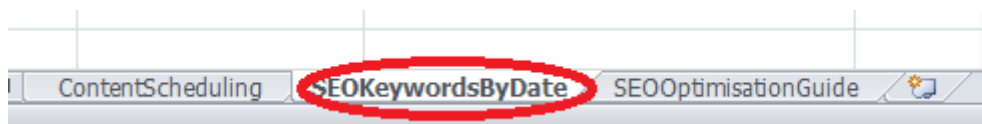


How to use the Content Scheduling & Optimisation Tool

The Content Scheduling Tool has been created to coordinate ongoing content creation with SEO efforts. It allows for marketers, PR departments and SEO agencies to coordinate their activities when it comes to content creation.

There are 3 worksheets found within the tool:

1. The **SEO Keywords By Date** sheet is where target keywords can be set by the SEO marketer.

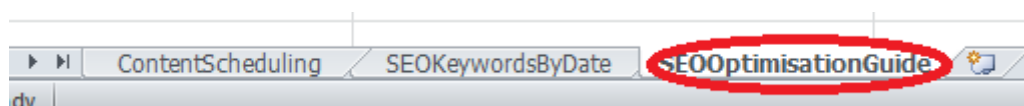


These can be set by a specified date range.

Month	Date Start	Target keywords
1	1/02/2013	hotels in auckland, cheap flights
2	1/03/2013	adventure travel, sydney hotels
3	1/04/2013	flights to perth, adventure travel

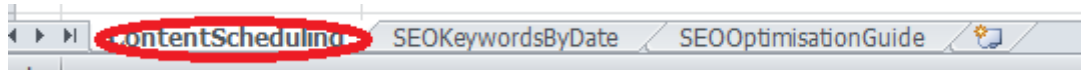
In the above example, the keywords have been scheduled monthly.

2. The **SEO Optimisation Guide** is a reference for generic content optimisation. This sheet will largely remain unchanged unless there are developments in the industry space or relevant new content channels emerge.



Content Type	Area to Optimise	Description to optimise
Blog Post	Post Title	Meta Description
Press Release/Article	Press Release/Article Headline	Meta Description
YouTube Video	Video Title	Video Description + Link
YouTube Channel	Channel Name	N/A
Twitter Profile	Twitter username	Bio Description + URL
Facebook Profile	Facebook URL	About, Info Tab + URL

3. The **Content Scheduling** worksheet is where content creation can be planned for publication and a unified optimisation strategy implemented. It provides an easy reference point for any content creator to optimise any type of online content.



To begin, select from the drop down menu, the type of content being created.

Content Type (select)	Content
Blog Post	Travel
YouTube Video	Great
<div> <div></div> <div> Blog Post Press Release/Article YouTube Video YouTube Channel Twitter Profile Facebook Profile </div> </div>	

Next, enter the topic of the content being created.

YouTube Video	Great New Zealand destinations
Press Release/Article	Singapore Airlines adds 3 more A380s to its fleet

Enter the expected publication/upload date. Note that you will be restricted to the date range set by the document.

Date Start:	1/02/2013
Date End:	30/04/2013

Press Release/Article	Singapore Airlines adds 3 more A380s to its fleet	04/04/2013
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Once you have entered this information, the tool will automatically populate the Target Keywords and which areas should be optimised.

Content Type (select from)	Content Topic	Publication Date	Target keywords (AUTO)	Area to optimise (AUTO)
Blog Post	Travel on the cheap	15/02/2013	hotels in auckland, cheap flights	Post Title
YouTube Video	Great New Zealand destinations	1/03/2013	adventure travel, sydney hotels	Video Title
Press Release/Article	Singapore Airlines adds 3 more A380s to its fleet	4/04/2013	flights to perth, adventure travel	Press Release/Article Headline
			#N/A	#N/A

This makes it easy to know exactly how to optimise the content being created and ensures that all parties involved in content production are working together to improve overall SEO efforts.

It's important to note that the tool is meant as a guideline for optimisation. Not ALL content can be optimised with the target keywords set. Content creators will need to use their best editorial judgment to determine whether keywords can be included in their content and with what level of frequency.

Remember that if the Key Area to optimise (eg Headline) may not be a suitable place for keyword placement, consider working the keyword into the content itself if possible. The most important guideline is to ensure any keyword placement is meaningful to the audience.

Write for humans, not robots.