

Blogging Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Answer about the blog you write for most often, using the past 30 days for recent activity. If you have not published yet, choose the options that fit your current stage. Every question is optional. Do not include private drafts, client information, login details, or another person's personal information.

1. What is your main reason for writing this blog at present?

- ☐ Document experiences or progress
- ☐ Explain a topic or share knowledge
- ☐ Express ideas or opinions
- ☐ Connect with a community
- ☐ Support an organization or business
- ☐ Build a professional portfolio
- ☐ Something else
- ☐ Still deciding

2. Who are you mainly trying to reach?

- ☐ People I already know
- ☐ People interested in the topic
- ☐ An existing community or membership
- ☐ Customers or potential customers
- ☐ Professional peers or employers
- ☐ A general audience
- ☐ I mainly write for myself
- ☐ Still deciding

Blogging Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

3. How many posts did you publish in the past 30 days?

- ☐ None
- ☐ 1
- ☐ 2–3
- ☐ 4–7
- ☐ 8 or more
- ☐ Not sure

4. What was the biggest obstacle in your most recent attempt to produce a post?

- ☐ Choosing or narrowing the topic
- ☐ Finding or checking information
- ☐ Writing the draft
- ☐ Editing or getting feedback
- ☐ Preparing images or other media
- ☐ Using the publishing tools
- ☐ Finding time
- ☐ No major obstacle
- ☐ Something else
- ☐ I have not attempted a post

Blogging Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

5. How do you currently organize ideas for future posts?

- ☐ A dedicated idea list or editorial calendar
- ☐ Notes in several places
- ☐ Draft posts in the publishing tool
- ☐ Mainly from memory
- ☐ Someone else organizes the ideas
- ☐ I do not currently collect ideas
- ☐ Something else

6. Which reader response would be most useful for your writing goal?

- ☐ Questions about the topic
- ☐ Comments discussing the ideas
- ☐ Examples of how readers used the information
- ☐ Corrections or missing details
- ☐ Private feedback from a reader
- ☐ I am not seeking reader responses
- ☐ Something else
- ☐ Not sure

7. What support would most help you prepare your next post?
