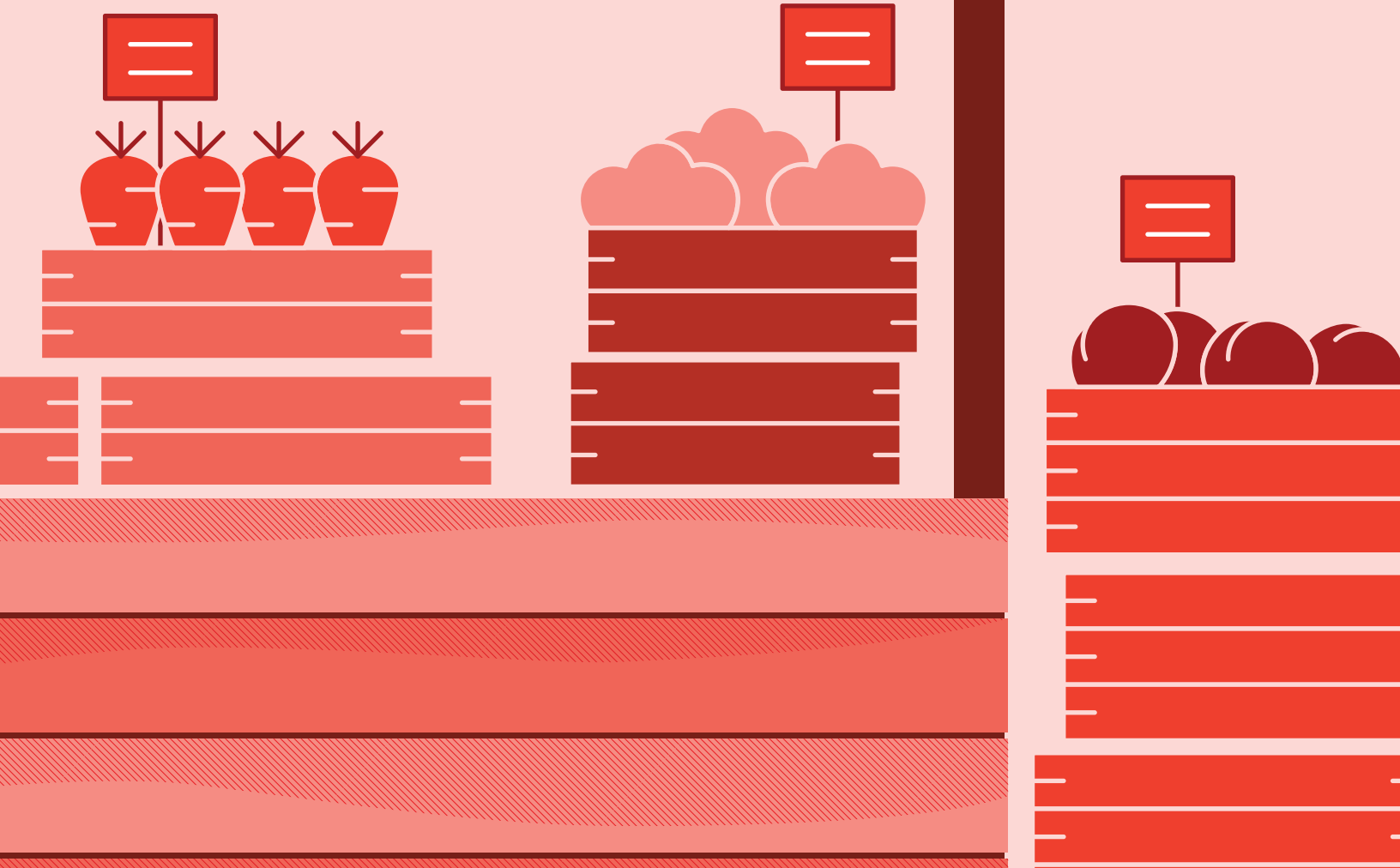


GETTING STARTED WITH COSCHEDULE

# The Best Way To Manage Your Blog and Grow Your Business with CoSchedule



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# The TL;DR Version

## **Brainstorm So You Never Run Out of Content Ideas**

Set a timer for 15 minutes and write down as many blog ideas as you can.

