

The grid

Status values worth using: Idea - Briefed - Drafting - Review - Scheduled - Live - Updating. Seven states is enough. More than that and nobody updates the board.

Quarterly planning sheet

Quarter and business goal - *what this content is for*

Publishing cadence - *pieces per week you can genuinely sustain*

Pillar topics - *3 to 5, each with a cluster of pages under it*

Channels and repurposing - *where each piece goes after the site*

Recurring slots - *e.g. Tuesday guide, Thursday newsletter*

The refresh column most calendars forget

Scheduling new work is the easy half. Pages decay, and a calendar that only tracks new publishing quietly lets the pages that already earn traffic go stale. Reserve a fixed share of each month - one slot in four is a reasonable start - for updating what is already live.

Page to refresh	Why now	Month	Owner	Done

Definition of done, per piece

- Publish date is a real date, not 'this month'.
- The piece has a named owner, not a team.
- The target question is written out in full, not just a keyword.
- It links to at least two existing pages, and two existing pages link to it.
- The slot it occupies was booked before the draft was written.

Companion guide: mustardseedmt.com/learning-center/what-is-a-content-calendar