



# Taking the Leap: Rebranding Your Blog

Cori George

Instagram: @heyletsmakestuff; Twitter: @heyletsmakestuff

Melissa George

Instagram: @polishedhabitat; Twitter: @polishedhabitat

Heidi Kundin

Instagram: @hihomemadeblog; Twitter: @hihomemadeblog

Alli Ward

Instagram: @madewithhappy; Twitter: @madewithhappy



this one wild and  
precious life  
*let's eat  
grandpa*

*is now*

HEY LET'S  
*make stuff*

Cori George, Hey Let's Make Stuff

Instagram: @heyletsmakestuff; Twitter: @heyletsmakestuf

Snap!  
Cook. Create. Celebrate.



*a* PRUDENT *Life*  
INSPIRATIONS FOR HOME & LIFE

*is now*

POLISHED *Habitat*  
BY MELISSA GEORGE

Melissa George, Polished Habitat  
Instagram: @polishedhabitat; Twitter: @polishedhabitat

Snap!  
Cook. Create. Celebrate.



Mom's  
**CRAFTY SPACE**  
creative fun for the entire family!

*is now*

♥ HAPPINESS IS  
*Homemade*  
creative inspiration for the entire family!

Heidi Kundin, Happiness is Homemade  
Instagram: @hihomemadeblog; Twitter: @hihomemadeblog

Snap!  
Cook. Create. Celebrate.

Diapers  
-n-  
Heels

*is now*

*made with*  
**HAPPY**



Alli Ward, Made With Happy

Instagram: @madewithhappy; Twitter: @madewithhappy

# Why Rebrand?

- Your brand name doesn't represent who you are or what you do
- Your name is similar to another blog or brand
- You have a hard time explaining your blog and/or your blog's name
- You want to concentrate on a specific topic
- You've expanded beyond the original scope of your name
- Your brand doesn't appeal to your audience
- You just don't like your old brand anymore



A close-up photograph of Grumpy Cat, a famous feline known for its perpetually grumpy expression. The cat has a white face with dark brown patches around its eyes and on its ears. It has a small, pink nose and a slightly downturned mouth. The background is a plain, light-colored wall.

**BRANDING**

**IS SERIOUS  
BUSINESS!**

# Choosing Your New Brand

- Know your audience and know YOURSELF!
- What words describe you? (Think beyond *creative* or *fun*.)
- What's your style? Are you funny or serious? Formal or casual? Laid back or ultra sophisticated?
- What colors do you love?
- What do you love sharing with your readers?
- What do your readers come to your site to read?
- What is the mission/purpose of your blog?
- Describe your blog in ONE sentence.



# Brand Identity: Activity!

- Let's brainstorm!
- Fill out the provided worksheet to help you discover your brand's style and refine your focus

*(For those of you reading this from the blog post, you can download this activity worksheet in the blog post.)*

# Choosing Your New Brand

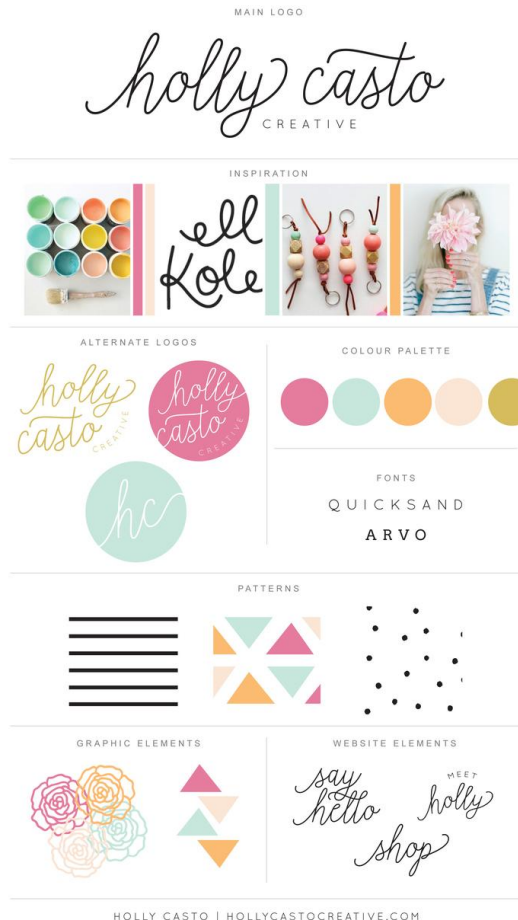
- Write down as many possible names as you can
  - Choose a few and sit with them for a week
  - Really think about your decision, like you would if you were naming a baby (you sort of are!)
  - You don't want to rebrand later, so think it through!



