



# Template: Data-Driven Content Calendar Checklist

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Based on Article: "Creating a Data-Driven Content Calendar: Best Practices and Tips"

A practical checklist for creating and implementing a data-driven content calendar to enhance content strategy and improve engagement.

## Checklist Items:

- ☐ **1. Access Historical Performance Data**  
Gather metrics on pageviews, engagement rates, conversions, and acquisition sources to understand previous content performance.  
Reference Section: Foundations of a Data-Driven Content Calendar
- ☐ **2. Collect Keyword and Intent Data**  
Utilize keyword research tools to gather information on search volume, query intent tags, and analyze your competitors' content gaps.  
Reference Section: Foundations of a Data-Driven Content Calendar
- ☐ **3. Set Up Your Content Calendar System**  
Choose a tool like a spreadsheet or project management software to create an editorial calendar that includes custom fields for tracking.  
Reference Section: Foundations of a Data-Driven Content Calendar
- ☐ **4. Establish Stakeholder Agreement**  
Align all stakeholders on content cadence, review cycles, and success KPIs to ensure everyone is on the same page.  
Reference Section: Foundations of a Data-Driven Content Calendar
- ☐ **5. Identify Inputs for Scheduling**  
List all data points, such as traffic trends, engagement metrics, and seasonality, that will influence your publishing decisions.  
Reference Section: Setting Up a Data-Driven Scheduling Framework
- ☐ **6. Assign Ownership of Inputs**  
Map each data type identified to a specific role responsible for maintaining and interpreting that data regularly.  
Reference Section: Setting Up a Data-Driven Scheduling Framework
- ☐ **7. Define Review Cadence**  
Establish a fixed schedule for reviewing content performance and adjusting the calendar as necessary, whether weekly or monthly.  
Reference Section: Setting Up a Data-Driven Scheduling Framework

- ☐ **8. Set Initial KPIs**  
Choose a small set of actionable KPIs such as organic traffic and conversion rates to drive your content scheduling decisions.

Reference Section: Setting Up a Data-Driven Scheduling Framework

- ☐ **9. Automate Data Feeds**  
Connect your analytics and social media platforms to your content calendar system to streamline the flow of information and reduce manual work.

Reference Section: Setting Up a Data-Driven Scheduling Framework

- ☐ **10. Implement Feedback Loops**  
After content is published, review its performance and adjust future topic prioritization based on the results to enhance future strategies.

Reference Section: Foundations of a Data-Driven Content Calendar