

2019 | EDITORIAL CALENDAR

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BY collective bias

2019 GOALS

2019 BLOGGING GOALS

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FOCUS KEYWORDS

write down some words you want to own this year...

JANUARY

MONDAY

TUESDAY

WEDNESDAY

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THURSDAY

FRIDAY

SATURDAY

SUNDAY

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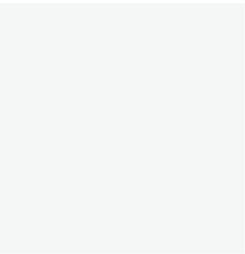
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NOTES

JANUARY

MONDAY



TUESDAY



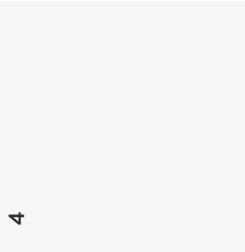
WEDNESDAY



THURSDAY



FRIDAY



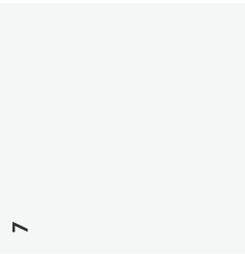
SATURDAY



SUNDAY



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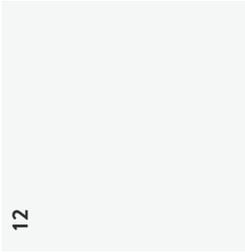
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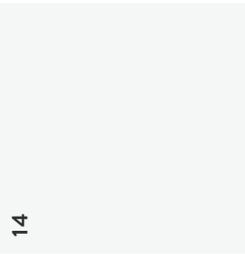
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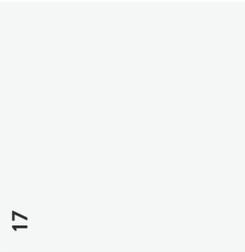
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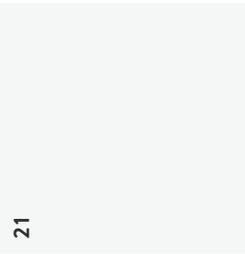
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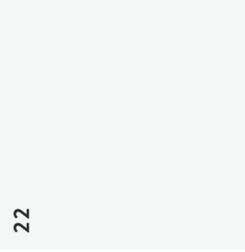
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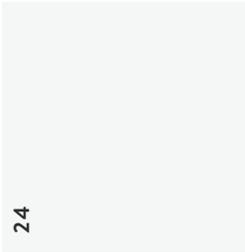
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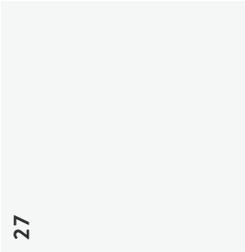
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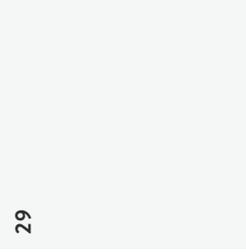
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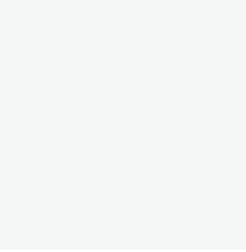
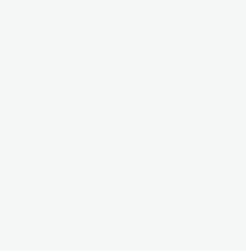
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FEBRUARY

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NOTES

FEBRUARY

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MARCH

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THURSDAY

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MARCH

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QUARTERLY REVIEW

Take a moment to reflect on your experiences and learnings from this quarter.

