

Your Blog Setup Checklist

Set up, structure, and make it look professional on WordPress

Work through each section in order. You don't need to do it all in one sitting — just pick up where you left off and tick as you go.

SECTION 1 — WORDPRESS BLOG FOUNDATIONS

- Homepage set to a static page**
Go to Settings > Reading, choose 'A static page' — not your latest posts
- A blank 'Blog' page created**
Create a Page called Blog, then set it as your Posts page in Settings > Reading
- Posts page assigned in WordPress**
This is where all your blog posts will automatically appear
- Test it by visiting [yoursite.com/blog](#)**
Check the page loads and shows your posts (or a blank feed if just starting)

SECTION 2 — CATEGORIES AND STRUCTURE

- Three to six categories decided**
e.g. Getting Started, Building a Website, Generating Traffic, Making Money
- Categories set up in Posts > Categories**
Add each one with a short 1-2 sentence description
- Tags left alone for now**
Categories are all you need to start — add tags later if you want to
- Every post assigned to one category**
Avoid leaving anything sitting in 'Uncategorised'

A quick tip:

Aim for 3-6 categories and stick to them.

Changing them later means updating old posts — better to decide now.

SECTION 3 — FEATURED IMAGES

- Image size decided — note it down**
1200 x 628px works well for most themes — pick one size and use it every time
- Free image source bookmarked**
Unsplash.com and Pexels.com — warm lifestyle photos at no cost
- Consistent colour tone chosen**
Warm and natural for a side hustle blog — avoid mixing photography styles
- Featured image added to every published post**
Check how it looks on your blog index before you hit publish

SECTION 4 — MENUS AND NAVIGATION

- Main menu set up in Appearance > Menus**
Include: Home, Blog, Start Here, About, Contact — five or six items at most
- Footer menu created for policy pages**
Privacy Policy, cookie notice, and any disclaimers sit neatly here
- 'Start Here' page written and published**
A short page linking your best beginner posts in logical order
- 'Start Here' added to main menu**
One of the most useful things on a beginner blog — don't skip it
- All menu links tested**
Click every single one. Two minutes now saves a lot of embarrassment later

SECTION 5 — PROFESSIONAL APPEARANCE

- Body text at least 16px and readable**
Check in Appearance > Customise > Typography — small text loses readers fast
- Two fonts maximum across the whole site**
One for headings, one for body text — consistency looks polished
- Two or three brand colours used throughout**
Headings, buttons, links — pick them once and apply them everywhere
- Images consistent in style and tone**
Lifestyle photography, or illustrated graphics — not a mix of both
- Site checked on a mobile phone**
Read a post, click the menu, find Contact — fix anything that feels awkward
- Speed checked with Google PageSpeed Insights**
Free tool — search for it, paste your URL, and act on the top suggestions

SECTION 6 — TRUST AND FINISHING TOUCHES

- About page live and linked from main menu**
Your story, who you help, what to expect, and a link to your best content
- Contact page working and in your menu**
Test the form yourself — send a message and check it arrives
- Privacy Policy in footer**
Essential if you collect emails — use your platform's built-in template
- Footer has site name and key links**
Blog, Contact, Privacy Policy — tidy and trustworthy

A quick tip:

*Sections 1 and 2 are the priority — get those right first.
Everything in Sections 5 and 6 can be tidied up as you grow.*

Good Time to Start

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