



Template: Emerging Blogging Platforms Checklist

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

Website: <https://scaleblogger.com>

A practical checklist for bloggers to assess and choose emerging blogging platforms effectively.

Checklist Items:

- ☐ **1. Identify Platform Goals**
Determine your primary goals for using a blogging platform, such as audience growth, monetization, or content ownership.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **2. Research Platforms**
Compile a list of emerging blogging platforms that align with your goals, focusing on their features, monetization options, and unique attributes.
Reference Section: The current landscape: Which new blogging platforms are emerging and why they matter
- ☐ **3. Use the G.O.A.L.S. Framework**
Evaluate each platform using the G.O.A.L.S. framework: Growth, Ownership, Audience Fit, Longevity, and Scale/Workflow. Score each platform from 0 to 3.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **4. Create a G.O.A.L.S. Matrix**
Design a G.O.A.L.S. matrix by mapping platforms against your scores for each criterion. This will help you visualize the strengths and weaknesses of each option.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **5. Conduct Quick Research**
Spend 10–15 minutes on each platform to review documentation, pricing models, and community feedback to inform your scoring.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **6. Sum Total Scores**
Calculate the total score for each platform based on your G.O.A.L.S. framework evaluation to see which platforms best meet your needs.
Reference Section: Choosing the right platform: Frameworks and decision criteria
- ☐ **7. Pilot Selected Platforms**
Select the top two scoring platforms and trial them for two weeks to assess their performance based on your specific needs and workflow.
Reference Section: Choosing the right platform: Frameworks and decision criteria

☐ 8. Consider Long-term Strategies

Think about how your chosen platform supports your long-term goals, including monetization and audience control, as well as adaptability to future trends.

Reference Section: Monetization and ownership