

# SEO BLOG CONTENT PLANNER

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# HOW TO USE ME

Thank you for purchasing my SEO Content Planner! Here is how to utilize this tool to map the SEO Strategy for your blog.

**PRIMARY KEYWORDS:** Write down your blog's primary keywords. You will create blog content with these keywords in mind. These topics are what your target audience searches for on Google. You should have many keywords that connect to one main topic.

**MONTH/YEAR:** The month and year you are planning for

**SALES/FREEBIES:** Products, services, or freebies to promote that month

**BLOG FREQUENCY GOAL:** The number of blogs you plan to write that month/year

**SEO GOAL FOR THE MONTH:** List 1 goal to accomplish, ie. number of pageviews, users, sessions, percentage of organic traffic, etc.

# HOW TO USE ME



**SEO KEYWORD BRAINSTORM:** Use the tool [Keyword Revealer](#) to brainstorm keyword phrases for your blog post. The keyword phrase is your blog topic and should connect with your primary keyword phrase and your business and services/products.

Use [Keyword Revealer](#) to discover the keyword phrase competition number (how many other blogs use this keyword monthly - the higher the number, the more competition) and the monthly search volume number (how many people search for this keyword monthly - the lower the number, the less people search for this keyword). Do this for every keyword you brainstorm.

**[Need help on how to use the tool? Click here for a blog post with further info.](#)**

# HOW TO USE ME



**BLOG SEO TITLE VS PAGE TITLE:** If you're using the YOAST SEO plugin (a free plugin for WordPress) write down ideas for your SEO title where it says **BLOG SEO TITLE BRAINSTORM**. If you don't use YOAST (and you should!), skip this section and brainstorm your title where it says **PAGE SEO TITLE BRAINSTORM**.

FYI: The SEO Title is for Google; the Page Title is to entice readers. The Yoast SEO plugin allows you to differentiate the two and to target SEO for Google search on individual blog posts.

**Want to learn more about Wordpress and Yoast? Email me!**

# HOW TO USE ME

**SOCIAL MEDIA** pages allow you to plan the intention behind your post. Use this section before you create a social media post. Think clearly about your WHY and the action you want followers to take.

**DATE TO PUBLISH:** The date to publish the content on social media

**SOCIAL PLATFORM:** The platform you will publish on (you can print this page various times and create a plan for various platforms)

**MESSAGING GOAL:** Write down the goal for your social media post. Is it to sell a product? Promote a freebie? Get more blog comments or create a conversation? Knowing the WHY will help you think about strategy and your call to action.

**CALL TO ACTION:** The action you want followers/fans to take, ie. sign up, buy now.

# MY PLAN

**PRIMARY KEYWORDS:**

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**MONTH/YEAR:**

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**BLOG FREQUENCY GOAL:**

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**SEO GOAL FOR THE MONTH:**

**SALES AND/OR FREEBIES:**

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# MY PLAN

DATE TO PUBLISH:

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## SEO KEYWORD BRAINSTORM

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SEO KEYWORD PHRASE #1:

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COMPETITION: \_\_\_\_\_

MONTHLY SEARCH VOLUME: \_\_\_\_\_

SEO KEYWORD PHRASE #2:

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COMPETITION: \_\_\_\_\_

MONTHLY SEARCH VOLUME: \_\_\_\_\_

# MY PLAN

DATE TO PUBLISH:

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## SEO KEYWORD BRAINSTORM

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SEO KEYWORD PHRASE #3:

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COMPETITION: \_\_\_\_\_

MONTHLY SEARCH VOLUME: \_\_\_\_\_

SEO KEYWORD PHRASE #4:

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COMPETITION: \_\_\_\_\_

MONTHLY SEARCH VOLUME: \_\_\_\_\_



# MY PLAN

DATE TO PUBLISH:

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BLOG SEO TITLE BRAINSTORM:

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FINAL SEO TITLE:

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# MY PLAN

DATE TO PUBLISH:

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PAGE TITLE BRAINSTORM:

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FINAL PAGE TITLE:

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# SOCIAL MEDIA

DATE TO PUBLISH:

SOCIAL PLATFORM:

MESSAGING GOAL:

CALL TO ACTION: