

THE BIG CHECKLIST OF *blog rebranding*

blog design

- ☐ Design a new logo
- ☐ Choose and design a new theme
- ☐ Choose new colors
- ☐ Choose two or three fonts and stick with them
- ☐ Update your favicon
- ☐ Update your watermark on photos
- ☐ _____
- ☐ _____
- ☐ _____

blog nuts and bolts

- ☐ Secure your new URL (.com is the best)
- ☐ Switch hosts if desired
- ☐ Migrate your content to the new hosting and URL
- ☐ Set up a re-direct from your old site to your new site
- ☐ Update your footer and copyright information
- ☐ Direct your social sharing icons to your new social media URLs
- ☐ Update any plug-ins with new information
- ☐ _____
- ☐ _____
- ☐ _____

facebook

- ☐ Request a name change for your fan page
 - You can only do this ONCE
 - It takes FB 14 days to approve name changes
 - It takes FB another several weeks to change your URL
- ☐ Update your header
- ☐ Announce your rebranding to your followers
- ☐ _____
- ☐ _____

twitter

- ☐ Change your twitter name
- ☐ Update your profile photo
- ☐ Update your profile information
- ☐ Update your header image
- ☐ Announce your rebranding to your followers
- ☐ _____
- ☐ _____

instagram

- ☐ Change your Instagram name
- ☐ Update your profile photo
- ☐ Update your profile information
- ☐ Announce your rebranding to your followers
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- ☐ _____

pinterest

- ☐ Change your Pinterest name
- ☐ Update your profile photo
- ☐ Update your profile information
- ☐ Verify your new site with Pinterest
- ☐ Add Rich Pins for your new site
- ☐ Update information for Pinterest apps, such as ViralTag, Ahalogy, or Tailwind
- ☐ Reconnect your new social media accounts
- ☐ _____
- ☐ _____

google plus

- Note: you cannot change your Google URL
- ☐ Consider starting a business page for your new blog
- ☐ Update your header
- ☐ Announce your rebranding to your followers
- ☐ _____
- ☐ _____

youtube

- ☐ Create a new vanity URLs that will redirect your old content to your new rebranded name
- ☐ Create a video announcing your rebranding
- ☐ _____
- ☐ _____

linked in

- ☐ Update your job information with your new blog info
- ☐ _____
- ☐ _____

stumbleupon

Note you cannot change your SU username

Refresh your Twitter, LinkedIn, and Google+ connections

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bloglovin'

☐ Email support@bloglovin.com and they will move your followers to your new blog

newsletter

- ☐ Update your logo and header
- ☐ Update your footer with your updated contact information
- ☐ Make sure all of your links (social media, etc.) lead to your new accounts

Send out an announcement email to your followers

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etsy or other online shop

Update your shop name

Update your profile

Update your logo on invoices, etc.

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	Update your profile
	Update your logo on invoices, etc.

advertising networks

Change your blog information with various ad and media agencies and affiliate networks, including:

AdSense, Glam/Mode, The Blogger Network, BlogHer, AdThrive, PadSquad, etc.

Pollinate, Weave, SoFab, Mode, Clever Girls, Massive Sway, Blueprint Social, etc.

Amazon Affiliates, Share-a-Sale, CJ, iTunes, Pepperjam, etc.

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other online tasks

☐ Update all other online profiles not listed above
Tumblr, Klout, SnapChat, etc.

Get a new blog email address

Update your email signature

Forward your old business email to the new one

Change your Gravatar and other avatars

Update your PayPal account

Update your blog's new URL in Google Analytics

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business

Update and order new business cards

Update your media kit

Change your business name or DBA

Change your business name with your bank

Order new business checks

Update any financial paperwork

Apply for a new EIN with your new name

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other tasks not listed above

[illegible]