



Template: Blogging Platform Selection Checklist

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Based on Article: "Exploring Emerging Blogging Platforms: What's Next for Bloggers?"

A practical checklist to help teams choose the right blogging platform based on current and future needs.

Checklist Items:

1. Assess Platform Growth Features

Evaluate SEO controls, RSS support, and indexing friendliness. Score platforms from 0 to 3 based on their discoverability capabilities.

Reference Section: Choosing the right platform: Frameworks and decision criteria

2. Evaluate Ownership Options

Determine control over content and data, including exportability and self-hosting capabilities. Score platforms for ownership from 0 to 3.

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3. Analyze Audience Fit

Identify how well each platform reaches your target audience. Consider built-in audiences and recommendation systems. Score this from 0 to 3.

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4. Check Longevity and Stability

Research the maturity and funding of the company, along with its update frequency. Score stability from 0 to 3 based on your findings.

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5. Examine Scale and Workflow Support

Look for features that support editorial teams, such as multi-author roles and automation. Score the platform based on these capabilities from 0 to 3.

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6. Collect Data Points for Scoring

Gather three datapoints for each criterion from product documentation, pricing pages, and community feedback to support your scoring.

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7. Calculate Total Scores

Sum the scores for all evaluated criteria to rank the platforms; remember that totals are directional rather than absolute.

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8. Identify Trade-offs Based on Your Needs

Decide which factors (Growth, Ownership, Audience Fit, Longevity, Scale) are the highest priority based on your specific requirements as a creator.

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9. Consider Future Needs

Reflect on how well each platform can adapt to anticipated growth and changes in your content strategy over the next 3–5 years.

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