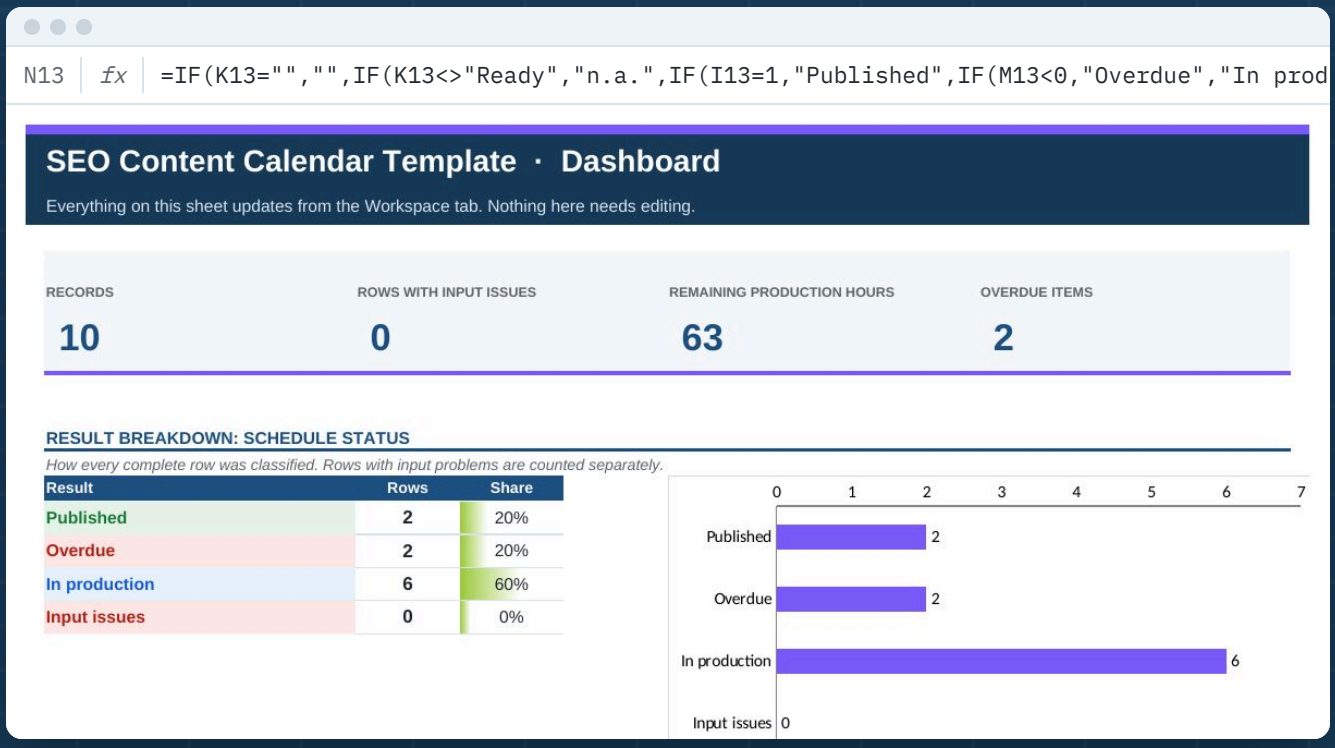
OptimizationTheory.com

Content SEO Toolkit, resource 23

SEO Content Calendar Template

Track owners, due dates and estimated vs completed hours, and flag overdue work automatically.

Built for the DataForSEO API: Labs: Keyword Overview



N13 | *fx* | =IF(K13="","",IF(K13<>"Ready","n.a.",IF(I13=1,"Published",IF(M13<0,"Overdue","In prod

SEO Content Calendar Template · Dashboard

Everything on this sheet updates from the Workspace tab. Nothing here needs editing.

RECORDS	ROWS WITH INPUT ISSUES	REMAINING PRODUCTION HOURS	OVERDUE ITEMS
10	0	63	2

RESULT BREAKDOWN: SCHEDULE STATUS

How every complete row was classified. Rows with input problems are counted separately.

