How to Start a Blog (Step by Step, From Zero to First Post)

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A fully illustrated, 30-step walkthrough: pick a niche, register a domain, set up hosting and WordPress, publish a search-ready first post, and put backups and analytics in place.

Phase 1 — Decide What the Blog Is For

1. **Write down one measurable goal**
   Write down one measurable goal.
2. **Choose a narrow niche**
   Choose a narrow niche.
3. **Collect 20 real reader questions**
   Collect 20 real reader questions.
4. **Check the search results before writing**
   Check the search results before writing.
5. **Define the reader in one sentence**
   Define the reader in one sentence.
6. **Brainstorm a short, speakable name**
   Brainstorm a short, speakable name.
7. **Check domain and handle availability**
   Check domain and handle availability.
8. **Register the domain**
   Register the domain.

Phase 2 — Set Up the Technical Foundation

9. **Choose the right hosting tier**
   Choose the right hosting tier.
10. **Point the domain at your host**
    Point the domain at your host.
11. **Install an SSL certificate**
    Install an SSL certificate.
12. **Install WordPress (or your CMS)**
    Install WordPress (or your CMS).
13. **Set a clean permalink structure**
    Set a clean permalink structure.
14. **Pick a lightweight theme**
    Pick a lightweight theme.
15. **Install only essential plugins**
    Install only essential plugins.

16. Publish the core pages

Publish the core pages.

17. Set up analytics and Search Console

Set up analytics and Search Console.

18. Create three to five categories

Create three to five categories.

19. Map keywords to articles

Map keywords to articles.

Phase 3 — Write and Publish the First Post

20. Outline against search intent

Outline against search intent.

21. Write the draft in short blocks

Write the draft in short blocks.

22. Add original images and alt text

Add original images and alt text.

23. Do the on-page SEO pass

Do the on-page SEO pass.

24. Cite primary sources with outbound links

Cite primary sources with outbound links.

25. Proofread, fact-check and disclose

Proofread, fact-check and disclose.

26. Preview on mobile and check links

Preview on mobile and check links.

27. Publish and request indexing

Publish and request indexing.

Phase 4 — Keep the Site Alive

28. Set up automatic backups

Set up automatic backups.

29. Create a monthly update routine

Create a monthly update routine.

30. Plan a 30-day publishing cadence

Plan a 30-day publishing cadence.

Sources

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