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Instructor ,1932 **How to Build an Editorial Calendar for Your Blog** Laura Busche,2016 Building a meaningful big picture editorial calendar is an essential tool for having a successful blog Content marketing expert Laura Busch explains why in this detailed look at the components and most importantly the processes that drive the creation of an editorial calendar You ll learn about recognizing and defining your blog s constraints methods for identifying your blog s personas sources you can use to collect research on the content you ll incorporate into your blog specific design practices you should follow when producing your content and how to create and fill out an effective editorial calendar template Understand why creating an editorial calendar is crucial to successful blogging Explore the processes successful bloggers use to create their editorial calendars Learn about the convertible persona concept and how its used in planning a blog See how sources like comments analytics and surveys are used to identify personas Review the best tools to use to collect research on the content you ll want to blog about Learn to create and use an editorial calendar template most appropriate to your needs Resource description page

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