

Blog Content Planning Checklist

Print off this checklist and tick off each step as you go through the [‘Plotting Your Posts: A Practical Guide to Blog Content Planning’](#) guide on our Talk About Digital Podcast website.

Getting Started

- Understand the benefits this guide provides to small businesses
- Recognise why blog content planning matters
- Understand the value of a well-planned blog
- Learn how blog content can attract and retain customers
- Appreciate the big impact of a small investment in blog planning

Identifying Your Audience

- Determine who you are writing for
- Understand your audience’s needs and interests
- Create detailed customer personas

Setting Clear Objectives for Your Blog

- Define what you want to achieve with your blog
- Align your blog content with your overall business goals
- Identify key metrics to measure success

Generating Content Ideas That Resonate

- Brainstorm blog topics relevant to your audience
- Use competitor research for inspiration
- Explore tools and techniques for generating content ideas

Creating a Content Calendar

- Understand why you need a content calendar
- Plan your blog posts strategically for maximum impact
- Balance the frequency and consistency of your posts

Organising Your Content by Themes and Categories

- Recognise the importance of thematic content
- Structure your blog around core topics
- Create content topic clusters to establish yourself as a subject expert

Planning for Seasonal and Evergreen Content

- Understand the difference between seasonal and evergreen content
- Incorporate seasonal themes without missing key dates

- Recognise the benefits of evergreen content for long-term growth

Preparing for Future Content Needs

- Learn how to repurpose existing content
- Create and maintain a 'content bank' for future posts
- Plan for content gaps and emerging trends

Making Your Blog Content Plan Work for You

- Review and adjust your content plan regularly
- Implement tips for staying consistent with your content planning
- Understand the long-term benefits of strategic blog planning

By using this checklist and following the related guide on the TAD website you will understand how to easily strategically plan your blog content for the impact you need to generate for your small business.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.