



*the*  
**BLOG  
PLANNER**

# *the* **BLOG DETAILS**

BLOG NAME: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

## BLOG NICHE

IDEAL READER: \_\_\_\_\_

\_\_\_\_\_

## HOW TO I PROVIDE VALUE TO MY READERS?

## HOW IS MY BLOG DIFFERENT/UNIQUE?

# the **STYLE GUIDE**

MY OVERALL BRAND STYLE IS

BRAND PERSONALITY: \_\_\_\_\_

MY BRAND REPRESENTS: \_\_\_\_\_

MY BRAND IN 3 WORDS: \_\_\_\_\_

COLOR	HEX CODE

FONTS	FORMATTING

# *the* YEARLY PLANNER

JANUARY



FEBRUARY



MARCH



APRIL



MAY



JUNE



JULY



AUGUST



SEPTEMBER



OCTOBER



NOVEMBER



DECEMBER



# *the* MONTHLY PLAN

MONTH: \_\_\_\_\_

NOTES

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# *the* **BRAINSTORM**

MONTH: \_\_\_\_\_

IDEA USED	TOPIC	CATEGORY

# *the* EDITORIAL LIST

MONTH: \_\_\_\_\_

DATE	POST TITLE	SERIES	CATEGORY
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# *the* WEEKLY TASKS

WEEK OF: \_\_\_\_\_

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

NOTES

# the **WEEKLY POSTS**

WEEK OF: \_\_\_\_\_

## POST 1

DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_

CATEGORY: \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_

## POST 2

DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_

CATEGORY: \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_

## POST 3

DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_

CATEGORY: \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_

# the POST PLANNER








PUBLISH DATE: \_\_\_\_\_

TITLE: \_\_\_\_\_  
CATEGORY: \_\_\_\_\_  
TAGS: \_\_\_\_\_  
KEYWORDS: \_\_\_\_\_  
SERIES: \_\_\_\_\_

MAIN IDEA:  
  
  
  
  
  
  
  
  
  
IMAGES:

READER PROBLEM:  
  
  
  
  
  
  
SOLUTION:

CHECKLIST:  WRITE POST       CREATE & ADD IMAGES       SCHEDULE POST  
 EDIT FOR SEO       PROOF & EDIT       SCHEDULE SOCIAL MEDIA

SOCIAL MEDIA:                

EXTERNAL LINKS:  
  
  
  
  
  
  
INTERNAL LINKS:

AFFILIATES/SPONSOR:  
  
  
  
  
  
  
FREEBIES:  
  
  
  
  
  
  
GIVEAWAY:  
  
  
  
 SPONSORED POST DISCLAIMER

# the **POST SEO**

IS THIS BLOG POST CENTERED AROUND A KEYWORD(S) RELEVANT TO THE TOPIC?

## **PAGE/POST TITLE**

- DOES THE KEYWORD APPEAR IN THE TITLE?
- IS THE TITLE AT LEAST 40 CHARACTERS LONG?

## **BODY**

- IS THE KEYWORD DENSITY HIGHER THAN 4%?
- IS THE WORD COUNT MORE THAN 300 WORDS?
- IS THE KEYWORD CONTAINED IN A HEADING?
- DOES THE KEYWORD APPEAR IN THE FIRST PARAGRAPH?
- ARE THE SENTENCES EASY TO READ?

## **IMAGES**

- DO THE IMAGES CONTAIN ALT TAGS?
- WOULD YOU SHARE OR PIN THE FEATURED IMAGE?

## **LINKS**

- DOES THIS POST CONTAIN OUTBOUND LINKS?
- DOES THE POST CONTAIN LINKS TO 1 - 3 INTERNAL RELATED POSTS?

## **URL**

- DOES THE URL CONTAIN THE KEYWORD?

## **META DESCRIPTION**

- IS THE META DESCRIPTION ATTENTION GRABBING?
- DOES THE META DESCRIPTION CONTAIN THE KEYWORD(S)?

# the **SERIES PLANNER**

SERIES IDEA: \_\_\_\_\_

EST. START DATE: \_\_\_\_\_

CATEGORY: \_\_\_\_\_

KEYWORDS: \_\_\_\_\_

SEASON/TIMELINESS: \_\_\_\_\_

READER PROBLEM:

SOLUTION:

MAIN IDEA:

EXTERNAL LINKS:

INTERNAL LINKS:

AFFILIATES/SPONSOR:

FREEBIES:

GIVEAWAY:

POST 1:

POST 2:

POST 3:

POST 4:

POST 5:

POST 6:

# the **PLAN FOR TODAY**

DAY: \_\_\_\_\_ DATE: \_\_\_\_\_

## MOST IMPORTANT TASKS OF THE DAY:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

SCHEDULE	TO DO LIST
07:00 _____	<input type="checkbox"/> _____
08:00 _____	<input type="checkbox"/> _____
09:00 _____	<input type="checkbox"/> _____
10:00 _____	<input type="checkbox"/> _____
11:00 _____	<input type="checkbox"/> _____
12:00 _____	<input type="checkbox"/> _____
01:00 _____	<input type="checkbox"/> _____
02:00 _____	<input type="checkbox"/> _____
03:00 _____	<input type="checkbox"/> _____
04:00 _____	<input type="checkbox"/> _____
05:00 _____	<input type="checkbox"/> _____
06:00 _____	<input type="checkbox"/> _____
07:00 _____	<input type="checkbox"/> _____

# *the* **TO DO LIST**



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# *the* **NOTES**





# JANUARY



# FEBRUARY





**MARCH**



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