



## Checklist 5 - Developing An Editorial Calendar

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes      No

*Consistency is key when it comes to growing your review blog. As such, it is important to work out a schedule and routine for posting new content, editing, and updating past posts whenever necessary. Developing an editorial calendar will help you establish a routine and stick to it, thereby increasing the frequency of your posts. Essentially, an editorial calendar helps keep your audience up to date with your blog activities.*

### Part 1 – Setting Up The Editorial Calendar

- |   |   |                          |                          |
|---|---|--------------------------|--------------------------|
| 1 | Determine how often you can commit to posting new content on your blog.         | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Use your reviews as the basis for the development of your editorial calendar.   | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Ensure your readers are satisfied with the quantity of content you are posting. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Start with fewer posts as you gradually expand your posting routine.            | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Gather post ideas and assign them to your calendar.                             | <input type="checkbox"/> | <input type="checkbox"/> |

Notes

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- 6 Ensure your schedule on the calendar is evenly distributed to avoid being dormant.

### **Part 2 – Dividing Your Calendar Into Sections**

#### **Section 1 – Major Areas Of Interest**

- 7 Assign specific days for important announcements.
- 8 Announcements of major product launches/reviews.
- 9 Specific days for YouTube reviews.

#### **Section 2 – Regular Columns**

- 10 Assign days for posting regular content such as short pieces, guest bloggers.
- 11 Everyday topics/reviews.

#### **Section 3 – Special Promotions**

*Notes*

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12 Set aside days for promotions to get your readers excited about your blog.

13 Announcements of upcoming bonuses/price cuts for certain products.

### Section 4 – Assign Days For On-Going Features

14 Features that are primarily aimed at growing your blog and familiarizing readers with your schedule.

### Section 5 – Specific Days For Indepth Reports

15 In-depth reports can include special reports on selected topics of interest to your readers.

16 In-depth reports should be spread throughout the year to entice advertisers and your readers.

*Notes:*

*While an editorial calendar is instrumental in helping you to breakdown your routine, it can only have an impact on your blog in terms of boosting the frequency of your posts if you follow the set schedules on your calendar.*

Notes