

■ Blog Content Calendar

Q2 – Q3 2025 · Content Planning Document · Internal Use

Status Legend

● Published ● Scheduled ● In Review ● Draft ● Idea

May 2025 · Theme: Growth & Strategy

Publish Date	Post Title	Content Type	Owner	Status
May 5	How to Build a Content Strategy from Scratch	SEO / Guide	Sarah	● Draft
May 9	5 Tools Every Content Marketer Needs in 2025	Listicle	James	● Scheduled
May 14	Understanding Your Audience: A Deep Dive	Research	Sarah	● In Review
May 19	The Power of Evergreen Content	Opinion	Alex	● Idea
May 26	Monthly Round-Up: Best Marketing Reads	Curated	James	● Idea

June 2025 · Theme: Engagement & Community

Publish Date	Post Title	Content Type	Owner	Status
Jun 2	How to Write Headlines That Convert	How-To	Alex	● Idea
Jun 9	User-Generated Content: A Complete Playbook	Guide	Sarah	● Idea
Jun 16	Email vs Social: Where to Focus Your Energy	Comparison	James	● Idea
Jun 23	Behind the Blog: Our Content Process Revealed	Behind-Scenes	Alex	● Idea
Jun 30	Q2 Recap: What Worked and What Didn't	Analysis	Sarah	● Idea

July 2025 - Theme: Optimisation & Analytics

Publish Date	Post Title	Content Type	Owner	Status
Jul 7	Beginner's Guide to Blog SEO in 2025	SEO / Guide	James	● Idea
Jul 14	Repurposing Content: Work Smarter, Not Harder	Strategy	Alex	● Idea
Jul 21	Metrics That Actually Matter for Bloggers	Analytics	Sarah	● Idea
Jul 28	Mid-Year Review: Adjusting Your Content Goals	Analysis	James	● Idea

Editorial Notes & Guidelines

Publishing Cadence	Aim for 1–2 posts per week. Monday and Thursday perform best for our audience.
Word Count Targets	SEO Guides: 1,800–2,500 words. Listicles: 1,000–1,500 words. Opinion: 800–1,200 words.
Review Workflow	Author → Editor (2 days) → SEO check → Schedule in CMS → Publish.
Image Requirements	Featured image: 1200x630px. All images must be royalty-free or original.
Promotion	Share on all social channels on publish day. Pin top-performing posts monthly.