## **Copy To Make Sure All Your Blogs Are Published on Time**

- Outline post - 14 days before publish
- Write post - 12 days before publish
- Create graphics - 8 days before publish
- SEO optimize - 6 days before publish
- Proofread - 5 days before publish
- Add social campaign - 4 days before publish
- Change status to Scheduled - 3 days before publish

## **Write Your Blog Using the Text Editor or Google Doc Integration**

## **Get More Traffic by Choosing The Perfect Headline**

## **Apply Those Awesome Social Templates and Watch Your Social Messages Write Themselves**

## **Schedule Your Content and Let CoSchedule Do The Rest**

# Managing Your Blog With CoSchedule Checklist

Before we get started, use this blogging checklist to follow along step-by-step. It will help guide you through the process of managing your entire blog with CoSchedule – from idea to publish.

Step	Completed	Action Item	Instructions
<i>Complete all steps on your CoSchedule Editorial Calendar</i>			
1		Brainstorm topic ideas.	Decide on a content theme and spend 15 minutes writing down as many blog ideas as you can. Add them to your Ideas Bin to never run out of blog ideas.
2		Add a to-do list.	Use the suggested task list in this guide to make sure all your blog posts are completed on time. Check off items as you accomplish them.
3		Write your blog post.	Use the text editor or Google Doc integration to write your blog post. When you're done, convert it to WordPress.
4		Test your headline.	Use the built in Headline Analyzer to drive more traffic with a clickable headline.
5		Add a social campaign and apply one of your social templates.	Use the attachments area to add a social campaign. Then, apply one of your social templates to watch your social messages magically write themselves.
6		Schedule your blog post in CoSchedule.	Change the status on your blog post to scheduled to have CoSchedule take it from there.



INTRODUCTION TO

# Blogging with CoSchedule

You've made it.

You're almost a CoSchedule pro. The final piece of the puzzle is tying it all together for a top to bottom blog management process.

If your current process is disorganized, messy, and time-consuming, this guide is for you.

You'll learn the perfect strategy and the CoSchedule recommended process for getting your blog in order – from brainstorming to promotion.

Let this guide be your blueprint to turning your blog from a haphazard mess, into a streamlined, well-oiled machine.

Just imagine...

- A month of blog content scheduled in advance.
- Your social channels filled with messages with almost no effort from you.
- Never running out of content ideas.
- AND getting more traffic than ever to your website.

This might sound too good to be true, but the fact is, CoSchedule has made this a reality for thousands of bloggers, solopreneurs and small businesses.

## **What is This Guide?**

This guide gives you the perfect blueprint for managing your blog in CoSchedule.

## **Who's This Guide For?**

This guide is specifically designed to help bloggers, solopreneurs and small businesses run their blogs more efficiently.

# 01

STEP 1

## Start Brainstorming and Filling Up Your Ideas Bin

One of the best parts about CoSchedule is the ability to build a treasure trove of content ideas, so you'll never be left scratching your head wondering what to write about.

To start, come up with a handful of content themes. Here are some examples for different use cases to help:

Food Bloggers:

- Super Bowl appetizers
- Christmas cookie recipes from around the world
- Halloween party must haves

Fashion/lifestyle Bloggers:

- Amazon finds
- Designer dupes
- Gift guides

Fitness Bloggers:

- Couch to 10k
- Post baby boot camp
- Move of the week

Mommy Bloggers:

