BUSINESS PLANNER

BLOGGING



TOPIC FOCUSED PRINTABLE PLANNERS

NICHE PASSION BLOGS

EDITORIAL CALENDAR

Title	Author	Publish Date	Due Date

GUEST BLOG OUTREACH

Website:	
Contact/ Email:	
	Tonics to Ditch
	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	
	Due Date
	Due Date
	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			
Tusday			
Thursday Wednesday			
Thursday			
Monday			
Friday			
Sunday			
Saturday			

SOCIAL MEDIA SCHEDULE

SM Channel	Post Content	Link to Blog Post	Hashtags	Date to Post	Image Link

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 STATS

	Overall Traffic	Income	Expenses	Revenue	Pageviews	Bounce Rate	Products Sold	Services Sold	Affiliate Income
Jan									
Feb									
Mar									
Apr									
May									
Jun									
Jul									
Aug									
Sep									
Oct									
Nov									
Dec									

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	