SkillNewton

SEO Content Calendar Template

Schedule SEO content with dates, keywords, funnel stage, authors, status, promotion channels and update reminders.

This SEO content calendar keeps your publishing plan in one sheet: what goes live when, which keyword it targets, who is writing it, where it will be promoted and when it is due for an update. It suits solo bloggers, small marketing teams and agencies managing client content. Download the CSV, set a realistic publishing frequency, then add one row per piece of content.

How to use it

1. **Choose your topics.** Pull high-priority keywords from your keyword research sheet or topical map.
2. **Set dates and owners.** Give each piece a publish date, an author and a reviewer.
3. **Track progress.** Move each row through the status stages as briefs, drafts and edits are completed.
4. **Promote and review.** Share each piece on the listed channels after publishing, and revisit it on the update date.

Columns

Publish date	Planned go-live date in YYYY-MM-DD format so the sheet sorts correctly.
Title	Working title of the piece.
Primary keyword	The main keyword, taken from your keyword research sheet.
Content type	Blog guide, list post, service page, case study, video or update to an existing page.
Funnel stage	Awareness, Consideration or Decision.
Author	Writer, plus reviewer if different.
Status	Idea, Brief ready, Writing, Editing, Scheduled or Published.
Target URL	The URL the piece will use, or the existing URL for an update.
Promotion channels	Where it will be shared, for example newsletter, Instagram, LinkedIn or WhatsApp community.

Update due	Date to review the piece for accuracy and freshness.

Sheet (example rows, then blank rows to fill in)

Publish date	Title	Primary keyword	Content type	Funnel stage	Author	Status	Target URL	Promotion channels	Update due
2027-01-12	Example: How to Make Bread at Home: A Beginner's Guide	how to make bread at home	Blog guide	Awareness	Example: Writer A (reviewed by Baker B)	Writing	https://example.com/blog/bread-at-home/	Newsletter, Instagram	2027-07-12
2027-01-26	Example: 7 Reasons Your Cake Is Dense	why is my cake dense	List post	Awareness	Example: Writer A	Brief ready	https://example.com/blog/cake-problems/	Instagram, WhatsApp community	2027-07-26
2027-02-09	Example: Online vs In-Person Baking Classes	online baking classes	Comparison guide	Consideration	Example: Writer C	Idea	https://example.com/blog/online-vs-in-person-baking-classes/	Newsletter, LinkedIn	2027-08-09
2027-02-23	Example: Eggless Cake Baking Course page refresh	eggless cake baking course	Update to existing page	Decision	Example: Writer B	Idea	https://example.com/courses/eggless-cakes/	Newsletter	2027-08-23

Running the calendar

Set a frequency you can sustain	Consistent, well-researched pieces are more useful than a rushed schedule that stalls after a month.
Balance funnel stages	Mix awareness guides with consideration and decision content so readers have a next step.

Schedule updates as well as new posts	Refreshing pages that already get impressions is often quicker to pay off than writing from scratch.
Plan around seasonal demand	Publish seasonal topics, such as festive baking, well before the peak so they have time to be indexed.

Online version, with the matching free guide: skillnewton.com/resources/templates/content-calendar-template/

Learn this hands-on: SEO Content Strategy & Semantic SEO – skillnewton.com/courses/seo-content-strategy-course/