

My Blog MONTHLY MAINTENANCE

CHECK OFF MAINTENANCE ITEMS AS YOU DO THEM FOR EACH MONTH.



MONTHLY TASKS

- CREATE BLOG INCOME REPORT FOR MONTH - MAKE SURE TRACKING OF INCOME & EXPENSES IS ACCURATE
- CREATE BLOG GOALS FOR THE NEXT MONTH
- CREATE AND/OR DEVELOP BLOG CONTENT CALENDAR FOR NEXT MONTH
- CREATE AND/OR DEVELOP SOCIAL MEDIA CONTENT CALENDAR FOR NEXT MONTH
- REVIEW & UPDATE (IF NEEDED) SOCIAL MEDIA BIO INFORMATION ON SOCIAL PROFILES
- REVIEW & UPDATE (IF NEEDED) SOCIAL MEDIA IMAGE COVERS ON SOCIAL PROFILES
- REVISIT POPULAR POSTS TO UPDATE WITH CURRENT AFFILIATE/ADVERTISING/INBOUND LINKS
- REVISIT OLD BLOG POSTS AND UPDATE TO MAKE TIME RELEVANT
- SCHEDULE ARCHIVE POST SHARINGS IN SOCIAL MEDIA FOR THE MONTH
- RECORD STAT INFORMATION IN STAT WORKSHEETS FOR EASIER END OF YEAR REVIEW
- UPDATE MEDIA KIT

TIP: A LOT OF SOCIAL MEDIA SHARING WILL NOT BE INCLUDED ON A SOCIAL MEDIA CONTENT CALENDAR BECAUSE IT IS OFTEN OF THE MOMENT ENGAGEMENT. HOWEVER, A LOOSE MARKETING CALENDAR FOR YOUR PLANNED POSTS, ARCHIVED POSTS AND SPONSORSHIPS WILL HELP SAVE TIME WHEN YOU WORK ON SOCIAL MEDIA POSTS EACH WEEK.

MONTHLY GOAL TRACKING

LAST MONTH'S PAGE VIEW GOAL: LAST MONTH'S INCOME GOAL:

LAST MONTH'S PAGE VIEW TOTAL: LAST MONTH'S INCOME TOTAL:

THIS MONTH'S PAGE VIEW GOAL: THIS MONTH'S INCOME GOAL:

THIS MONTH'S POSTING GOALS:
