



# HOW TO CREATE A BLOGGING SCHEDULE THAT ACTUALLY WORKS

*Includes a free scheduling  
template to get you on track!*

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Hi! Jenni here, co-founder of Lyrical Host. I started blogging in 2001, and guess what? I still make mistakes and get things wrong. One of the things I really struggled with for years was creating a blogging schedule that works. I've finally nailed it down, so here's a step-by-step guide to what I do. Enjoy!



## The 3 Keys to Being an Organized Blogger



1. Pick the right planning tool and develop a planning habit.
2. Create a process to organize ideas and drafts.
3. Batch your repeat tasks.

Sounds simple, right? I've tried all kinds of methods, and honestly I've found the simpler I keep it, the easier it is to stick to. There's no point creating a super complicated schedule that takes you forever to set up, run, and manage. Instead, my approach is super streamlined so you get to spend more time doing what you love and less time stressing about tiny details or getting behind schedule.

### 1. Pick the Right Planning Tool



There are a million different tools you can use for your blogging schedule, so there's no one answer here. You could use Todoist or Trello, even Notepad or a bullet journal. The most important thing is that it works for you and it's a tool you enjoy using. If you have to fight it or it doesn't do quite what you want, ditch it and find something that works or you're never going to stick to your schedule. If it's a paid tool, try to trial it first rather than going off someone else's recommendation. What works for them may not for you!

I've included an Google spreadsheet with this download, so you can use that to do your planning if you prefer. Download it here: [https://docs.google.com/spreadsheets/d/1SQic6Tam6fkxkkUaMRP36-ZK4mAPXY5p4v\\_P9SM54LM/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1SQic6Tam6fkxkkUaMRP36-ZK4mAPXY5p4v_P9SM54LM/edit?usp=sharing)

	A	B	C	D	E	F	G	H	
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Notes
1									
2	<b>Week 1</b>								
3	<b>Post 1: Blueberry Pie Recipe</b>								
4	Keyword Research	Done!							Researched Google keywords + Tv
5	Title, Category & Meta Description		Done!						Title: How to make tasty blueberry
6	Post Text		Done!						Word count: 755 words
7	Post Images			Done!					Featured image, Pinterest image (
8	Review & Scheduling			Done!					Scheduled for Thursday 09/07 at 1
9	Sharing				Done!	Done!			Shared in 5 Facebook groups, on
10	Responded/Returned Comments							Do this today!	Remember: Link to Karen in next
11	<b>Post 2:</b>								
12	Keyword Research								
13	Title, Category & Meta Description								
14	Post Text								
15	Post Images								
16	Review & Scheduling								
17	Sharing								
18	Responded/Returned Comments								
19	<b>Week 2</b>								
20	<b>Post 1:</b>								
21	Keyword Research								
22	Title, Category & Meta Description								
23	Post Text								
24	Post Images								
25	Review & Scheduling								
26	Sharing								
27	Responded/Returned Comments								

I've prefilled the first week with example notes and tasks so you can see what it might look like and how it works. You can duplicate post blocks or remove them depending on how many blog posts you post each week. If you have multiple blogs, I'd recommend copying and pasting the template into different sheets to avoid confusion.

Alternatively you could use it as a starting point, or convert it into to-do tasks or lists in another planning tool. It's completely up to you.

**Tip:** Once you've found a solution you're happy with, keep it from getting stale by styling it. Even little things like changing your background image in Trello or buying cute stickers for your notebook can freshen it up and make it fun again.

## 2. Ideas & Draft Management



When you sit down to create a blog post, you should always know what you're going to write about. To avoid creative blocks, keep a list of ideas, thoughts, and post titles on the go all the time. It doesn't have to be anything super organized; mine is a list of thoughts ('Something about cupcakes and web design?'), potential titles ('X easy ways to get back links for your blog'), and topics ('Next post in series about organizing your blog').

I personally keep it as a note on my phone because it's easy to access, always with me, and doesn't require internet access, but use whatever works for you, as long as you can back it up regularly. Another great place to for your ideas pool is simply to keep it as a single draft within WordPress itself. This is really useful if you have multiple blogs or multiple contributors because it's easy to stay organized and everyone has access.

Once you have an ideas pool on the go, review it regularly. Cut out things that you don't think you'll ever get round to writing, have lost their appeal, or are no longer relevant.

Then you can move to the draft stage. After you've selected an idea, create a draft for it with a rough post title and any references (such as URLs, subheading ideas, image ideas, or a summary sentence of what it will be about).

**Tip:** Try not to have too many drafts on the go at once. Don't be tempted to convert your entire idea pool into draft form – it's overwhelming and ends up being a waste of time if you cull stuff.