# Tips for Naming

- Use the descriptive words along with the other information in your worksheet to select your new blog name
- Keep it simple
- Avoid complex spellings
- Find the balance between your blog's subject matter and being too specific (don't pigeonhole yourself!)
- Create distinction from similar brand names
- Think catchy, memorable, stands out

# Create a Style Board



HEY LET'S  
*make stuff*

words that describe  
hey, let's make stuff



clean  
invitational  
peaceful  
intelligent  
modern  
cheerful  
bright  
friendly  
chic  
handmade  
cozy  
rustic  
soft  
organic  
paper  
paint  
wood  
fabric  
felt  
metallic  
geometric  
original

Colors:

94C93D FDDA4C 2BAFCD 29B56C FFFFFFFF 414042

Fonts: Quicksand and *midnight*

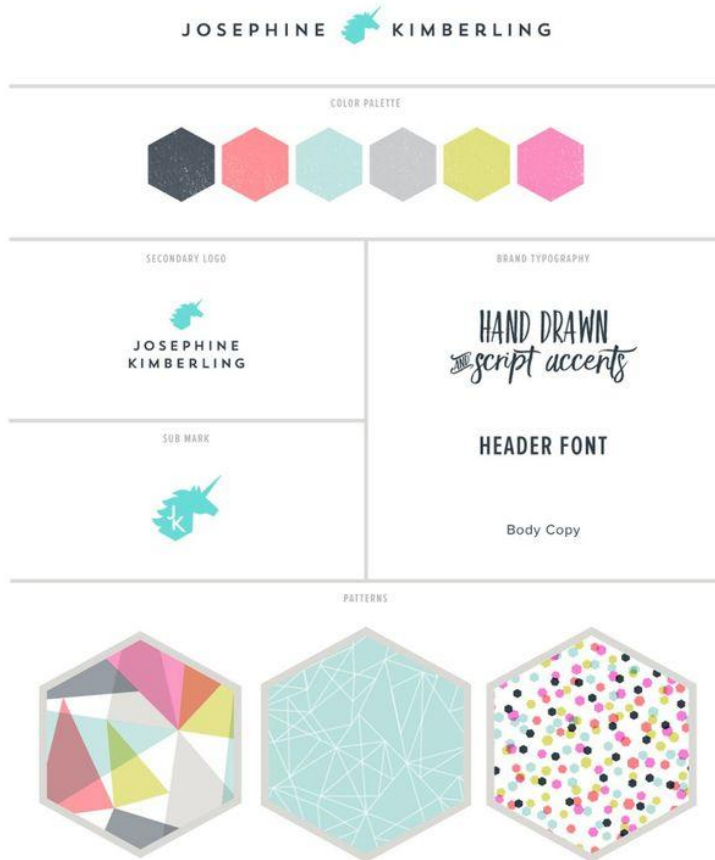


things hms is not: cheap, overly girly, red or purple, too, excessive, sold out, mommy blog

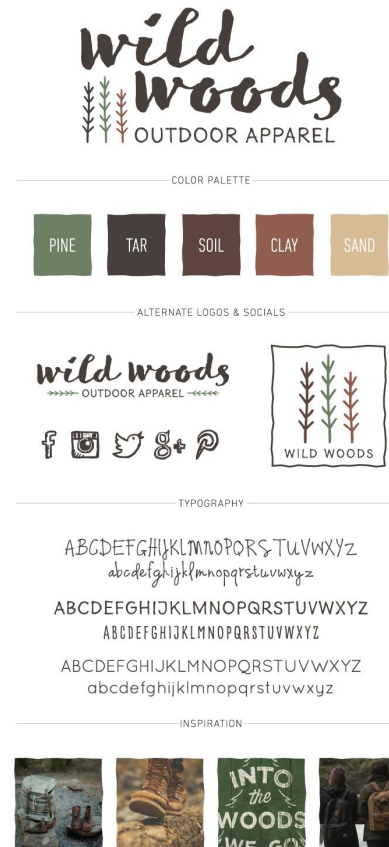
[www.hollycasto.com](http://www.hollycasto.com)

TAKING THE LEAP: REBRANDING YOUR BLOG

# Create a Style Board



[www.thebrand-stylist.com](http://www.thebrand-stylist.com)



[www.wildside.krsites.com/](http://www.wildside.krsites.com/)



# Brand Styling Resources

- [www.thebrand-stylist.com](http://www.thebrand-stylist.com)
- <http://wonderlass.com/>
- <http://www.sprucerd.com/blog/>
- <https://whiteoakcreative.com> — resources page
- <https://www.betterlookingbiz.com/blog/>
- <https://bloguettes.com>
- Search “brand styling” and “mood board template” on Pinterest for LOTS of helpful resources!

