

A photograph of a white laptop on a light wood desk with a cup of coffee. The laptop is open, and the keyboard is visible. A white cup of coffee is on the desk to the right of the laptop. The background is a light wood surface.

Reflecting

ON THE BLOGGING YEAR

A WORKBOOK

BLOGGING ACCOMPLISHMENTS,
CHALLENGES, & TOP POSTS

JENNIFER BLY

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Reflecting on the Blogging Year

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A handwritten signature in blue ink that reads "jennifer". The script is cursive and lowercase.

Reflecting on the Blogging Year

Thank you for downloading your annual blog review package! Before you move into the new year and set goals for your blog, it's important to look back on the past year and celebrate any accomplishments and analyze any challenges and shortfalls.

This is a wonderful opportunity to learn more about your blog and readers.

You can answer all of these questions, or you can pick and choose. The choice is yours as to how in-depth you want your analysis to be!

Ready?! Let's go!

Statistics

	Pageviews	Unique Visitors	Bounce Rate	Email List	Facebook	Pinterest	Instagram	Twitter	YouTube		
Last Dec.											
This Dec.											

Observations

Where was the greatest growth?

Why do you think this area did so well?

Top Posts

Open up your Google Analytics dashboard. Look at your top 10 posts of the year (in left column, click “behavior”, then click “site content”, then click “all pages”). Look at your top visited posts of the year. Record the top 10 in the left column. In the right column, note the top 10 posts that you WROTE this year. You may have to toggle at the bottom of the screen to show more rows so that you can find this year’s top 10 posts.

	ALL-TIME TOP 10	TOP 10 POSTS FROM THIS YEAR
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Reflect

Did any of these top posts surprise you?

Select your top 3 goals:

List each goal and the action steps you will take to meet each goal (be as specific as possible).

Goal #1

Goal #2

Goal #3
