

# How to Create an Effective Editorial Calendar



**Step 1** Think about the personas you serve. List their goals, challenges and common buying objections.

**Step 2** Determine the major categories of content you want to cover. **EXAMPLES:**

- Personal Insurance
- Business Insurance
- Risk Management
- Employee Benefits
- Life Insurance
- Financial Planning
- Leadership/"Best Life" Tips
- Niche Markets

**Step 3** Prepare your quarterly editorial calendar using a chart like this:

Week	Focus Category (from step 2)	Specific Topics (from step 1)	Purpose	Word Count	Focus Keyword	Writer
Oct 3	Personal insurance	Is usage based insurance right for you?	Education	750		
Oct 10	Business insurance	Cyber liability	Education	750		
Oct 17	Life insurance	Key person insurance	SEO	1200		
Oct 24	Risk management	How much are slips, trips and falls costing you?	Education	750		
Oct 31	Work comp	Implications of an aging workforce	SEO	1200		
Nov 7	Leadership/best life	Cultivating gratitude	SEO	1200		
Nov 14	Personal insurance	Who needs an umbrella?	Education	750		
Nov 21	Business insurance	Workplace violence	SEO	1200		
Nov 28	Life insurance	How to use life insurance in retirement planning	Education	750		
Dec 5	Risk management	Safe lifting know-how	Education	750		
Dec 12	Financial planning	College planning – Beyond the FASA	Education	750		
Dec 19	Leadership/best life	New year, new you: Goal setting 101	Education	750		

**Step 4** Compare your topic schedule to the needs of your targeted personas.

Are you addressing issues that are important to them? Will these topics demonstrate your expertise and build buying confidence?  
Are you educating and empowering informed decisions?

**Step 5** Ensure that you are using long content to build your site's search engine optimization.

Carefully research target keywords using a tool like Jaaxy or SEMRUSH to choose words with sufficient search volume and low competition.

**Step 6** Outsource if needed to ensure consistent execution of your plan.