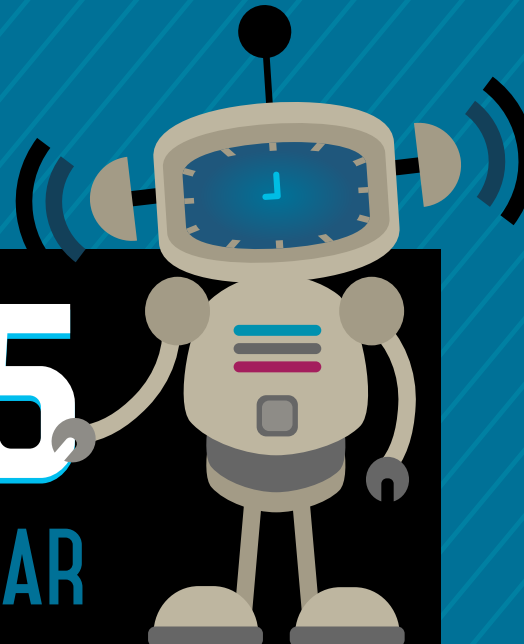# 2014/15
WEBMASTER'S CALENDAR

A webmaster's work is never done, but with this calendar, your life can be a bit easier. **STAY UP-TO-DATE** on when industry conferences are taking place so you can get tickets and travel plans made in advance. **REMIND YOURSELF OF CRITICAL TASKS** that need to be done on a regular basis, and make sure you have enough time to plan all your holiday and event marketing accordingly.

WhoIsHostingThis?

AUGUST
2014

As the summer starts to wind down, it's time to focus on executing those **Back to School** and end of summer marketing plans you built last month. You'll also want to think about any **Labor Day** marketing you may do.

SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	04	05	06 ● The first website goes online (1991)	07 ★ Jimmy Wales, Co-founder of Wikipedia, turns 48	08	09
10 ● Affiliate Summit East, New York, NY	11 ●	12 ●	13	14	15	16 ★ Internet Explorer turns 19
17	18	19	20	21 ★ Sergey Brin, Google® Co-founder turns 41	22	23
24	25 ● An Event Apart, Chicago IL	26 ● ★ jQuery Javascript Framework turns 8	27 ●	28	29	30
31						

SEPTEMBER
2014

If you are doing a **Halloween promotion**, it may be a good idea to plan it now because October will keep you busy.

SUN	MON	TUE	WED	THU	FRI	SAT
	01	02	03	04	05	06
07	08 ● **Content Marketing World 2014, Cleveland, OH**	09 ●	10 ●	11 ●	12	13
14	15 ● **An Event Apart: Austin, TX** ● Joomla 1.0 released (2005)	16 ●	17 ●	18	19	20
21	22 ● **Artifact Conference, Providence, RI**	23 ●	24 ●	25	26	27 ★ **Google's Birthday (1998)**
28	29	30	31			

OCTOBER
2014

This is a **nostalgic month** in the history of the **World Wide Web**. This month, the Netscape browser would be 20, and the World Wide Web Consortium (W3C) turns 20, too. There's an **Internet Marketing Summit in Boston** this month. You'll need to start planning your **Halloween marketing** early in the month (if you haven't already started), so you can be ready for it by the end of the month. Beyond Halloween, it's time to start thinking about your holiday marketing strategy and ramping up those messages.

SUN	MON	TUE	WED	THU	FRI	SAT
			● **Artifact Conference, Providence, RI** 01	02	03	04
05	● **Pubcon Las Vegas 2014** 06	● 07	● 08	● 09	● **CSS proposed 20 years ago today** 10	★ **Peter Thiel, founder of PayPal turns 47** 11
12	13	● **Start planning Halloween marketing** 14	15	16	17	18
19	20	21	22	23	24	25
26	● **BlogWell, Orlando, FL** 27	● ● **Bill Gates' Birthday (turns 59)** 28	● 29	30	● **Start preparing to increase your holiday marketing messages** 31	

NOVEMBER
2014

Things are about to get crazy with the holidays coming up. You'll have less time to devote to work, so it's critical you work on planning **Thanksgiving**, **Black Friday**, and **Cyber Monday**, and other holiday marketing early in the month.

SUN	MON	TUE	WED	THU	FRI	SAT
						● **Plan Thanksgiving and Black Friday/Cyber Monday marketing** 01
02	03	04	★ **Android™ OS turns 7** 05	06	07	08
★ **Firefox® turns 10** 09	10	● **Internet Summit, Raleigh, NC** 11	● 12	● 13	14	15
16	● **An Event Apart: San Francisco, CA** 17	● 18	● 19	20	21	22
23	24	25	26	★ **Thanksgiving** 27	● **Black Friday** 28	29
30	31					

DECEMBER
2014

The holiday madness isn't over yet, **Cyber Monday** hits first thing this month. Keep automating as much as you can so you can make it through the holidays with your friends and family. Make sure you are ready for both a **12 days of Christmas and an After Christmas sale**, long before the holiday arrives.

