

Blog Tune-up Service

\$349/blog.

Our team of professional web consultants review your blog, identify ways to optimize it, and take care of all the changes for you! A great service whether you are an experienced blogger looking to take your site to the next level or just starting out and want to know what works best.

The Service consists of two main parts, evaluation and implementation. During the evaluation phase, we will review your blog in the areas listed below and make recommendations. Not all areas will necessarily have a recommendation for further action. We will then implement our recommendations.

- Effective use of domain mapping
- Personalizing blog with custom banner image
- Strengthening branding of blog with custom favicon
- Load time of the blog
- Valid HTML in posts and sidebar
- Important blog function links are easy to find
 - Use of navigation bar with links to important pages
 - Profile page for visitors to learn about you
 - Subscription link to blog feed
 - Archives of your older posts
- Ease of subscribing to your blog
 - Email subscription option?
 - Clarity of subscription link
 - Options to subscribe in popular services
- Text and links are easy to read
 - Font size and color
 - Link style
- Ease of accessing home page from subsidiary pages
- Effective use social media sharing
- Author information readily available
 - Post footer shows author
 - Informative author profile page
 - Multiple authors each have own profile
- Effective use of post categorization
 - Categories listed in post footer
 - Category archives linked on blog
 - Consider use of category cloud
- Tuning up your sidebar
 - Reduce sidebar clutter
 - Suggested sidebar ordering
 - Eliminate coding or display issues
- Best posting practices
 - Using extended post feature
 - Optimizing photos for posts
 - Eliminating coding or display issues
- Making pagination work for you

- Enabling pagination for your blog
- Effectiveness of pagination links

Conditions of the Service

All communication for the service is handled via email.

The Blog Tune-Up Service is a package service that covers all of and only the items listed above. If you have specific requests that are not covered, or are looking for only certain items and nothing else, a custom design service is a better match for your needs.

As part of the Service, we may recommend the creation of a personalized banner image for your blog. We can create this banner image for you as part of the Service. Because the Service covers a wide range of other items, the banner creation element is limited in the following ways:

- We will create one (1) banner proposal for your blog.
- If you have a specific image or type of image you want to use, you must provide it. Otherwise we will look for a free image related to the subject of your blog, or create a banner that does not use an image.
- We can only accommodate a very limited range and number of change requests. These include wording of the blog title or tagline; change of font family, color, or size used for the text; placement of text within the banner.

If you are looking for something more extensive than this, we offer a separate banner design service that can be purchased after the Tune-Up is complete.

As part of the Service, we may request information from you that is needed to complete some of the recommendations. We must have this information by the dates given when the service is scheduled or we may not be able to complete those items.

As part of the Service, we may need to sign up for certain third-party web-based services on your behalf or make account configuration changes with these services. By purchasing the Service, you agree to allow us to do this and to accept third-party terms and conditions on your behalf.