

Planning for Projects

A. Evaluate Current Situation

1. **Project Name:**
2. **Monthly Visitors Last Month:**
3. **How Many Posts Are You Writing A Month:**
4. **How Many Visitors Do You Want:**

Break down your project into simple stats that can show why certain goals are not reached. I like to use this to start off the month of evaluation. See where you finished and see if your effort matches your output.

B. Content Gameplan For The Month

1. **How Many Posts Will You Write?**

Post #	Brainstorm For Possible Article Topics: Think of Keywords or Categories
1	
2	
3	
4	
5	
6	

Adjust this chart to your writing frequency. If you only want to write 1 article a week, then think of 4 potential topics. The point of this exercise is to see what you like writing about and where you can expand. Sometimes you will find that you are neglecting categories on your site or are leaving out hot new keywords with lots of traffic.

Think of a specific article topic and narrow down what this article will be about. Be creative.

C. What Days Am I Going To Promote?

This is the easiest task. Find a calendar to write down these ideas. I use Google Calendar which is free with every Gmail account. This is important to make sure you spread out your ideas according to your article topics. This helps with managing multiple projects and just overall fitting in with your busy schedule.

Use this as a test and see which days your readers are most responsive. Maybe a post written

on Sunday is not as effective as Monday or vice versa. Use your own research and numbers to determine the best posting times.

D. End Of Month Results

Monthly Visitors Last Month	
Monthly Visitors This Month	
Email Sign Ups This Month	
How Many Total Articles Did You Write? (any additional from the list)	
Sales or Ad Revenue for Your Site	\$

This is a quick write up for bloggers that I use to help get their campaign moving. There are more stats we can focus on but one of the biggest obstacles I have found with writing is the actual effort. Just write and look at what works. Is your effort being rewarded or are you writing for a blind audience.