Result	Rows	Share
Published	2	20%
Overdue	2	20%
In production	6	60%
Input issues	0	0%

Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

What's published, what's in production, what's overdue, and how many production hours remain against your capacity.

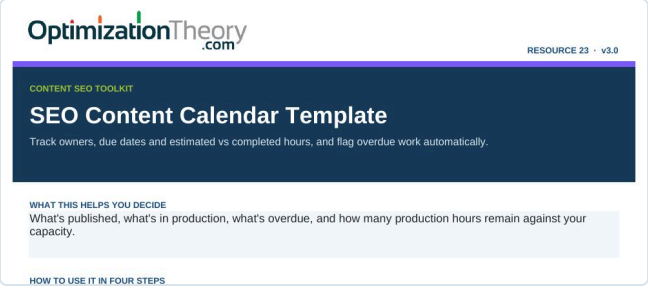
An SEO content calendar isn't a list of publish dates. It's a capacity plan: how many hours each piece takes, how many are done, and whether the work will land before the date that matters, especially for seasonal topics.

This SEO content calendar template tracks each content item with its keyword, deliverable, owner, due date, an as-of date, estimated and completed hours, and published status. It calculates remaining hours and days to due date, and labels each item Published, In production or Overdue.

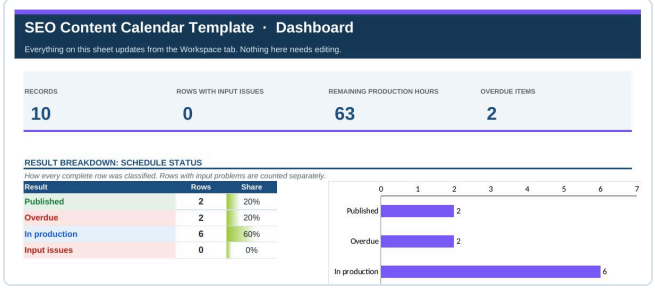
Who it's for

- Content managers running a production pipeline
- SEOs coordinating writers, designers and developers
- Agencies reporting delivery to clients
- Small teams balancing new content with refreshes

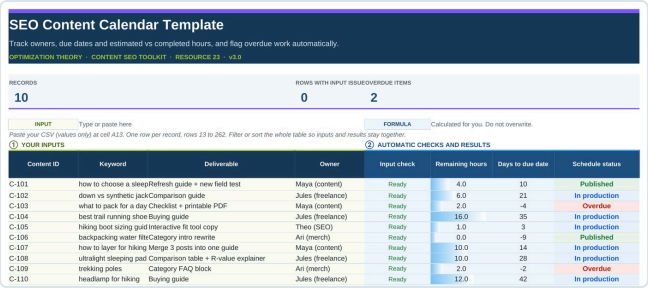
What's in the workbook



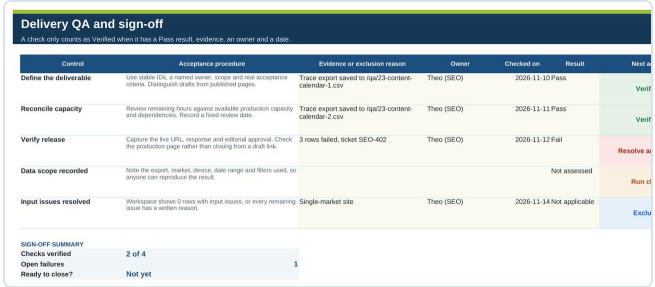
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 250 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Remaining hours = estimated – completed (never negative). Days to due = due date – as-of date. Status = Published if published, Overdue if days to due is negative, otherwise In production.

The key formula, as written in the workbook

```
=IF(K13="","",IF(K13<>"Ready","n.a.",IF(I13=1,"Published",IF(M13<0,"Overdue","In production"))))
```

Result column	Plain-English formula	What it tells you
Remaining hours	MAX(0,Estimated hours-Completed hours)	Uncompleted planned hours.
Days to due date	Due date-Review date	Calendar days from fixed review date to due date.
Schedule status	IF(Published verified=1,"Published",IF(Days to due date<0,"Overdue","In production"))	A publication flag requires actual release verification.