WHAT WORKED

WHAT DIDN'T WORK

LESSONS LEARNED OR GOALS FOR NEXT QUARTER

APRIL

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MAY

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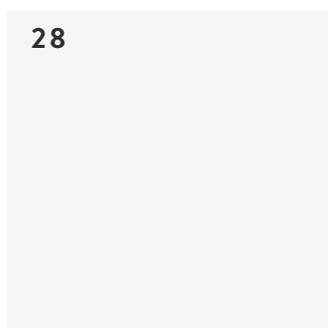
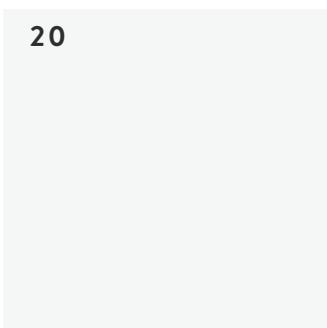
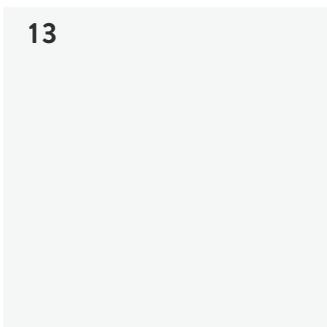
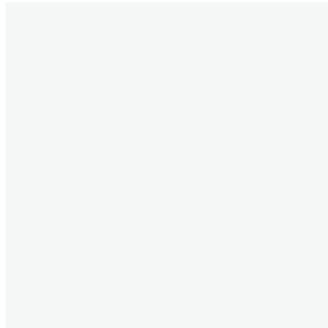
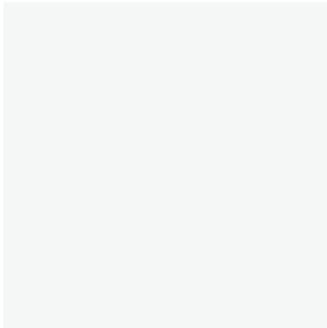
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THURSDAY

FRIDAY

SATURDAY

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JUNE

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QUARTERLY REVIEW

Take a moment to reflect on your experiences and learnings from this quarter.

WHAT WORKED

WHAT DIDN'T WORK

LESSONS LEARNED OR GOALS FOR NEXT QUARTER

JULY

MONDAY

TUESDAY

WEDNESDAY

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THURSDAY

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NOTES

JULY

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AUGUST

MONDAY

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THURSDAY

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AUGUST

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TUESDAY

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THURSDAY

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SEPTEMBER

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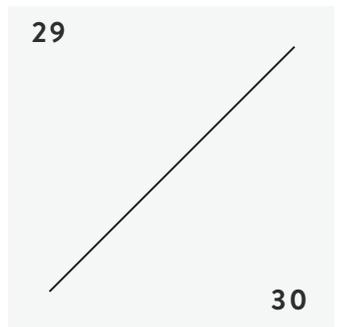
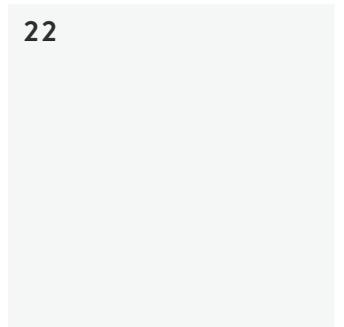
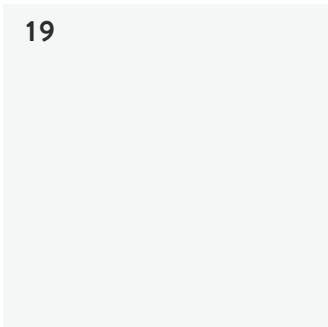
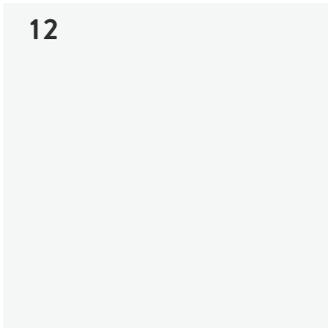
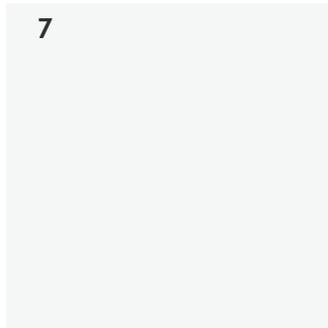
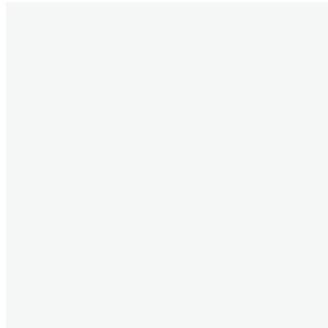
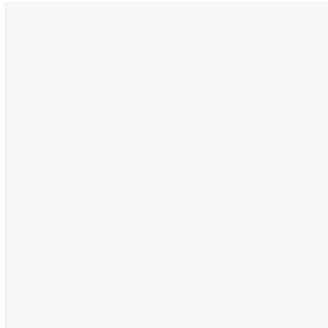
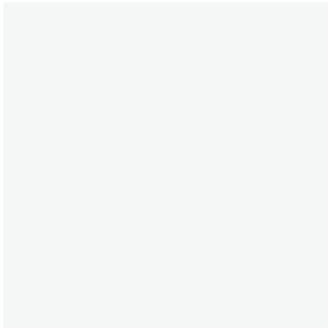
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THURSDAY

