



## My Rebranding Checklist for Bloggers

After much research, below are the steps I took to rebrand my blog ([JonathanMilligan.com](http://JonathanMilligan.com)). My hope is that the following steps will provide you with a step by step plan if you need to do the same. To read more insights on the steps I took consider reading: [My Checklist for Switching Domains \(When Rebranding is in Order\)](#).

1. Purchase the new domain name
2. Email your current subscribers informing them of the new upgrades
3. Create a buzz on your social media accounts
4. Write a blog post about the direction your blog is going ([here's mine](#))
5. Go ahead and make changes to your blog header logo and color design
6. Setup the brand new domain and make it live.
7. Register the new domain with [Google Webmaster Tools](#).
8. [Do a 301 redirect](#) from old domain to new domain.
9. Submit your old sitemap to Google and [Bing Webmaster Tools](#) (force the search engines to crawl your URLs and see that they have changed and help the re-indexing of your blog)
10. Submit a [Change of Address form in Google](#) and Bing Webmaster Tools
11. Create a new XML sitemap for new domain
12. Submit the new sitemap in Google and Bing webmaster tools
13. Look for any errors or updates in Google webmaster in the coming days
14. Monitor your search engine results in order to be certain new domain is properly indexed.
15. Go blog your passion!

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