The results you'll see

Published Overdue In production

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Load the backlog

Add each item with a content ID, keyword, deliverable and owner.

2

Set due dates from demand

Use the seasonality planner's Start month and the roadmap to set realistic due dates.

3

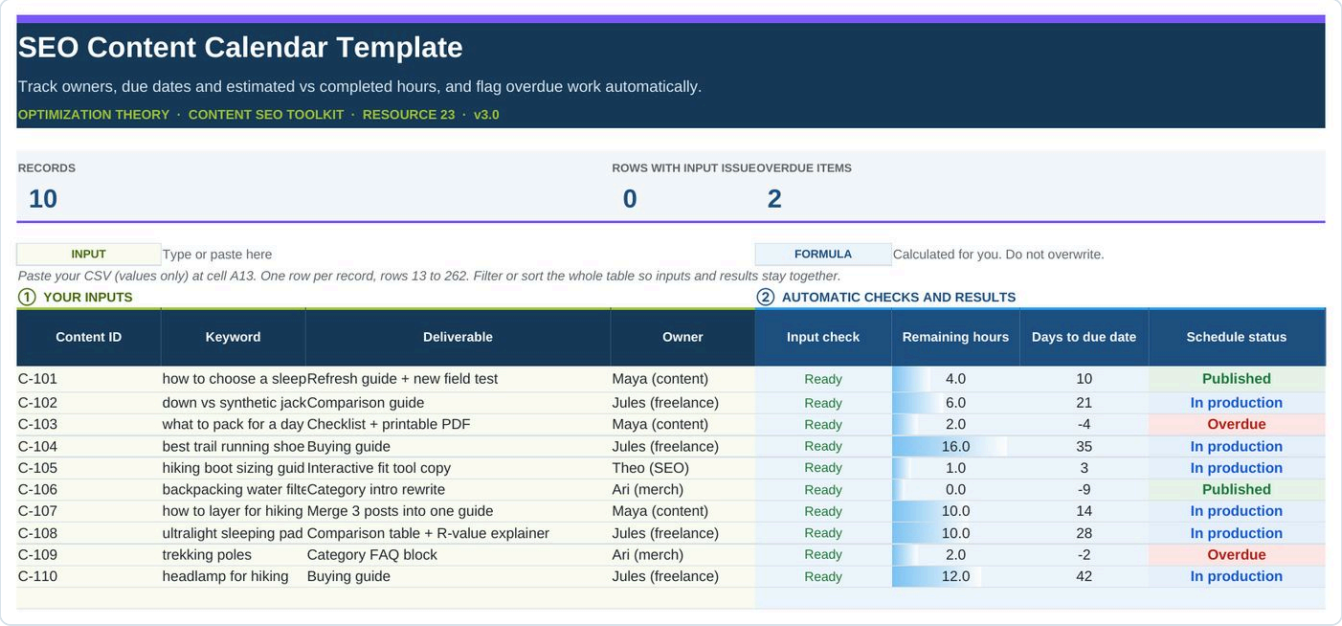
Update hours weekly

Enter completed hours and update the as-of date. Remaining hours roll up on the Dashboard.

4

Review overdue first

Overdue items appear in the action list. Reassign, rescope or re-date them.



SEO Content Calendar Template

Track owners, due dates and estimated vs completed hours, and flag overdue work automatically.

