

Typeset® Editorial Calendar Template

Australia: +61 410 024 405

UK: +44 7922 736 382

hello@typesetcontent.com

www.typesetcontent.com

This template was originally based on one developed by the Content Marketing Institute and it has grown and developed over time. Again, it differs according to the needs of each client.

You may well already use software that records all this for you, and that's fine. We've never found anything that works as efficiently for us as a simple Google Spreadsheet. We can see everything at a glance and can refer back simply when we need to. What's more, it's free and it's easy to share with clients.

Usually, we have three spreadsheets in the Editorial Calendar for each client:

- **Ideas** (this is just a mind dump of everything we could possibly write about)
- **Pipeline** (this is the real working document, with everything that has been commissioned, telling us where it is in the production process)
- **Calendar** (this is the historical record of when every blog post was published, including all the information we might need to know about it, including who wrote it, publication date, its URL, etc. As soon as a blog post is scheduled, we pop it in the calendar).

You can add as many columns as you like, delete what you don't need, etc.

We use a simple color-coded system to tell us where every piece of content is at any given time.

Commissioned
In Production
Proofing
Filed (with client)
Approved
Scheduled
Live

And we have developed a shorthand to tell us whom the piece of content is with. So **SM190905**, for example, tells me Sarah Mitchell has had the blog since 5 September 2019. You can work out your own shorthand, but this works for us.

PIPELINE PAGE

Here are some columns we include on the Pipeline page.

- Commission date
- Deadline date
- Publication date
- File name (the title of the Word document itself)
- Author
- SEO title/headline
- Status (commissioned, in production, proofing, etc.)
- Location (SM190905, for example)
- Category (on the blog)

Those are the really important ones. You can also include one for keywords and one for the CTA, if you like.

Here's how it looks in practice:

COMMISSIONED	DEADLINE	PROP. PUB. DATE	FILE NAME	AUTHOR	SEO TITLE	STATUS	LOCATION	CATEGORY
190507	190517	190528	TOMS 1905 Check ups DH	Dan	8 rways getting an annual check up could save your life	Commissioned	DH190507	Public Health
190507	190604	190625	TOMS 1906 Teenagers SM	Sarah	Sex, drugs and alcohol: experimentation and teenage health	In Production	LH190620	Public Health
190507	190604	190716	TOMS 1907 Pregnancy DH	Dan	22 check ups every pregnant woman should talk to their GP about	Proofing	WW190703	Medical

CALENDAR PAGE

Here's how the calendar page might look:

PUB DATE	FILE NAME	AUTHOR	SEO TITLE	STATUS	LOCATION	CATEGORY	URL
May 2019							
Friday, 24 May 2019	TOMS 1905 Dummy Text DH	Jamie	Dummy blog title	Live	JM190507	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/
June 2019							
Monday, 3 June 2019	TOMS 1905 Dummy Text DH	Linda	Dummy blog title	Live	LH190507	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/
Thursday, 20 June 2019	TOMS 1905 Dummy Text DH	Sarah	Dummy blog title	Live	KMT190607	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/
July 2019							
Friday, 5 July 2019	TOMS 1905 Dummy Text DH	Dan	Dummy blog title	Live	JM190614	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/
Friday, 19 July 2019	TOMS 1905 Dummy Text DH	Linda	Dummy blog title	Live	LH190620	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/
Monday, 29 July 2019	TOMS 1905 Dummy Text DH	Dan	Dummy blog title	Live	LH190715	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/
August 2019							
Monday, 5 August 2019	TOMS 1905 Dummy Text DH	Sarah	Dummy blog title	Live	LH190718	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/
Monday, 12 August 2019	TOMS 1905 Dummy Text DH	Dan	Dummy blog title	Live	LH190806	Category	https://typesetcontent.com/blog/7-reasons-you-need-a-proofreader/