

# YEAR-END ASSESSMENT

**2016**

My Blog Name: \_\_\_\_\_

Total Page Views this Year: \_\_\_\_\_

Average Monthly Page Views: \_\_\_\_\_

Bounce Rate: \_\_\_\_\_

Total Facebook Fans: \_\_\_\_\_

Total Pinterest Followers: \_\_\_\_\_

Total Twitter Followers: \_\_\_\_\_

Total Instagram Followers: \_\_\_\_\_

Other Social Stats: \_\_\_\_\_

Total Email Subscribers: \_\_\_\_\_

Top Referrer (can be found in analytics): \_\_\_\_\_

Total Money Earned this Year: \_\_\_\_\_

## Earnings Breakdown:

Affiliate Earnings: \_\_\_\_\_

Ad Revenue: \_\_\_\_\_

Product Sales: \_\_\_\_\_

Sponsored Work: \_\_\_\_\_

Other: \_\_\_\_\_

Overall Top Earning Product or Company: \_\_\_\_\_

• YEAR-END ASSESSMENT •

2016 - Cont.

Most Popular Post: \_\_\_\_\_

Post View Count: \_\_\_\_\_

Second Most Popular Post: \_\_\_\_\_

Post View Count: \_\_\_\_\_

Third Most Popular Post: \_\_\_\_\_

Post View Count: \_\_\_\_\_

Least Popular Post: \_\_\_\_\_



# BLOG GOALS

**2017**

Total Year-End Page View Goal: \_\_\_\_\_

Monthly Page View Goal (avg): \_\_\_\_\_

Blog Revenue Goal (total): \_\_\_\_\_

Monthly Revenue Goal: \_\_\_\_\_

Social Media Goals :

Facebook Followers: \_\_\_\_\_

Twitter Followers: \_\_\_\_\_

Pinterest Followers: \_\_\_\_\_

Instagram Followers: \_\_\_\_\_

Other Social Goals: \_\_\_\_\_

Email Subscriber Goal: \_\_\_\_\_

Product Ideas: \_\_\_\_\_

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# BLOG GOALS

**2017**

Blogging Education + Tools to Invest In:

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Specific Action-Steps to Take:

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Topics + Strategies to Ditch:

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BLOG GOALS

**2017**

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Freebies + Topics My Readers Might Like:

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Keywords to Research:

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New Topics + Strategies to Explore:

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