

The Entice Blog Planner

Welcome to the Entice Family

Hey!

Thanks so much for checking out the blog planner.

This is the same system we use at Time Doctor to grow our blog to over 130,000 visitors a month.

Before you dive in, I quickly wanted to share a bit of our blogging philosophy so this planner makes a lot more sense to you.

The reason we were able to build our blog so large is by creating Search Engine Optimization (SEO) focused content.

In other words, our goal is to create GREAT content that our buyers are searching for in Google.

This allows us to get traffic to our blog without paying for ads or constantly having to promote it over and over and over again.

Posts we've written 3 and 4 years ago still get traffic to this day!

Our process is quite simple:

- Find a keyword that we want to write about
- Create a GREAT post that is better than what's out there
- Promote the post

And that's the process this blog planner will walk you through.

Once again, thanks so much for joining the Entice family.

Cheers,
Greg

Blog Post Brainstorming

Keyword / Blog Post Topic

Search Volume

Keyword Difficulty

Who are you writing this post for?

☐

Beginner

☐

Intermediate

☐

Advanced

What type of post are you writing?

☐

List

post

☐

How to post

☐

Case
Study

☐

Infographic

☐

Review / Alternatives
Post

☐

Other

How will you make this post better than what's on the first page of Google?

WEEKLY TO DO

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Month:

Sun

Mon

Tue

Wed

Thu

Fri

Sat



SEO Checklist

- ☐ URL contains only keyword

- ☐ Headline Contains Keyword

- ☐ Add Keyword in article twice

- ☐ Fill in Title Tag

- ☐ Fill in Meta Description

- ☐ Images no larger than 200kb

- ☐ Title and alt tags for images

- ☐ Add external links

- ☐ Add internal links



Promotion Checklist

- ☐ Email List

- ☐ Re-send email to unopened segment

- ☐ Facebook page

- ☐ Relevant Facebook groups

- ☐ Twitter

- ☐ LinkedIn

- ☐ Relevant LinkedIn Groups

- ☐ Promote in relevant forums

- ☐ Influencer/blogger outreach

- ☐ Promote to resource pages

- ☐ Run ads

- ☐ Acquire backlinks

Additional

Resources

Strategies to Promote Your Blog

www.enticehq.com/blog/how-to-promote-your-blog/

Content Marketing Strategy

www.enticehq.com/blog/content-marketing-strategy/

Tools To Grow Your Blog

www.enticehq.com/blog/blogging-tools/