FRIDAY

SATURDAY

SUNDAY



SEPTEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
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QUARTERLY REVIEW

Take a moment to reflect on your experiences and learnings from this quarter.

WHAT WORKED

WHAT DIDN'T WORK

LESSONS LEARNED OR GOALS FOR NEXT QUARTER

OCTOBER

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DECEMBER

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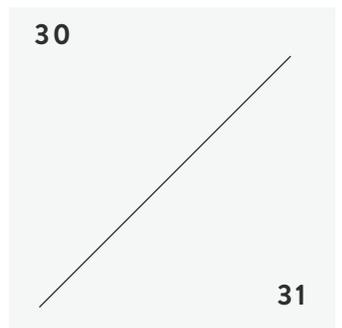
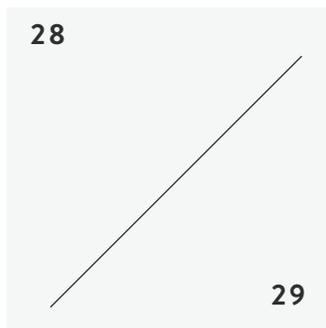
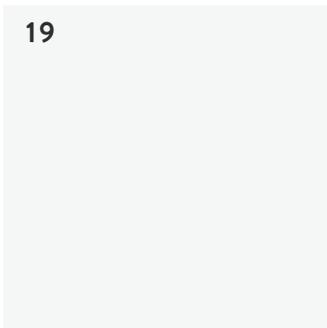
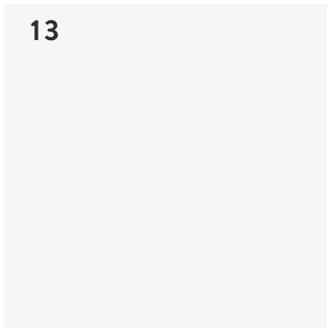
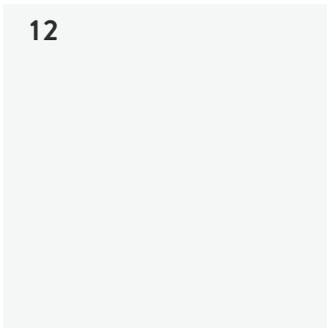
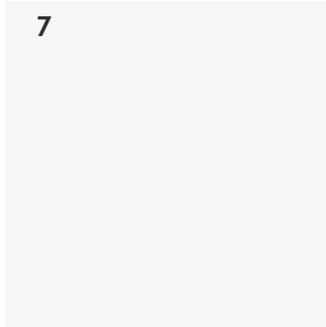
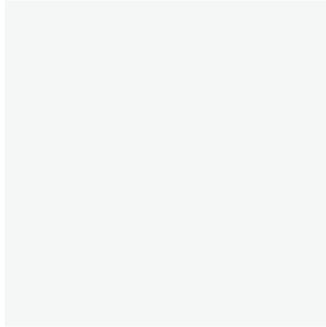
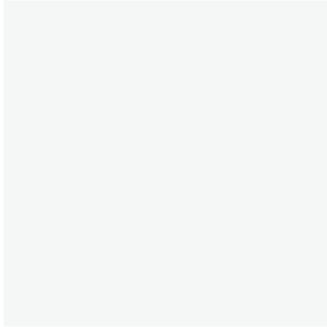
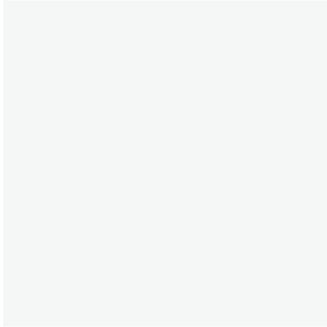
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THURSDAY

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DECEMBER

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QUARTERLY REVIEW

Take a moment to reflect on your experiences and learnings from this quarter.

