

How to Use: DFC Blog-Editorial-Template

This template is designed guide your blogging process. Assist with identifying great content development. Aid in the brainstorm process, and target the right readers. Generating the right keywords or phrases that naturatlly fit into the content is a search engine plus.

Title/Topic/Pain

As ideas for blog posts come up, enter them down. A title will soon result. Double check to make sure you have entered a specific topic or addressed the "pain" your blog will discuss.

Target Audience (Persona)

You know who the blog is addressed to? Target the content to them. Each post should be composed of good content that your ideal persona will want to read and feel it was worth their time or commitment.

Keyword(s) or Phrases

Your objective is to provide good content, in areas your are an expert. Think about what terms you can utilize (known as keywords or key phrases) that will natually fall into place around the topic, discussion, or solving the "pain".

Offer - Call-to-Action (CTA)

Every blog post should include an offer. If you have a great offer (whether it's a helpful tips, guide, checklist, brochure, an announcement to celebrate, etc).

1st-4th Week/Author & Due Date

If you have several bloggers, use this space to assign posts to them. Suggestion- Assign a different week for each author. Due Date is deadline - prior to publishing the blog.

Special Announcement/Other-Retweets-Misc/Critical Communication

Use for un-planned blogging when something importmant (or reader interest) that needs to go out between the regular weeks of commitment.



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Note- Password: blog