

CHECKLIST

SEVEN WAYS TO
MAKE YOUR BLOG
MORE VISUALLY
APPEALING

Seven Ways to Make Your Blog More Visually Appealing

Brought to you by: Lisa M Cope

- ☐ I understand that the right visual elements can help augment my blog's unique voice and messages
- ☐ I realize that the right visual elements can add life, value and impact to my words
- ☐ I understand that visuals can help engage my visitors' emotions and senses, as well as their brains
- ☐ I am ensuring that my visuals help qualify and polarize my visitors, so that they attract the right ones and help repel the wrong ones
- ☐ I am getting into the habit of examining and keeping an eye on current graphics and visuals trends
- ☐ I have implemented a plan to keep track of both facts and the latest visual trend statistics and demographics
- ☐ I have noted that the perfect ratio of graphic content to text equals one graphic every 75-150 words—no more; no less
- ☐ I am now considering enhancing my blog with many different types of visuals, including:
 - ☐ Image quotes
 - ☐ Cover photos for your podcasts (consistency; branding)
 - ☐ Embedded videos
 - ☐ Photographs
 - ☐ Illustrations

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- ☐ Charts and spreadsheets
- ☐ Icons and avatars
- ☐ Branding elements
- ☐ Games, quizzes, polls (yes, these can count as visuals)
- ☐ Screenshots
- ☐ 3D images
- ☐ Cartoons
- ☐ Graphs
- ☐ Pie charts
- ☐ Diagrams
- ☐ I am checking out SaaS sites and tools, to see which ones are going to work best for me and my visuals creations
- ☐ I have signed up for my favorite SaaS site newsletters and blog feeds
- ☐ I understand the basic principles of strong design:
 - ☐ Lots of 'white space'
 - ☐ Colors that "brand" your blog
 - ☐ A strong focal point to your graphic
 - ☐ At least one area of dramatic contrast

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- ☐ High quality graphics
- ☐ Fonts that support your message and help your text stand out
- ☐ I am optimizing my blog photos for mobile, and making sure they stand out clearly in reduced mobile screen size
- ☐ I am being vigilant about unrecognized elements in my graphic images that might contradict or undermine my blog's message
- ☐ I am asking myself questions like:
 - ☐ "Is there anything in this graphic that contradicts or undermines my main message?"
 - ☐ "Is this the best type of visual to illustrate this post?"
 - ☐ "How can I kick this up a notch? What would give this graphic/video/photograph even more impact?"
 - ☐ "What grabbed me about this graphic/video/photograph? What stirred my emotions?"
- ☐ I always make sure that stock photo sites I use:
 - ☐ Are cleared for commercial use
 - ☐ Have obtained model release forms for photographs of people
 - ☐ Have all the types of graphic elements I need
- ☐ I have familiarized myself with copyright and trademark processes such as:
 - ☐ Fair Use

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- ☐ Editorial Use Only
- ☐ Creative Commons licensing
- ☐ Public domain use
- ☐ I am looking for multiple ways to use photographs and images on my blog, including:
 - ☐ Proof that I practice what I preach (photos or videos of me in action)
 - ☐ Showcasing successful clients
 - ☐ Verifying awards that I or my clients have won
 - ☐ Sharing photos of scenes and topics clients can identify with
 - ☐ Displaying information highlights
 - ☐ Other_____
- ☐ I am also mixing mood and purpose in my visuals to help produce:
 - ☐ Playful photos
 - ☐ Product shots
 - ☐ Step-by-step “how to” diagrams
 - ☐ Location shots
 - ☐ Personal shots
 - ☐ Inspirational shots

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- ☐ On-the-scene shots (events, awards)
- ☐ Viral shots
- ☐ Book cover shots
- ☐ Podcast cover photos
- ☐ Backgrounds
- ☐ Other _____
- ☐ I am aware not to upload my videos to my blog and store them on my own server
- ☐ I am uploading and storing my videos on sites like YouTube and Vimeo
- ☐ I am aware that I can:
 - ☐ License videos from stock sites
 - ☐ Invite clients and readers to share video testimonials about my coaching or products
- ☐ I am considering outsources visuals like diagrams, logos and freehand drawing to professional designers
- ☐ I am aware of typography as a design element
- ☐ My fonts reinforce my message
- ☐ My fonts are clean, crisp and stand out
- ☐ I am considering checking out graphics courses and memberships, as well as signing up to design magazines and blogs

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- ☐ I am looking for ways to be creative, including trying out effects and tactics such as:
 - ☐ Applying vintage or sepia effects
 - ☐ Applying different filters
 - ☐ Experimenting with physical filters: For example, shooting through a plastic bottle, or draping a nylon scarf over my lens.
 - ☐ Using plugins and apps
 - ☐ Featuring kids' drawings
 - ☐ Featuring subscriber photos
 - ☐ Sharing video doodles
 - ☐ Other _____
- ☐ I am making sure my blog pages strike a balance between text and design, to reinforce a single message
- ☐ I am keeping a graphics journal
- ☐ I am ready to make my blog more visually appealing!

I hope that you find this checklist helpful. If you have any questions, please feel free to ask. You can reach me through my help desk at

<http://www.lisamcope.com>

Best wishes for your success,
Lisa M Cope