- Must-have baby items
- How-to blogs
- Toddler menus

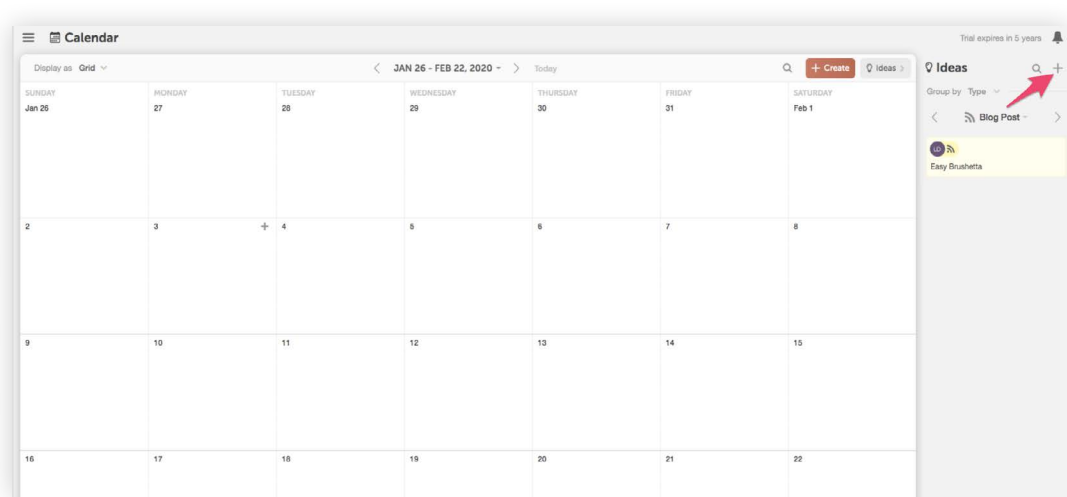
Based on these content themes, you can start brainstorming content

ideas. Set a timer for 15 minutes and write down as many blog ideas as you can.

Don't worry if they're any good or not – you can vet them later. For now, you just want to get as many things as possible down on paper.

Next, put them all into your ideas bin in CoSchedule. You can also skip the pen and paper exercise and do this directly in your ideas bin if you wish.

Simply click the "Ideas" button, and then use the plus sign to add an idea.



Once you've added all your ideas into the CoSchedule ideas bin, drag and drop them over to the calendar to begin the execution phase.



[Click here to add some ideas to your CoSchedule calendar.](#)

# 02

STEP 2

## The Perfect To-Do List to Get Your Blogs Accomplished on Time

Once you've moved a blog post from your ideas bin to the calendar, add some tasks to make sure that everything will get accomplished on time.

Here's our recommended blog post task list for you to copy and paste into your calendar.

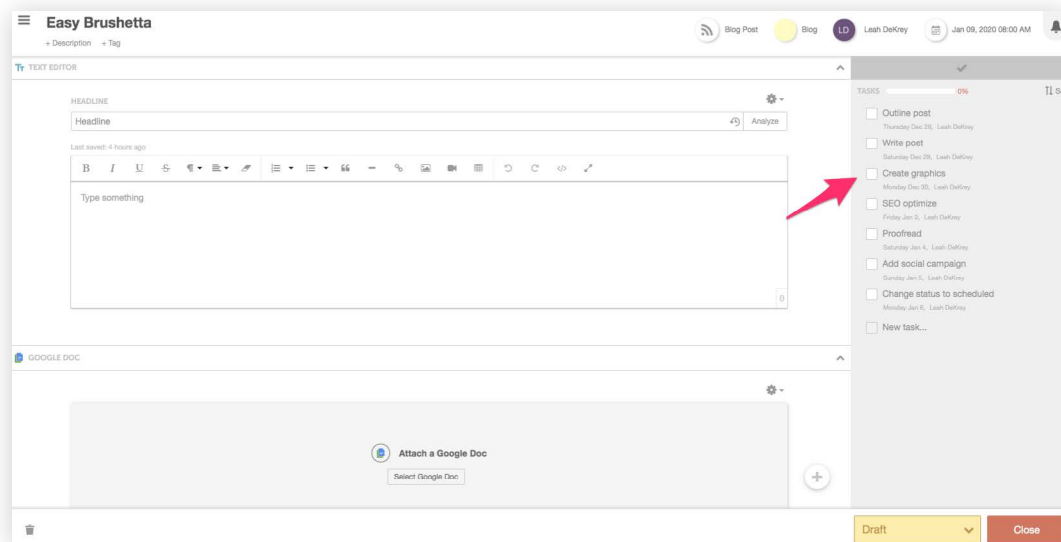
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- Write post - 12 days before publish
- Create graphics - 8 days before publish
- SEO optimize - 6 days before publish
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- Add social campaign - 4 days before publish
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**TIP:** This to-do list gives you a starting point. Feel free to alter based on your unique process.



