



Outrank

Content Calendar

Goal: The hardest part about writing is knowing what to write about. To solve this problem, come up with a 52-week content calendar so you know well in advance what you're going to blog about on a weekly basis.

After your content calendar is mapped out, you can easily sit down and knock out a whole month's worth of blogs in one sitting instead of having to try and put on the writer's cap every Friday. That solves the problem of having to get into the writing groove only once a month instead of every week.

Not sure where to start with brainstorming content ideas?

1. Use the included "Scheduled Topics" spreadsheet.
 - Here is the meaning of labeled cells in the spreadsheet:
 - topic = blog topic or title
 - notes = more details or comments for you to remember your ideas for using this topic
 - resources = websites, articles, or urls that you can research the topic
 - Use this spreadsheet to start logging topic ideas using the methods below.
2. Research what the public is already asking to know.
 - Use [AnswerThePublic.com](https://www.answerthepublic.com) to type in keywords that are relevant to your website or are related to topics that you want to blog about. This site will tell you common variations of that word being searched in a question format. This is a great opportunity for you to write topics in an answer format.

3. Review the included "Topic Ideas.pdf" file.
 - It is a list of recurring events, topics, and links to read more about them. This guide likely won't give you immediate topics to start writing about but it will get the ideas spinning in your mind of where to start.
4. You can also use other calendar websites for ideas on timely events/holidays not already mentioned in the "Topic Ideas" file.
 - Example website: <http://www.holidayinsights.com/moreholidays/>

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