

# Content Calendar Template

*Plan and track your content strategy seamlessly*

## Instructions:

1. Fill in the table with your content plans.
2. Adjust based on performance and trends.
3. Keep track of key goals and deadlines.

## Content Calendar Table

Date	Content Type	Topic/Title	Platform	Target Audience	Goal (Traffic, Engagement, Leads, Sales, SEO, etc.)	Status (Planned, In Progress, Published, Updated)
MM/DD	Blog Post	[Title]	Website	[Who is it for?]	[Goal]	[Status]
MM/DD	Social Post	[Topic]	Instagram	[Who is it for?]	[Goal]	[Status]
MM/DD	Video	[Title]	YouTube	[Who is it for?]	[Goal]	[Status]
MM/DD	Email Campaign	[Subject]	Email List	[Who is it for?]	[Goal]	[Status]
MM/DD	Infographic	[Topic]	Pinterest	[Who is it for?]	[Goal]	[Status]
MM/DD	Case Study	[Title]	Website	[Who is it for?]	[Goal]	[Status]
MM/DD	Webinar	[Topic]	LinkedIn	[Who is it for?]	[Goal]	[Status]

# Additional Tracking Sections

## Content Performance

Track how each piece of content performs after publishing.

Content Title	Date Published	Views/Traffic	Engagement (Likes, Shares, Comments, etc.)	Conversions (Leads, Sales, Sign-ups, etc.)	SEO Rank (if applicable)	Next Steps (Update, Repurpose, Boost, etc.)
[Title]	MM/DD/YYYY	[Number]	[Number]	[Number]	[Rank]	[Next Step]

## Notes & Ideas

Use this space for brainstorming new content ideas, updates, and insights.

### New Content Ideas:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Content to Update/Repurpose:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Trends & Insights:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Tip:** Use tools like **Google Sheets, Trello, Asana, or Notion** to organize your content calendar digitally for easy collaboration.