SUN	MON	TUE	WED	THU	FRI	SAT
	● **Cyber Monday** 01	02	03	★ **JavaScript turns 19** 04	05	● **Start a 12 Days of Christmas Sale** 06
07	08	● **BlogWell, San Francisco, CA** 09	● **Search Insider Summit: Deer Valley, UT** 10	● ★ **Google Chrome turns 6** 11	● 12	● ★ **Ruby on Rails turns 9** 13
14	15	16	● **18 years ago, W3C starts recommending CSS** 17	18	19	20
21	22	23	24	25	26	27
● **Start an After Christmas Sale** 28	29	30	31			

JANUARY
2015

Happy New Year! The Drupal CMS turns 14 this month. Make sure you take a bit of extra time to comb through everything to remove all signs of the holidays. In addition to your monthly maintenance, do your quarterly maintenance tasks. Breathe. You survived the holiday madness but should start planning your **Valentine's Day** marketing early in the month. If you'll be doing any sort of President's Day promotions, plan for this as well. Some exciting things happened in January 20 years ago. The first VOIP phone software released for desktop computers, and the first Internet Radio station launched.

SUN	MON	TUE	WED	THU	FRI	SAT
				● Happy New Year marketing messages 01	02	03
04	05	● Remove any holiday images 06	07	08	● First iPhone® announced (2007) 09	10
★ Mark Mullenweg, founder of WordPress, turns 31 11	★ Jeff Bezos, Amazon.com® founder and CEO, turns 51 12	13	14	15	16	17
18	19	20	★ Paul Allen, Co-founder of Microsoft, turns 62 21	22	23	★ Mac turns 31 24
25	★ XHTML turns 15 26	27	28	29	30	★ Guido van Rossum, founder of Python turns 59 31

FEBRUARY

2015

The short month means you've got less time between monthly maintenance tasks, but other than executing your **Valentine's Day marketing**, all you need to do is think ahead to **St. Patrick's Day** marketing.

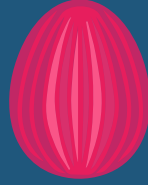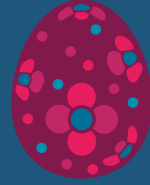| SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
08	09	10 ★ XML turns 17	11	12	13	14 ★ YouTube turns 10
15	16	17	18 ★ Ajax turns 10 (First time term was used in essay)	19	20	21
22	23 ★ Dell founder, Michael Dell, turns 50	24 ★ Steve Jobs' Birthday (would have been 60)	25	26	27	28
29	30	31				

MARCH
2015

Do something to celebrate the **WWW turning 26** this month! If you'll be doing any sort of **Easter holiday promotions**, now's the time to do that. Don't forget to plan your **April Fool's Day joke** and have that ready to execute at the end of the month. Now's a good time to focus on your **Pinterest marketing**, because the website turns 5 this month.

SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
08	09	10 ★ Biz Stone, Co-founder of Twitter, turns 41	11	12 ★ The WWW turns 26	13	14
15	16	17	18	19	20	21 ★ Twitter turns 9 (first tweet was sent)
22	23	24 ★ Steve Ballmer, former Microsoft CEO, turns 59	25	26 ★ Google Co-founder, Larry Page, turns 42	27	28
29	30	31				

APRIL
2015

You'll want to make sure you plan both **Cinco de Mayo** and **Mother's Day** marketing, since those happen so early in May. It's time for another quarterly maintenance check to make sure everything is still functional and in line with your goals.

SUN	MON	TUE	WED	THU	FRI	SAT
			● **Make sure your April Fool's Day marketing is ready** 01	02	● Blogwell, New York, New York 03	★ **Microsoft® turns 40** 04
05	06	07	08	09	★ **Opera® browser turns 20** 10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	★ **iTunes® Store turns 12** 28	29	30	31	

MAY
2015

Now is the time to start planning your **Memorial Day** and **Father's Day** marketing plans. Even if you're just running a quick discount sale on some items, you'll need plenty of time to get the graphics and email marketing materials ready to go out to your customers.
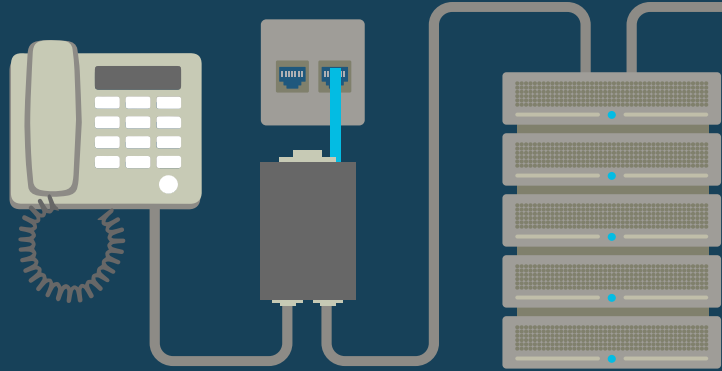
SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	● Star Wars Day (May the 4th be with You) 04	05	06	● 07	08	09
10	11	12	● Incite Summit West, San Francisco, CA ● Conversion Conference, Las Vegas ● Authority Intensive, Denver, CO 13	★ Facebook founder Mark Zuckerberg turns 31 ● ● 14	● 15	16
17	18	19	● Wistia Fest, Cambridge, MA 20	● 21	● 22	23
24	25	26	● WordPress 0.70 released (2003) 27	28	29	30
31						

JUNE

2015

Now's the time to start thinking about your 4th of July marketing strategy, because it will be here before you know it!

