



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.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **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.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **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.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **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.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **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.

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

☐ **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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