

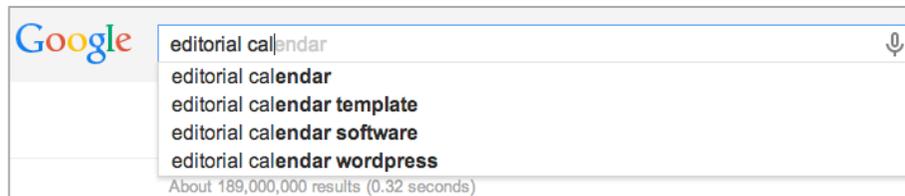


# SEO Planning Template

## 1 Keyword research

### >> Brainstorm Keywords using Google Instant

Start typing keyword ideas into Google and see what phrases are suggested.



### >> See what also comes in Google's 'searches related to'

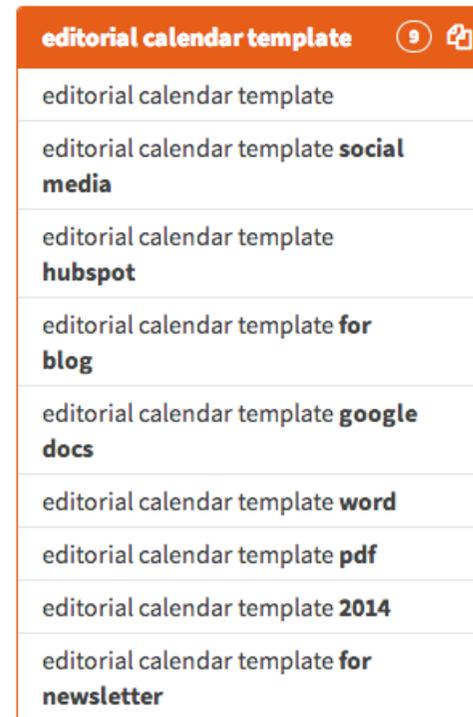
Enter your search into Google and see what additional keyword phrases are suggested.

#### Searches related to **editorial calendar template**

- editorial calendar template **social media**
- editorial calendar template **content marketing**
- editorial calendar template **excel**
- editorial calendar template **google docs**
- editorial calendar template **2013**
- editorial calendar template **free**
- editorial calendar template **download**

### >> Use KeywordTool.io

Then get more "long-tail" keyword phrase suggestions using Keyword Tool [www.KeywordTool.io](http://www.KeywordTool.io)



## 2 On-page SEO

### >> Behind the scenes on your web page

Use the keyword data above to decide on a target keyword phrase (eg. Editorial Calendar Template). You should try to optimise each page of your website for a different keyword.

Use your keyword phrase in each of these sections.

- Target Keyword [or Focus Keyword]

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- URL

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- Page Title [h1]

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- Headers [h2, h3]

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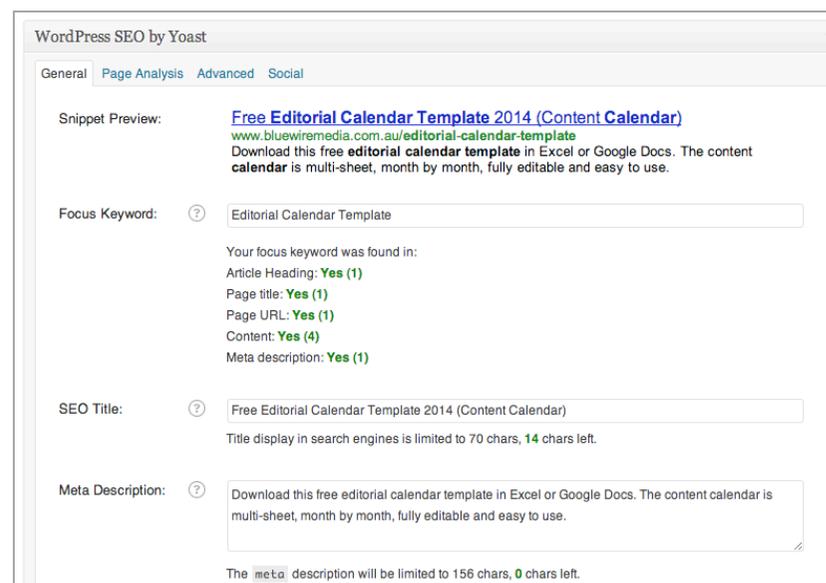
- Meta description [this is what shows on Google results]

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- Image Alt tags

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>> Use a tool like **Wordpress SEO by Yoast** to confirm you've used the target keyword appropriately.



WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview: [Free Editorial Calendar Template 2014 \(Content Calendar\)](#)  
[www.bluewiremedia.com.au/editorial-calendar-template](http://www.bluewiremedia.com.au/editorial-calendar-template)  
Download this free **editorial calendar template** in Excel or Google Docs. The content **calendar** is multi-sheet, month by month, fully editable and easy to use.

Focus Keyword:

Your focus keyword was found in:

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **Yes (1)**
- Content: **Yes (4)**
- Meta description: **Yes (1)**

SEO Title:   
Title display in search engines is limited to 70 chars, **14** chars left.

Meta Description:   
The **meta** description will be limited to 156 chars, **0** chars left.

## >> In the Webpage Copy Itself

Use the keyword phrase and the long tail variations of it in the copy on the actual web page.



### Editorial Calendar Template 2014

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*Get yours now*

You can [download a XLS](#) or [Google Doc template](#). Just enter your details into the form on the right ->

[Free 2014 Editorial Calendar Template Excel Spreadsheet](#)

(80 KB – XLS)

[Free 2014 Editorial Calendar Template Google Doc](#)

Google Doc ('make a copy' to edit)

## 3 Off-page SEO

Start linking to this page from other pages on your website. Link to it appropriately from guest blogs you write.

Finally, add social media share buttons and kick it off by sharing it yourself!