HTML 21
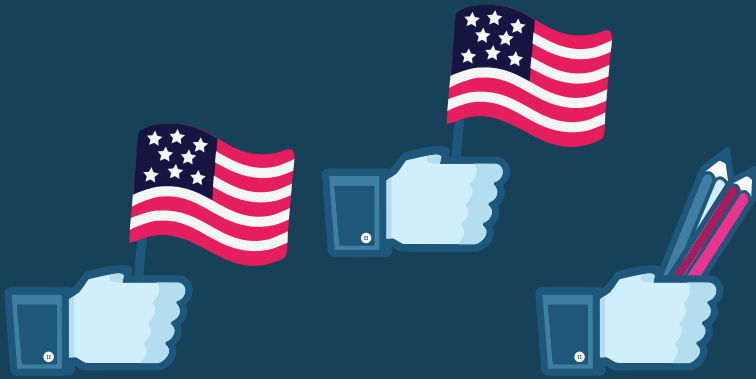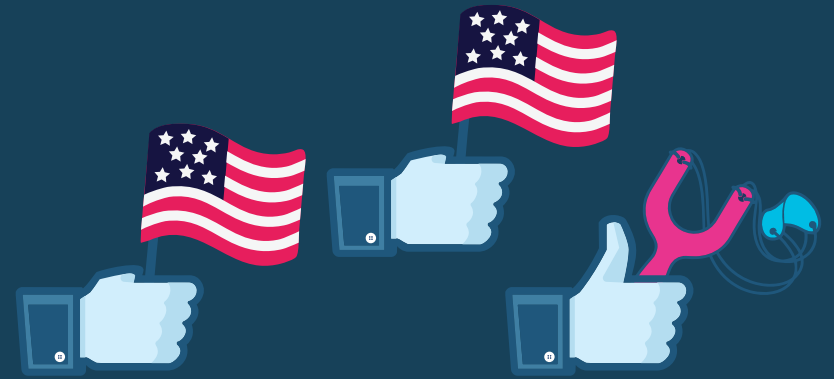
SUN	MON	TUE	WED	THU	FRI	SAT
	● **M-Enabling Summit, Washington, DC** ● **PePCon, Philadelphia, PA** 01	● ● 02	Search Marketing Expo, Seattle, WA ● 03	● ● 04	05	06
07	● **QCon, New York, NY** ★ Creator of WWW, Tim Berners-Lee turns 60 ★ **PHP announced 21 years ago** 08	● ● **Social Media Strategies Summit, New York, NY** 09	● ● ● **mLearnCon, Austin, TX** 10	● ● ● 11	● ● 12	13
14	● **SmashingConf, New York, NY** 15	● ● **Future Insights Live, Las Vegas, NV** 16	● 17	● 18	19	20
21	● **The Web Conference, State College, PA** 22	● 23	24	25	26	27
28	29	30	31			

JULY

2015

Facebook turns 11 this month, so make sure you take some time to reflect on your social media strategy. Beyond the 4th of July marketing plans you started last month, it's time to start any Back to School and any end of summer marketing.

SUN	MON	TUE	WED	THU	FRI	SAT
			01	02	03	● **Independence Day campaign** 04
05	06	07	08	09	10	11
12	13	● **MozCon, Seattle, WA** 14	● 15	● 16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

AUGUST
2015

We've come full circle - so it's time to start implementing the back to school campaigns, winding down the summer celebrations, and shifting gears to holiday marketing.

SUN	MON	TUE	WED	THU	FRI	SAT
						01
02	03	04	05	● **The first website goes online (1991)** 06	★ **Jimmy Wales, Co-founder of Wikipedia, turns 49** 07	08
09	10	11	12	13	14	15
★ **Internet Explorer turns 20** 16	17	18	★ **JavaScript turns 20** 19	20	★ **Sergey Brin, Google® Co-founder turns 42** 21	22
23	24	25	★ **jQuery Javascript Framework turns 9** 26	27	28	29
30	31					

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SOURCES:

savvypanda.com, sales20conf.com, emsummit.eventmarketer.com, smashingmagazine.com, hongkiat.com, dailycaller.com, ctvnews.ca, google.about.com, pubcon.com, archive.wired.com, inventors.about.com, blog.crazyegg.com, vin65.com, dayintechhistory.com, cnet.com, bloggingcontentrated.com