Here's what all your tasks will look like once you've added them into CoSchedule:



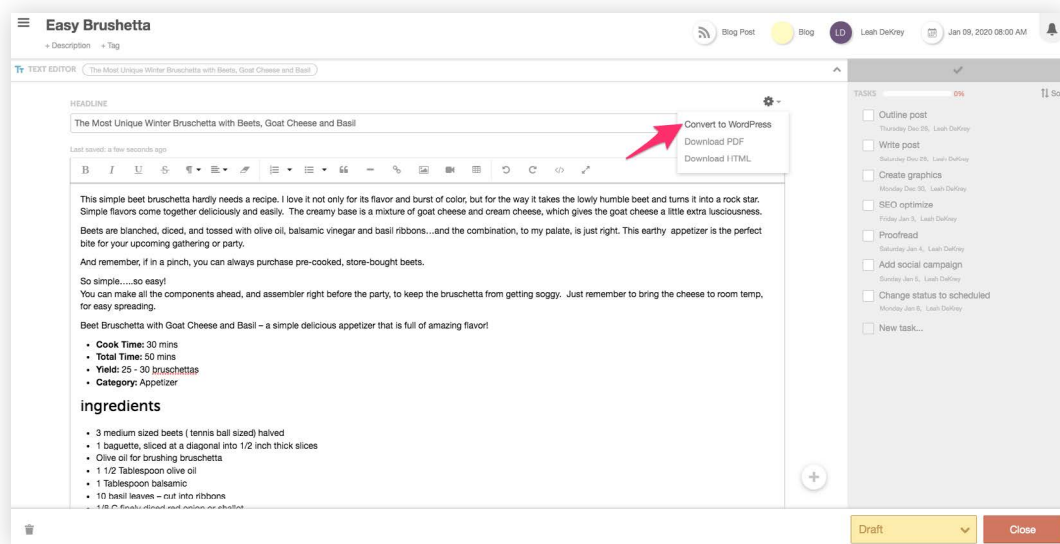
# 03 STEP 3

## Save Time Writing Blogs Using the Text Editor or Google Doc Integration

Under the attachments area of your blog post in CoSchedule, you'll see options to add either a text editor or a Google Doc.

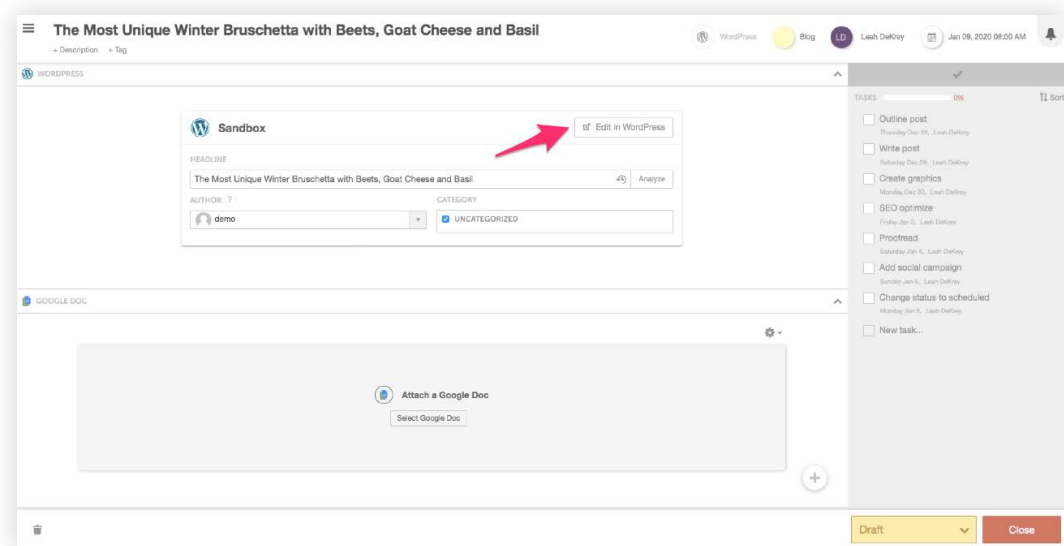
Both can easily be converted to WordPress, so feel free to choose whichever one you feel most comfortable writing in.

