



BLOGGERS ROADMAP BOOT CAMP



Blog Design and Layout

There is a lot of debate about what type of theme to use and which theme is better than the next. Personally I am a big fan of individual designs with a premium theme such as the [Elegant Themes DIVI](#) which is what I currently use.

However, you don't have to invest in a premium theme yet. For the Boot Camp project we are going to use Flash Blog Theme to get you started.

What you need is a good looking, functional blog. Your blog should have a professional look and read great. With that in mind you need let's take a look at what you need to do.

To Do:

1. Decide on a colour scheme.....
2. Decide on a layout and how you want your blog to look.....
3. Decide on a header graphic or a logo for branding your business.....
4. Give some thought to static pages you may want such as contact etc.....

Research

Create a google search for 'Your Niche' and blog or business, you should find the top searches and businesses in your chosen niche field.

Use these blogs and businesses for ideas to take your biz forward. Using your competition as a benchmark is great motivation.