# Social Media Handles

- Research your potential handles
  - Find a consistent handle that is available on all platforms
  - You also may want to secure handles for platforms you don't use
  - Pinterest and Twitter limit you to 15 characters
  - Keep profile photo consistent before and after the switch

# Social Media Handles

- Changing your handle
  - Facebook
    - Can only be changed once (more than 200 followers)
    - Request a name change in “Edit Page”
    - Can take up to two weeks, depending on backlog
    - Once approved, update your URL
    - What to do if Facebook denies your request
  - Twitter
    - Change as many times as you’d like in “Settings”

# Social Media Handles

- Changing your handle (*continued*)
  - Pinterest
    - Change as many times as you'd like in your profile
    - Reconnect new social media accounts
    - Verify your website with Pinterest
    - Validate Rich Pins
    - Reconnect any Pinterest publishing apps (Boardbooster, Tailwind, ViralTag, Ahalogy etc.)

# Social Media Handles

- Changing your handle (*continued*)
  - Instagram
    - Change as often as you'd like in the mobile app's "Settings"
    - Reconnect new social media accounts
  - Google+
    - You can't change it
    - Deal with it or create a business "page" and encourage your followers to transition to your new page
  - YouTube
    - Create a new vanity URL that will redirect your old content to your new URL

# Social Media Handles

- Changing your handle (*continued*)
  - Periscope
    - Easily change your display name to whatever you'd like
    - Your username is connected to Twitter
    - Email Periscope to change it
  - BlogLovin'
    - No way to change it within the settings
    - You can email them and they'll move your followers to your new blog
  - Change any other platforms you use
  - Go back and reclaim all your old social media handles, so no one else does (leave them private).



**I MADE A FACEBOOK  
POST**



**GOT 3 LIKES**

# Getting Technical

- Change hosts
  - If you are thinking of changing hosts, do it before you rebrand
  - Migrate one site instead of two
- Secure your new URL
  - You may want to snag the .net/.org URLs, as well as hyphenated URLs, like blog-name.com.
- Set up email
  - Set up your email address within your hosting panel
  - Forward old email address to new blog email address
  - Forward that all to Gmail or other mail server if desired
  - Update your signature

# Getting Technical

- Migration
  - BACK UP YOUR SITE
  - If you're going to pay for something, pay for this!
  - Every hosting company is different
    - Usually you can do it in the control panel
    - There are also ways to do it manually
- Set up a 301 redirect
  - This permanently forwards your old URLs to your new URLs
  - Maintains “Google juice”
  - You can do this in your hosting panel, using a plug-in, or doing it straight in your code

# Getting Technical

- Update plug-ins and information
  - Go through your dashboard
  - Update site title, tagline, etc.
  - Update plug-ins if necessary
- When all else fails...
  - Google, Google, Google
  - Hire someone

# People & Places

- Prepare your readers
  - Consider a “why” post/newsletter
  - Schedule social media notifications
  - Consider showing old and new logos together
  - Maintain the same headshot

# People & Places

- Brands: Before the Switch
  - Ongoing brand partners (recurring posts, ambassadorships, upcoming collaborations)
    - Explain why, what, and when
- Brands: After the Switch
  - Prior Brand Partners
  - Influencer networks (SoFab, Tap Influence, IZEA, etc.)
  - Brand Blogger Networks (Wayfair, Porch, DecoArt, etc)



# People & Places

- Finances
  - Tax ID Number
  - Bank Account / Debit Card / Checks
  - Business Credit Card
  - Business Registration with State / City
  - PayPal
  - Ad Networks (AdSense, AdThrive, Media Vine, etc.)
  - Affiliate Networks (Share-a-Sale, CJ, Amazon, etc.)
  - Etsy or other online shop

# Don't Forget!

- Around the Blog
  - Your blog's "about" page
  - Your blog's "contact" page
  - Copyright information in footer
  - Links within your blog (like your social media icons)
  - Favicon
  - Gravatar
  - Do a search for your old name ON your blog
  - Newsletter / mailing list sign up & confirmation forms

# Save Your Sanity

- Spreadsheet / Worksheets
  - Notes / Resources
  - Finances / Legal
  - Social Media
  - Brands / Business Contacts
- Free Template
  - [bit.ly/rebrandmyblog](http://bit.ly/rebrandmyblog)

# Save Your Sanity

Task	Target Date	Date Completed	Notes

## Some things to consider for this category:

Pinterest	Change in Settings/Instant Change
Facebook	Takes Time for FB to approve the change
Instagram	Change in Settings/Instant Change
Twitter	Change in Settings/Instant Change
G+?	Change in Profile/Instant Change - Can't change URL
Etsy	2) Go to Your shop > Shop settings > Info and appearance > Shop Name
Email Provider (MailChimp, etc)	Change in Confirmation Screen + Daily/Weekly Emails

# Question & Answer

- Didn't get a chance to ask your question? Email us!
  - [cori@heyletsmakestuff.com](mailto:cori@heyletsmakestuff.com)
  - [melissa@polishedhabitat.com](mailto:melissa@polishedhabitat.com)
  - [heidi@happinessishomemade.com](mailto:heidi@happinessishomemade.com)
  - [alli@madewithhappy.com](mailto:alli@madewithhappy.com)