WHAT WORKED

WHAT DIDN'T WORK

LESSONS LEARNED OR GOALS FOR NEXT QUARTER

END OF YEAR REVIEW

Take a moment to reflect on your experiences and learnings from this year.

WHAT WORKED

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WHAT DIDN'T WORK

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LESSONS LEARNED

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GOALS FOR NEXT YEAR

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BLOG POST PLANNER

POST NAME/TOPIC: _____

CATEGORY: _____ PUBLISHING DATE: _____

CLIENT GUARDRAILS: _____

THOUGHTS & IDEAS

use this space to brainstorm ideas for your post...

KEY POINTS TO MAKE

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- PHOTOS
- COPY WRITTEN
- CALL(S) TO ACTION
- AFFILIATE LINKS
- CHECKED IT TWICE!

SYNDICATION CHECKLIST:

- 
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NOTES

PERFECT POST CHECKLIST

BEFORE WRITING

POST NAME/TOPIC: _____

HOW ARE YOU SERVING YOUR READERS?

- SOLVING A PROBLEM
- TRENDING TOPIC
- SHARING A PERSONAL STORY
- _____

WHICH OF YOUR CATEGORIES AND TAGS DOES THIS POST FIT INTO?

- CATEGORY: _____
- TAG: _____

RESEARCH KEYWORD / KEYWORD CHOSEN: _____

- BRAINSTORM IT
- GOOGLE TRENDS
- GOOGLE ANALYTICS
- SEARCH CONSOLE

WHAT'S THE GOAL? _____

WHAT ARE YOUR TACTICS? _____

WHILE WRITING

OPTIMIZE FOR SEO - USE KEYWORD IN:

- TITLE
- FIRST PARAGRAPH (START POST WITH TEXT)
- SLUG
- META - DESCRIPTION
- H2 TAG
- PHOTO TITLES / ALT TEXT
- WITHIN CONTENT
- BOLDED
- SUPPORTING KEYWORDS USED
- ANCHOR TEXT

PHOTOS

- 3+ CLEAR, BRIGHT PHOTOS
- RESIZED TO SAME WIDTH
- RENAMED BEFORE UPLOADING
- PHOTO SHOWING ABOVE FOLD
- EDIT ALT TAGS
- MAKE SOME IMAGES PINNABLE

LINKS

- LINK TO RELATED POST
- LINK TO TAG OR CATEGORY PAGE
- LINK TO OTHERS' RELATED POSTS
- ADD AFFILIATE LINKS

PERFECT POST CHECKLIST

BEFORE PUBLISHING

- SET CATEGORY / TAGS
- EDIT SLUG
- EDIT META-DESCRIPTION
- EDIT EXCERPT
- SET FEATURED IMAGE/CROP FOR THUMBNAIL
- SET IMAGE FOR FACEBOOK SHARING
- ADD PARTY PAGE LINK
- PAGINATE
- CLICK-TO-TWEET
- EASY RECIPE
- BOTTOM-OF-POST WIDGET
- CUSTOM SIDEBAR
- DISABLE/ENABLE ADS WITHIN POST
- ADD EVERGREEN / TIME SENSITIVE TAG
- CUSTOMIZE SOCIAL SHARING TEXT
- CALL-TO-ACTION

AFTER PUBLISHING

- LINK FROM RELATED POST
- TAILWIND TO RELATED PINTEREST BOARDS
- STUMBLE UPON
- INSTAGRAM PROFILE LINK
- SHARE WITH OTHERS
- ADD TO SYNDICATION
- PUT ON SIDEBAR
- PLAN FOR FUTURE RELATED CONTENT