## 3. Batch Your Repeat Tasks



### 3.1 Create a list of tasks to complete for each post

I've included them in your blogging schedule template, but here they are with a bit more explanation. Adjust/edit/improve as needed to suit your blog and workflow.

**Keyword Research** - I use Google Keyword Planner, but there are lots of other options. You may also want to research/decide on Instagram and Twitter hashtags as part of this batch).

**Title, Category and Meta Description** - Your title should include your main keyword phrase once and be 50-60 characters total; your meta description should include a call to action and be 135-160 characters. I try to put my post in just one WordPress category where possible to avoid duplication.

**Post Text** - I tend to write my post before creating images because I often revise my title while I'm writing, but that might just be me! I refer back to my keyword research info while writing, and include subheadings based on those keywords as well as including them in a natural way in the body text.

**Images** - I do a 'Feature' image which works for the blog, Twitter, and Facebook, plus a square image for Instagram and a vertical image for Pinterest. On top of that I do any in-post images or screenshots that explain my points better. I also upload images and add ALT/title text as part of this batch.

**Review and Scheduling** - I check for typos, broken links, run-on sentences, and make sure my meta description still makes sense. I also add in social media descriptions as needed at this point. I then schedule my post, which means I send it at the best time for my audience and it gives me some time to think it over and make sure I'm happy with it and have nothing else to add.

**Sharing** - Exactly what it sounds like - I use a combination of automatic and manual sharing across different social networks and groups to promote my posts. Older posts

may get another look in at this time.

**Respond & Return** - Reply to blog comments and social media responses. If they have a website, I try to comment on their last post or share one of their best on the same network and tag them in it as a thank you.

### 3.2 Batch your tasks

This is a HUGE time saver. Have you even written a post and then can't be bothered to create images? Or lost interest in promoting your post after it's live because you're exhausted from everything else you had to do?

Me too. I had posts wasting away in my drafts because they had no images yet, or posts that never got shared in Facebook groups because I was too busy playing catch up.

What really helped me was dividing tasks into batches. So I do all my keyword research for the week's posts, or the month's posts, or even longer, in one go. Then in a different session, I write. Then in a different session, I sit down and do all the images for those posts. If I sit down for an images session and I'm not happy with anything I create, I switch to a writing session instead.

Working like this means I'm always working on what I'm interested in, every task gets completed to a higher standard, and I'm not constantly switching back and forth between different tools and programs. Another advantage of batching is that it's easy to outsource particular tasks to a virtual assistant and have them complete them efficiently and without you duplicating any work or forgetting something important.

You can create batches in a way that works for you based on your task list (or the tasks in the provided template). As a rough guide, you can batch tasks within the same program or tool. Just don't try to do too many different things in one batch. Separating writing, research, imagery, and promotion into batches works particularly well, although you'll need to schedule more of your promotion tasks to ensure you aren't flooding the same people with the same post everywhere they go.



**Tip:** Even if your blog post hasn't gone live yet, you can still automatically add it to your social media queue when WordPress publishes it to save you some time. Use an If This Then That recipe ([like these for Buffer](#)) to share your posts automatically when they're published.

### 3.3 Estimate the time it takes you for each batch of tasks

If you're not sure, just put down a very rough guess for now, then time yourself the first few times you do that task batch and take an average. Once you have a good idea of how long things take, you can set aside a block of time to get each batch done. This will tell you how long you need each week to get one post done, or two posts done, etc.

From here you know how much time to set aside to get your standard blog tasks done. Factor in some extra time in case your writing time runs over, add an extra hour each week for fixing snags, doing updates, making design tweaks, researching plugins and promotion opportunities, and you're good to go.

You can also use this technique to help you maintain your publishing schedule when you're super busy. If you know you'll be away for two weeks, you know almost exactly how many extra hours to put in beforehand to create blog posts for the time you're away. Staying on track is just so much easier than having to play catch up!

**Tip:** If you're not using a planning tool with push notifications, add a daily recurring task to an app like Todoist to remind you to check your blogging schedule. You could even have sticky notes in places you pass/sit often to remind you.

## Next Steps



Keep working on refining your blogging schedule until you've got it nailed. Maybe you'll find out that you like doing back-to-back batches, or maybe you want to only put an hour in a few evenings a week. Or maybe you want to take a whole day and

get everything done. Whatever works for your schedule. The most important thing is to be conscious of what's working...and what isn't. Then you can work on different ways to fix it. Your planning tool might not be working for you. Or your chair might be the wrong height. Or you might need to get up earlier to get some quiet space. It's just a case of finding out what's working for you and what isn't.

So now you have your template and tips, you're ready to create a blogging schedule that works for you. But don't forget the most important thing of all - to have fun blogging!





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