Use and Privacy Policy pages up to date?
- Is your About page and Contact info up to date?
- Look at old posts that get a lot of traffic or are still driving affiliate link sales. Do links in the posts lead to available product? Are any shopping widgets associated with the post still working?
- Are all plugins, pages, layouts and features of your blog working? If you are on WordPress.org, are all your plugins up to date?
- Do you have any portfolio features that need to be updated?
- WordPress.org users: we recommend installing the Redirection by John Godley plugin and checking on 404 errors. This tells you about any "dead" pages that are getting accessed on your site, and you can set up a redirect for them to get readers to the right place.

In closing...

BLOG SKILLS I WANT TO LEARN THIS YEAR (AND HOW I'M GOING TO DO IT):

MY TOP 5 PRIORITIES FOR THE BLOG THIS YEAR:

- 1.
- 2.
- 3.
- 4.
- 5.