After your blog post is completed, click the gear in the corner and choose convert to WordPress.



CoSchedule will automatically transfer everything and create a WordPress post on your site.

Once you've converting your content to WordPress, you can easily move between CoSchedule and WordPress by clicking the edit in WordPress button.

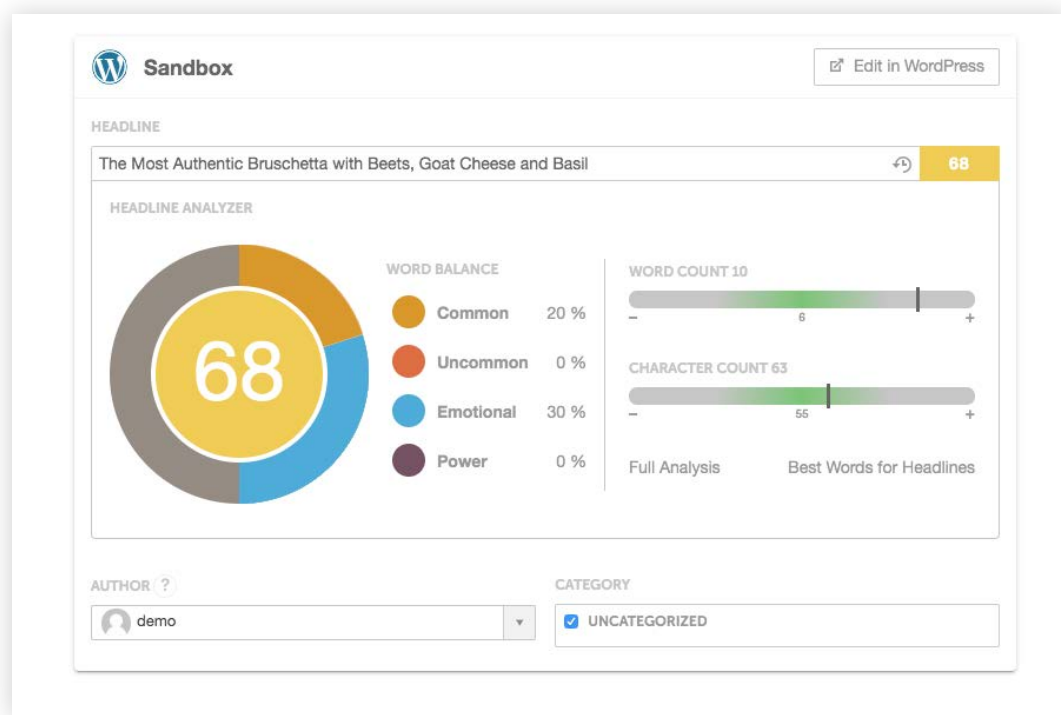


# 04

STEP 4

## Get More Traffic by Choosing The Perfect Headline

The CoSchedule Headline Analyzer is built right into your calendar, so you can quickly test out different options to ensure you're getting the most clicks.



Play around using different emotional and powerful words to raise your score and build the most clickable headline for your audience.

