

BUSINESS PLANNER

BLOGGING



**TOPIC FOCUSED
PRINTABLE PLANNERS**

NICHE PASSION BLOGS

GUEST BLOG OUTREACH

Website: _____

Contact/ Email: _____

Topics to Pitch

1. _____

Y N Due Date ____/____

2. _____

Y N Due Date ____/____

3. _____

Y N Due Date ____/____

Website: _____

Contact/ Email: _____

Topics to Pitch

1. _____

Y N Due Date ____/____

2. _____

Y N Due Date ____/____

3. _____

Y N Due Date ____/____

SEO FOR BLOG POST

Title of Blog Post

Date of Publication

Meta Title

Meta Description

H1

H2

Image Alt Tag

Internal Links

External Links

Keywords

Rich Snippets Code

SOCIAL MEDIA SCHEDULE

	Blog	Instagram		
Monday				
Tuesday				
Wednesday				
Thursday				
Monday				
Friday				
Sunday				
Saturday				

OFFERS FOR BLOG POST

Title of Blog Post

Date of Post

Link

Offer

Link to Offer

Image Link

Notes

BLOG POST IDEAS

Brainstorm Ideas	Titles	Key Points	Link to Ideas

BLOG POST CONTENT

Post Title:

Date of
publication:

Main Points

- _____
- _____
- _____

Calls to Action

Freebie/ Lead Magnet/ Offer

Links to Offer

Internal Links

External Links

12-MONTH EDITORIAL CALENDAR

	Post / Date	Post / Date	Post / Date
Jan			
Feb			
Mar			
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			

BLOG AUDIENCE

Name

Image

Occupation

Living Arrangement

Income Level

Children

Pets

Interests

Hobbies

Other

Books They Read

Biggest Fear

Biggest Goal

How Your Blog Helps Them

What They Love About Your Blog

Why You Enjoy Helping Them
