

Monthly Content Calendar

**Week
No.**

**Content
Pillar No.**

**Primary
and
Secondary
Keywords**

Audience

Message

Content Type

**Content
Cluster Topic 1**

Keywords

*Subcluster
Topic 1*

Keywords

**Distribution
Channels**

Engagement
Rate

Website
traffic

***Day of the
Week***

Content Type

*Subcluster
Topic 2*

Keywords

**Distribution
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*Subcluster
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Keywords

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Content Type

*Subcluster
Topic 4*

Keywords

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Content Type

*Subcluster
Topic 5*

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