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FREE LAUNCH KIT

The Blog Launch Kit

Everything to go from idea to a live blog with its first ten posts planned: a niche-scoring worksheet, a 30-day checklist, and a content planner.

01	Niche-scoring worksheet	Pick with data
02	30-day launch checklist	Week by week
03	First-10-posts planner	Plan the content

By Gaurav Tiwari. From 18 years of building blogs and 2,000+ published articles.

Niche-Scoring Worksheet

Pick with data, not vibes

List your ideas, score each 1-5. High passion + high demand + a clear way to make money, with beatable competition, wins. Total them and pick the top score.

NICHE IDEA	PASSION 1-5	DEMAND 1-5	MONETIZATION 1-5	COMPETITION (LOW=5)	TOTAL

Read the score, not your gut. The best niche is rarely the one you love most. It's the one where passion, real search demand, and a clear income path overlap, and where you can actually out-teach page one.

30-Day Launch Checklist

Week by week

WEEK 1 • FOUNDATION

- ☐ Pick the niche (worksheet)
- ☐ Choose a brandable name + domain
- ☐ Buy hosting + a domain
- ☐ Install WordPress
- ☐ Set permalinks to post name
- ☐ Pick a fast, simple theme

WEEK 2 • SETUP

- ☐ Essential pages: About, Contact, Privacy
- ☐ Logo + basic branding
- ☐ SEO plugin (Rank Math) configured
- ☐ Caching + image optimization
- ☐ Google Analytics + Search Console
- ☐ Submit XML sitemap

WEEK 3 • FIRST CONTENT

- ☐ Publish 3–5 cornerstone posts
- ☐ Focus keyword in each title + first 100 words
- ☐ Internal links between posts
- ☐ Compress every image
- ☐ Add author bio + E-E-A-T signals
- ☐ Set up an email capture

WEEK 4 • LAUNCH & GROW

- ☐ Share on your channels
- ☐ Start one repeatable promotion habit
- ☐ Plan the next 10 posts (next page)
- ☐ Set a publishing cadence you can keep
- ☐ Add affiliate / monetization where honest
- ☐ Review GSC after two weeks

First-10-Posts Planner

[Plan the content](#)

Ten posts that interlink and target real searches beat fifty random ones. Mix cornerstone guides with quick-win supporting posts.

#	WORKING TITLE	TARGET KEYWORD	TYPE	LINKS TO #	STATUS

Build a cluster, not a pile. Point supporting posts at your cornerstone guides with descriptive internal links. That structure is what pulls the whole cluster up in search.