Blog Growth Rubric

Date_____ Current State of My Blog: Choose the statistics for the last full month. **Use a yellow highlighter to evaluate your current progress.**	Growth Domains	Starting Point	Making Progress	Almost There	Nailed It!	Date_____ (I suggest evaluating again in three months) Current State of My Blog: Choose the statistics for the last full month. **Use a green highlighter to chart growth.**
Unique visits per month:	Back-End: Savvy use of SEO strategies.	Installed free Yoast plug-in to help me with back-end things.	I consistently get a 'green light' from Yoast on my SEO measurements.	I write a good snippet and use it for my short-code block right after my headline and for the meta description on my post. I add relevant hashtags to the snippet and use it for my graphics and social sharing.	I include the SEO keyword in my main headline as well as one subheading. I use WordTracker or KeyWord Finder to research keywords before I write, and Headline Analyzer to craft a post title that scores at least 65.	Unique visits per month:
Unique visits per month:	Front-End: Your reader's experience on your blog.	A new visitor to my blog immediately knows what I look like and how my blog can help them.	I have a subheading at least every 300 words so my reader doesn't feel bombarded by a wall of text.	I have a variety of graphics on each blog post that readers can share on Pinterest or Facebook. Each graphic comes pre-loaded with hashtags and descriptions for easy sharing.	I write a variety of short-form and long-form posts. My blog looks inviting (not messy) and I don't force people to listen to music that automatically starts playing when they visit my blog. I make it easy for people to interact in the comments section, and I invite interaction through questions.	Unique visits per month:
Organic search traffic:	Writing Craft	I've installed Grammarly (the free version) on my web browser and I pay attention to the errors it finds.	I try to tell people what I'm going to tell them, tell them, and then remind them what I told them in my posts.	I've eliminated passive voice from my writing (with the exception of the snippet).	I use techniques such as nostalgia and dialogue to draw readers into my posts.	Organic search traffic:
Social media referrals:	Social Media	I've installed Better Click to Tweet or some other form of tweet generator on my blog.	I include at least one tweetable with hashtags on each blog post.	I use the social media section of Yoast to make sure Twitter and Facebook pull the correct graphics and snippets for others to share.	I spend time each week responding to people who have shared my content on Twitter and Facebook.	Social media referrals: