



# HOW TO USE AIRTABLE FOR BLOGGING



# AIRTABLE *for bloggers*

Are you tired of wasting time and money on your blog because you just can't stay on top of everything you have to do?

**Let us show you how to take control of your business using a FREE tool you can access from all of your devices.**

## WE'LL SHOW YOU HOW TO:

- Organize all of your key information in one place
- Know exactly what you need to do when
- Make informed decisions for your business
- Manage your team with ease
- Save valuable time and money
- Be more productive than ever

Get ready to be amazed. Your blog life is about to get significantly easier!

# What is **AIRTABLE?**

**Basically, Airtable is what you get when you combine a database with spreadsheets and project management capabilities.**

And that's why we love it. It does everything we need within one platform. No more jumping from Excel to Asana to Trello.

## KEY FEATURES

Since no other tool does exactly what Airtable does, it can be hard to wrap your head around what all that means. So instead of focusing on what it is, let's focus on what it DOES.

- Makes organizing and sorting data a snap
- Allows you to see your data and files in a variety of configurations so you can easily extract what you need
- Integrates color coding to make at-a-glance analysis and decision-making effortless
- Performs complex calculations in seconds and updates records instantaneously
- Includes shareable forms that make it easy to collect information that can be automatically integrated into existing files
- Gives you control over what you share with whom so that you can customize access to your team's needs

**And you can do all of this on the FREE plan!**

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## CREATE AN ACCOUNT

Go to [Airtable.com](https://airtable.com) and click on the blue "Sign Up" button to register for a free account.

After submitting your name, email and password, you'll have the opportunity to answer questions to tailor your initial experience to how you want to use Airtable.

If you plan to move data from another tool (e.g. Google Sheets or Trello), make sure to check the correct box so that Airtable can walk you through the proper steps from the beginning.

If you decide not to import data into Airtable initially but change your mind later, choose an option from [this page](#) to find a step-by-step tutorial.

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## UNDERSTANDING AIRTABLE

Like all platforms, Airtable has its own vocabulary and hierarchy. Once you understand it, working within the platform is simple

Here are the key concepts you need to understand to get the most out of Airtable:

**WORKSPACE:** An area in which you can create a collection of bases around common themes or a common team. For example, you may organize all of your home and family information in one workspace and keep your blog info in a separate one. The free plan comes with unlimited workspaces.

**BASE:** A collection of information for a single project or function. The free plan includes unlimited bases.

**TABLE:** Groups of data within bases that can be organized as spreadsheets, calendars, kanban boards, or galleries. The free plan allows up to 1000 tables per base.

**VIEWS:** Data from tables filtered and sorted to extract specific information. The free plan allows up to 1000 views per base.

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## TYPES OF VIEWS

One of our favorite features of Airtable is the multiple ways it allows you to view your data. No matter what you're tracking or planning, you can see it in a way that makes the information easy to decipher.

**GRID:** This view looks much like a standard spreadsheet with rows and columns. Using the filter and group functions, you can transform data-heavy spreadsheets into easy-to-understand information.

**CALENDAR:** Ideal for managing schedules, the calendar view lets you easily see what's happening when.

**KANBAN:** This view allows you to organize your records into stacks of records on different boards. If you are transitioning from Trello, this view will be very familiar to you.

**GALLERY:** This view allows you to organize information by cards sorted by featured images. Ideal for viewing Pinterest pins, stock photos or clip art, and brand style features.

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## SET UP BASES

In Airtable, content is organized in bases. In a broad sense, these are similar to workbooks in Google Sheets and Excel or boards in Trello.

You can import data from other sources to create bases, start them from scratch, or begin with templates.

For the purpose of getting acquainted with Airtable's functionality, we recommend beginning with templates. You can easily customize these to fit your needs.

To choose a template:

- Select "Add a base"
- Then choose "Start with a template"
- Find a template that matches your needs such as
  - Blog editorial calendar
  - Social media calendar
  - Small business budget
  - Project tracker
- After you've selected a template, click the "Use Template" button and it will be added as a new base to your workspace

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## CUSTOMIZE BASES

Once you've set up one or more bases, it's time to get in and play! This is the fastest and easiest way to learn Airtable and get it working for you right away.

Begin by opening a base and customizing names:

- Change the base name by clicking the down arrow next to the base name (at the very top of the screen) and entering a new name in the box
- Change the table name by clicking on the down arrow next to the table name (any of the "tabs") and select "Rename table"
- Change a view name by clicking the three horizontal dots next to the view name (appears just below the table name) and select "Rename view"
- Find a template that matches your needs such as
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  - Social media calendar
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## READY TO GO ALL IN?

If you're already seeing all the potential of Airtable, you're likely picturing dozens of ways to put it to use to streamline your business. With so many options for customizing, storing, and sorting data (for free!), you could easily spend several weeks setting up bases to organize every aspect of your entrepreneurial empire.

But why spend weeks building that system when you can reap the benefits of the hundreds of hours we put into building our system. Once we finally moved our own business management centers to Airtable, we tweaked them so that we could share them with others.

So, instead of spending weeks (or maybe even months) building your own system from scratch, you can get ours for a modest one-time fee.



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