OPTIMIZATION THEORY · CONTENT SEO TOOLKIT · RESOURCE 23 · v3.0

RECORDS	ROWS WITH INPUT ISSUE	OVERDUE ITEMS
10	0	2

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Content ID	Keyword	Deliverable	Owner	Input check	Remaining hours	Days to due date	Schedule status
C-101	how to choose a sleep	Refresh guide + new field test	Maya (content)	Ready	4.0	10	Published
C-102	down vs synthetic jack	Comparison guide	Jules (freelance)	Ready	6.0	21	In production
C-103	what to pack for a day	Checklist + printable PDF	Maya (content)	Ready	2.0	-4	Overdue
C-104	best trail running shoe	Buying guide	Jules (freelance)	Ready	16.0	35	In production
C-105	hiking boot sizing guid	Interactive fit tool copy	Theo (SEO)	Ready	1.0	3	In production
C-106	backpacking water filte	Category intro rewrite	Ari (merch)	Ready	0.0	-9	Published
C-107	how to layer for hiking	Merge 3 posts into one guide	Maya (content)	Ready	10.0	14	In production
C-108	ultralight sleeping pad	Comparison table + R-value explainer	Jules (freelance)	Ready	10.0	28	In production
C-109	trekking poles	Category FAQ block	Ari (merch)	Ready	2.0	-2	Overdue
C-110	headlamp for hiking	Buying guide	Jules (freelance)	Ready	12.0	42	In production

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO Labs: Keyword Overview**: search volume, monthly history, difficulty and intent for a list of keywords.

DataForSEO supplies the URL or query list and the audit trail; you add the measurements listed below.

1. Request the data

```
POST https://api.dataforseo.com/v3/dataforseo_labs/google/keyword_overview/live
[
  {
    "keywords": [
      "your keyword 1",
      "your keyword 2"
    ],
    "location_code": 2840,
    "language_code": "en"
  }
]
```

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 23 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Keyword	Content ID, Deliverable, Owner, Due date, Review date, Estimated hours, Completed hours, Published verified

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`content_id`	Content ID	Stable identifier for the planned deliverable.	Your records or manual review
`keyword`	Keyword	Exact query in the selected country and language.	DataForSEO: keyword
`deliverable`	Deliverable	Specific new page, refresh, comparison or original research task.	Your records or manual review
`owner`	Owner	Person accountable for the next action.	Your records or manual review
`due_date`	Due date	Agreed publication or handoff date.	Your records or manual review
`as_of`	Review date	Fixed planning date for this review.	Your records or manual review
`estimated_hours`	Estimated hours	Total expected production hours.	Your records or manual review
`completed_hours`	Completed hours	Hours of the planned work already completed.	Your records or manual review
`published`	Published verified	1 after the live URL and final QA are checked. 1 = Yes, 0 = No.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

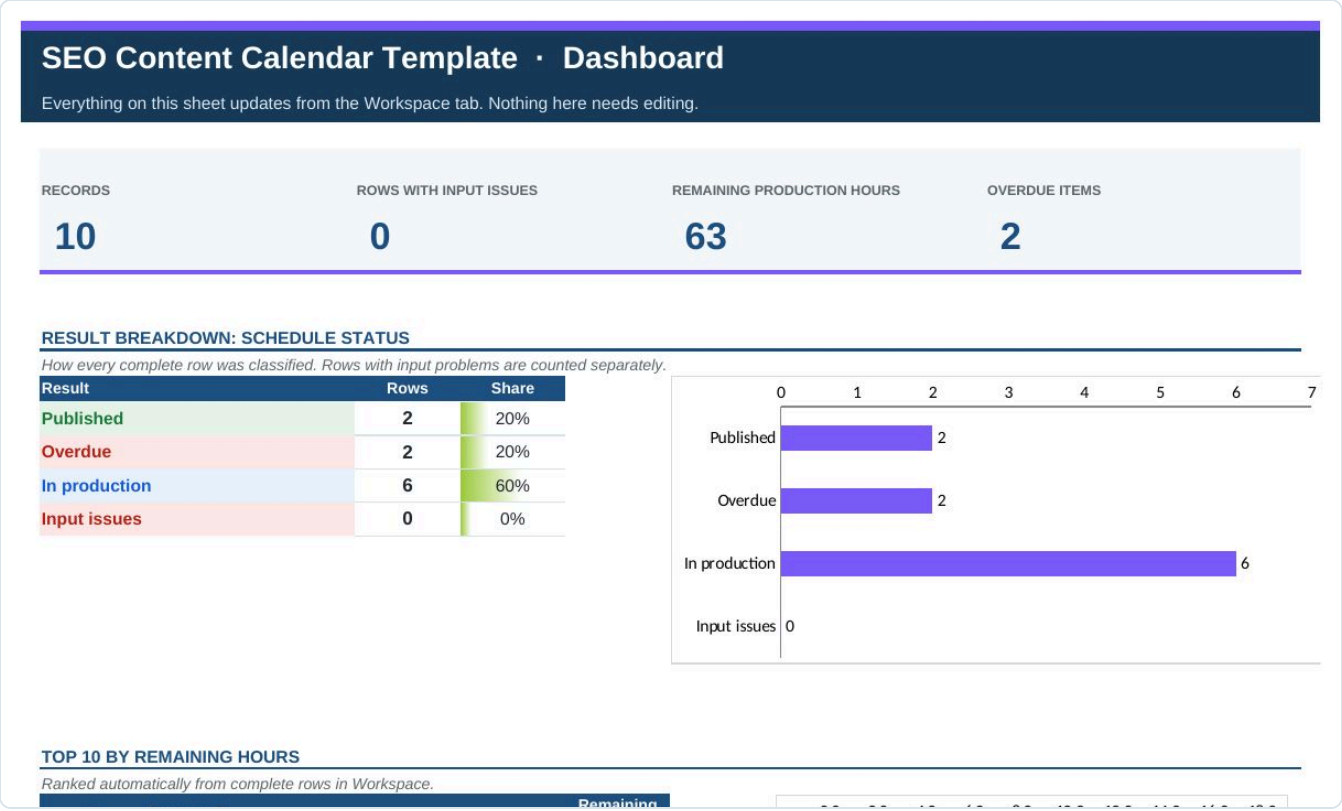
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 10 example rows.

