

# Content Calendar Template — 12 Months

A system for planning, executing, and measuring content consistently.

TAYEEB — [dmarketertayeeb.com](https://dmarketertayeeb.com)

This guide explains how to use the accompanying content calendar structure. The calendar itself is designed for Google Sheets — use this PDF as your setup guide and content strategy reference.

## THE CONTENT CALENDAR STRUCTURE

Each row in the calendar represents one piece of content. The columns are:

Column	Purpose
Month / Quarter	Plan by quarter for themes, weekly for execution
Content Type	Blog, Video, Social, Email, Lead Magnet, etc.
Title / Topic	Working title — use your target keyword here
Primary Keyword	The search term this piece targets (for SEO pieces)
Target Audience	Which persona or segment this is written for
Funnel Stage	Awareness / Consideration / Decision
Publish Date	Scheduled publication date
Status	Idea !' Brief !' Draft !' Review !' Approved !' Published
Content URL	Link once published — enables performance tracking
Performance Notes	Traffic, conversions, shares — fill in at 30/90 days

## HOW TO PLAN A 12-MONTH CALENDAR

Step 1 — Theme by Quarter. Choose one overarching theme per quarter that aligns with your business goals. Q1: Lead generation? Q2: Brand awareness? This focuses content instead of scattering it.

Step 2 — Map to Funnel Stages. For every 10 pieces of content, aim for: 6 Awareness (SEO/traffic), 3 Consideration (how-to, comparisons), 1 Decision (case studies, pricing guides).

Step 3 — Keyword-First for SEO Pieces. For any content targeting Google traffic, start with keyword research — not topics. Choose keywords before writing titles.

Step 4 — Build in Evergreen + Timely Balance. 70% evergreen (ranks for months or years), 30% timely (industry news, seasonal, trend-reactive).

## MONTHLY CONTENT BENCHMARKS

Business Type	Recommended Monthly Volume
Solo consultant / personal brand	2–4 blog posts + 8–12 social posts
Small agency / service business	4–6 blog posts + 12–20 social posts
B2B SaaS or product company	6–10 blog posts + email newsletter + social
E-commerce	Category/product SEO pages + 3–4 blogs + high social

volume

# THE MOST COMMON CONTENT CALENDAR MISTAKE



## CONTENT REPURPOSING SYSTEM

Each piece of long-form content (blog post, guide) should generate 3–5 derivative pieces:

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