

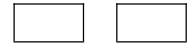
BLOGHAPPYCLUB

Blog Branding Setup Checklist

Project Name: _____ Date: _____

	Yes	No
<i>Branding your blog correctly from the start is much better than consistent changes and catching up on unbranded pages and social media sites. Use this checklist to get all the information, graphics and descriptions you need in one place.</i>		
1 Create a tagline that you can use on your blog, social profiles and images. <i>Recommended Reading: How To Choose The BEST Tagline For Your Blog</i>	<input type="checkbox"/>	<input type="checkbox"/>
2 Write a short description about your blog / your goals / yourself. (Use one or all)	<input type="checkbox"/>	<input type="checkbox"/>
3 Create or outsource a professional logo for your blog. <i>Recommended Reading: How To Design A Blog Logo That Rocks and Sticks With Your Readers</i>	<input type="checkbox"/>	<input type="checkbox"/>
4 For personal branding create a PNG image of you that you can overlay onto any image you wish. Stand behind a solid colour wall, take a photo and remove the background. (can be outsourced) <i>Recommended Reading: How To Take Your Own Headshot (With An Iphone!)</i>	<input type="checkbox"/>	<input type="checkbox"/>
5 Using Photoshop or Canva.com create all the branding images you need.	<input type="checkbox"/>	<input type="checkbox"/>
6 Create a Facebook Page Cover photo size: 1200 x 675 desktop This is the best flexible size. NOTE: Mobile Width size is 640 x 360 so do not put important details like logos on the edge. Test on your mobile after uploading.	<input type="checkbox"/>	<input type="checkbox"/>
7 Create A Facebook Group Cover Photo (1640px X 859px)	<input type="checkbox"/>	<input type="checkbox"/>
8 Create A Facebook Ad Template (1200px X 628px)	<input type="checkbox"/>	<input type="checkbox"/>
9 Create A Facebook Fan Page Profile Image (160px X 160px) (Use a large high quality image: Exampe 1600px X 1600px)	<input type="checkbox"/>	<input type="checkbox"/>
10 Create A Twitter Background (1500px X 500px)	<input type="checkbox"/>	<input type="checkbox"/>
11 Create A YouTube Background (2560px X 1440px)	<input type="checkbox"/>	<input type="checkbox"/>

12 Create A Google+ Background (1080px X 608px) (Your Facebook Fanpage Cover Should Work)



** **TIP** - You can use sites like StockSnap.io to find suitable images for social media images. Overlay your logo and personal photo, add your tagline and you are done. I absolutely LOVE Kara Fidd's [Complete Bloggers Template Toolkit](#) – her templates are beautiful and all editable in Canva!!*

Notes