# 05 STEP 5

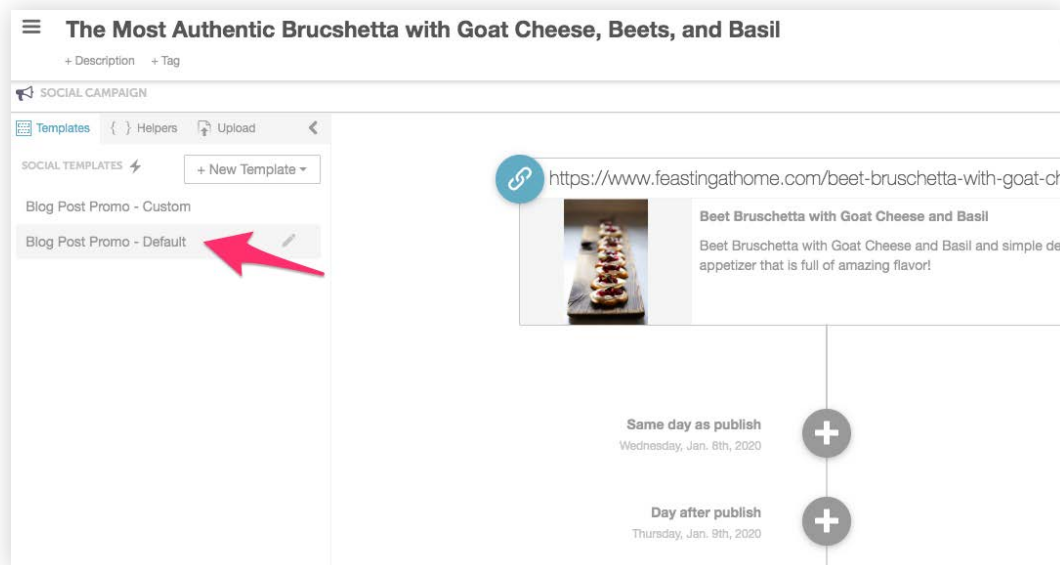
## Get More Traffic With Social Campaigns and Save Time With Social Templates

Social campaigns in CoSchedule ensure that you're driving more traffic to your blog by consistently posting social messages over an extended period of time.

In an earlier guide, you created the perfect social campaign and turned it into a template to reuse every time you write a blog post.

If you missed that chapter, no worries. You can re-read it here.

Click on the "Templates" icon and apply one of the social template you created.

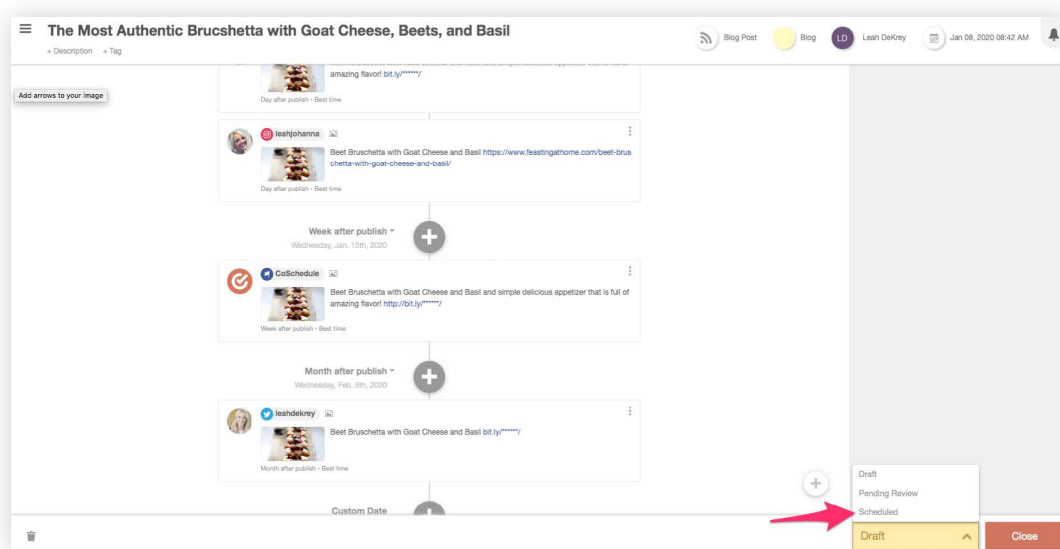


Apply the template and see all your social messages, links, and images magically write themselves.

# 06 STEP 6

## Schedule Your Content and Let CoSchedule Do The Rest

The final step in the process is moving your blog post from draft to scheduled. Can the status in the bottom corner.



Don't worry – your post won't go live until the specific day and time you've set. CoSchedule will automatically publish your WordPress Blog and all the related social messages exactly when you've told it to.

This means you don't have to be at your computer to manually push things live when you're ready to publish.

**What Are You Waiting For?** Head Over to Your CoSchedule Account to Start Growing Your Blog Following With CoSchedule.

[GO TO MY CALENDAR →](#)