

Worksheet 1

Welcome and Get Started

1. List current products or services you'd like to promote during the challenge

Products/Services	Notes

2. List relevant blog posts you already have, and their URLs

	Post Title	URL
1		
2		
3		
4		
5		
6		
7		

3. Analyze the blog posts you've chosen referencing the analytics questions detailed in Step 2

Question	Response	
Which ones have received the most traffic in the past year?		
Which ones have readers spent the longest time reading, or have the lowest bounce rate?		
Which ones have resulted in people going on to explore other parts of your site?		
Which ones have received the most comments, whether on social media or directly on your blog?		
What are the main keyword phrases for each post?	1	
	2	
	3	
	4	
	5	
	6	
	7	

4. Choose the blog post you'll use for the rest of the challenge

Post Title	URL	Keyword Phrase