

CALENDAR

SEVEN WAYS TO
MAKE YOUR BLOG
MORE VISUALLY
APPEALING

Brought to you by: Lisa M Cope

Week 1

Monday

AM

1. Take a “research morning”: Check out current graphic trends by:
 - Searching authority statistic and social media sites such as Sprout Social, Buzzsumo and SocialMediaExaminer
 - Searching Google (adding “2016” to your search parameters)
2. Analyze your post performance on your most active current social sites: Note which graphics-based posts perform best
3. Familiarize yourself with mobile trends—particularly when it comes to interactive content and graphics

Tuesday

AM

1. Look over your notes from yesterday. Decide on a strategy to include more graphic content on your blog
2. Study your social feeds, identifying your best potential clients and subscribers among your contacts
3. Identify what types of visuals they interact with the most
4. Plan to regularly include at least three top types of graphics they interact with or respond to

PM

Wednesday

Seven Ways to Make Your Blog More Visually Appealing

AM

1. Plan your posts for the month
2. Make a list of visuals you will need to augment each post
3. Make a list of permanent visual changes you need to make (example: Changing your Titles and Sub-titles fonts; creating a new resource box template that includes graphics)
4. Make changes it is easy to make (e.g. reset your Title and Sub-title fonts)
5. Outsource any visuals you need to outsource for upcoming posts

PM



Thursday

Seven Ways to Make Your Blog More Visually Appealing

AM

1. Contact your web designer, if you need to update your web design, theme or add new graphics-friendly plugins
2. If you are making these changes yourself, do so now

PM



Friday

AM

1. Review your progress for this week:
 - What do you still need to do in order to reach this week's goals?
 - Finish as many tasks as you can
2. Plan next week's visual blog-enhancing tasks

PM

Week 2

Monday

AM

1. Check over your list of potential tools and SaaS software or services you are interested in using
2. Visit each site, noting in writing how many functions and tasks the SaaS, app or plugin will help you perform
3. Decide on your budget for monthly or annual resources
4. Analyze your results and see if certain SaaS programs, services or other tools can do multiple duty on tasks you need to undertake
5. Sign up for SaaS services or purchase other tools you need

PM

Tuesday

AM

1. Create a super-short, multiple-choice survey asking people what they would like to see more of on your site:
 - Useful infographics
 - News
 - Tips
 - Videos
 - “How-to” with step-by-step illustrations
 - Whatever else you would like to include
2. Sign up with SurveyMonkey.com (or use an app or plugin like Rafflecopter) and create your survey
3. Share the link to your survey with:
 - Your email subscribers
 - Your social media fans and followers

PM



Wednesday

AM

1. Go through tutorials and practice creating graphics with your new visual tools or subscriptions. (Refer to your earlier list of posts for the month.)

PM

Thursday

AM

1. Create a folder and start creating infographics and image quotes for your next month's upcoming posts

PM

Friday

AM

1. Review your week.
 - List any tasks you still have to complete
 - Complete them
2. Check out stock photo sites (and deals)
3. Create a subscription or purchase credits for the stock site you prefer to use
4. Choose stock photos for upcoming:
 - Posts
 - Infographics
 - Image quotes
 - Backgrounds

PM

Week 3

Monday

AM

1. Make sure your landing page is as optimized visually as you can make it
2. Make sure your newsletter template is as optimized visually as you can make it
3. Decide whether or not you wish to outsource updating these. Contact outsource contractor, if you do decide to outsource.

PM

Tuesday

AM

1. Go over the photos you have chosen and placed in your Visuals folder. Weed out any that do not:
 - Still create powerful impact when you view them in a reduced size such as 320 X 480 pixels (the average size of smaller mobile screens)
 - Support and enhance your message
2. Check to see that photos of people come from a site that guarantees model releases obtained by the photographers

PM



Wednesday

AM

1. Look for visual content on the net that strikes a strong emotional chord with you—and that will do the same for your readers
2. Plan posts around this content
3. Decide whether or not you need to contact the original graphic creator and ask permission
4. Decide whether or not your use of someone else's content comes clearly under "fair use"
5. Make sure your post contains your original reaction, outlook, viewpoint or clarification on the graphic content you are curating
6. Give full accreditation (creator and link)

TIP: Avoid using graphics created by professional illustrators or photographers that are not stock site purchases. They make their living directly from these images, so if you wish to use one, either be prepared to pay or ask permission first

PM

Thursday

AM

1. Decide where you will upload your videos:
(e.g. YouTube; Vimeo)
2. Create or curate at least two videos to start
with, this month

Plan and make more, if you are comfortable
doing so
3. Tweak your YouTube channel, if you need to,
to match your branding or sign up for Vimeo

PM

Friday

AM

1. If you have already instituted your new graphics and visuals plans, view your social media insights and server dashboard, and analyze your results
2. Tweak your plan, deciding which types of graphics to drop in future—or increase, based on these results
3. Be sure to respond to and acknowledge comments on your graphic content!

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Week 4

Monday

AM

1. Check out your preferred stock image site for videos to purchase and use on your blog
2. Write a post around each one and pre-schedule
3. Be sure to make time to be online when your post finally appears, live

PM



Tuesday

AM

1. If you have decided to learn how to create online graphics yourself, do one of the following:
 - Take a course (online or off) or purchase a book on how to create professional-quality graphics
 - Work it into your schedule and practice daily
2. If you have decided to create graphics using SaaS tools and templates, create another batch using sites such as Canva.com

PM

Wednesday

AM

1. Read up on typography and make notes on where you can beef up your own use of fonts, white space and other textual design elements
2. Make any adjustments to already-created content (such as infographics or blog headings) based on what you have learned today
3. Create a set of image quotes (quotes from your own courses or books ... or from others)

PM

Thursday

Seven Ways to Make Your Blog More Visually Appealing

AM

1. Make sure you have covered and made use of every opportunity to include relevant graphics or other visual elements:
 - In your emails
 - In your newsletter
 - In your posts
 - On your website
 - In social media
2. Update or re-examine your form and website buttons, making sure they are:
 - Personalized
 - Interactive
 - Noticeable
 - 3D
 - Helping your calls-to action stand out

PM



Friday

Seven Ways to Make Your Blog More Visually Appealing

AM

1. Review your month of blogging. Has there been any growth in response to your new, visually friendly content?
2. What were your hottest posts? What received the most responses?
3. Adjust next month's blogging plan to accommodate new stats and feedback
4. Get out in the community with your camera, and start getting creative, finding new, inexpensive ways to filter photographs, new subjects to videotape, etc.
5. Create your Graphics Journal—and start making entries

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I hope that you find this calendar helpful. If you have any questions, please feel free to ask. You can reach me through my help desk at <http://www.lisamcope.com>

Best wishes for your success,
Lisa M Cope