10	0	63	2
Records	Rows with input issues	Remaining production hours	Overdue items

Two example items are overdue, including a day-hike checklist that's tied to a seasonal window. The Dashboard shows 63 production hours still outstanding.

Top 10 by remaining hours

#	Content ID	Remaining hours
1	C-104	16.0
2	C-110	12.0
3	C-108	10.0
4	C-107	10.0
5	C-102	6.0



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

A completed effort estimate does not mean the content was published. The publication flag is a separate verification.

Limits. Keyword demand informs selection. DataForSEO cannot supply owner, production capacity or publication approval.

Mistakes to avoid

Planning by publish date only. Without hours, you can't see whether the plan fits the team's capacity.

Not updating the as-of date. Overdue status depends on it. Update it each time you review the calendar.

Mixing refreshes and new pieces without labels. Use the deliverable field so refresh work isn't invisible.

Tips from the field

Pull refresh items from the content audit and decay templates.

Group by owner to spot overloaded people.

Keep a separate copy per quarter for clean reporting.

Questions people ask

What is an SEO content calendar?

A schedule of content to create or update, tied to target keywords, owners and deadlines, and ideally to production capacity.

How far ahead should I plan content?

At least a quarter, and further for seasonal topics that need publishing two to four months before peak demand.

Can I use this in Google Sheets?

Yes. Upload the XLSX to Google Drive and open it in Google Sheets.

How do I track content capacity?

Estimate hours per item, record completed hours, and compare total remaining hours with the team's available hours.

Templates that work well with this one

Search Seasonality Planner

Turn monthly search volume into a seasonal index, season-adjusted click targets and a publish-by month.

SEO Content Brief Template

A content brief built for Google and AI answers: real questions, original evidence, sources and a three-step approval workflow.

Content Audit Template

Score every URL by lost clicks, conversions and links, choose keep, refresh, merge or retire, and catch the risky calls.

SEO Roadmap Template

Sequence 90 days of SEO and GEO work by weighted opportunity per hour, dependencies and acceptance criteria.

Content Decay Analysis Template

Separate lost impressions, lower CTR and falling demand, so you refresh the pages that really decayed.

Keyword Prioritization Template

Rank every keyword by the profit it could add per hour of work, not by search volume alone.

Read the full tutorial online: **optimizationtheory.com/download-view/seo-content-calendar-template/**
Get all six templates in the **Content SEO Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.