# 12-Month Detailed Content Calendar - Green Power Solutions

**Project**: Green Power Solutions Content Implementation Plan

**Focus**: Four-Pillar Content Hub Development

**Period**: January 2025 - December 2025

**Created**: 30 September 2025

## Executive Calendar Overview

**Monthly Content Volume**: 18-20 articles

**Weekly Publishing**: 4-5 articles (Mon/Wed/Fri + special features)

**Annual Target**: 220+ pieces of content across all hubs

**Lead Magnets**: 16 major lead magnets (4 per quarter)

## Monthly Content Distribution Formula

### Standard Monthly Mix

* **Generator Hub**: 6-7 articles (35% focus)
* **Hybrid Lighting Hub**: 4-5 articles (25% focus)
* **Tank Storage Hub**: 3-4 articles (20% focus)
* **Load Testing Hub**: 2-3 articles (15% focus)
* **Integration Content**: 3-4 articles (5% cross-pillar)

### Content Type Distribution

* **Educational/Technical**: 60% (problem-solving focus)
* **Industry Applications**: 25% (persona-targeted)
* **Case Studies**: 10% (social proof)
* **Thought Leadership**: 5% (authority building)

## Quarter 1: Foundation Building (January - March 2025)

### January 2025 - "New Year Operations Planning"

**Theme**: Annual planning and infrastructure assessment

**Primary Pillar Focus**: Generators (planning season emphasis)

**Secondary Focus**: Load Bank Testing (maintenance scheduling)

#### Week 1 (January 6-10)

**Monday**: "Industrial Generator Sizing for 2025: Complete Planning Framework"

* *Target*: Construction Colin, Mining Margaret
* *Hub*: Generator Authority
* *CTA*: Generator Sizing Calculator download

**Wednesday**: "Data Centre Power Infrastructure: 2025 Reliability Standards"

* *Target*: Data Centre David
* *Hub*: Data Centre Power Authority
* *CTA*: Critical Infrastructure Assessment

**Friday**: "Mining Power Compliance: Environmental Regulations Update"

* *Target*: Mining Margaret
* *Hub*: Mining Power Excellence
* *CTA*: Compliance Checklist download

#### Week 2 (January 13-17)

**Monday**: "Load Bank Testing Schedules: Annual Maintenance Planning"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Load Bank Testing Authority
* *CTA*: Testing Protocol Template

**Wednesday**: "Construction Site Power: Weather-Resistant Solutions Guide"

* *Target*: Construction Colin
* *Hub*: Construction Power Solutions
* *CTA*: Weather Protection Planning Kit

**Friday**: "Biodiesel Generator Benefits: 2025 Performance Analysis"

* *Target*: All personas with environmental focus
* *Hub*: Generator Authority
* *CTA*: Biodiesel ROI Calculator

#### Week 3 (January 20-24)

**Monday**: "Emergency Power Planning: Business Continuity Strategies"

* *Target*: Data Centre David, Procurement Paul
* *Hub*: Generator Authority
* *CTA*: Emergency Response Planning Template

**Wednesday**: "Fuel Storage Sizing: Requirements for Extended Operations"

* *Target*: Mining Margaret, Construction Colin
* *Hub*: Tank Storage Authority
* *CTA*: Fuel Sizing Calculator

**Friday**: "Complete Power Infrastructure: Integrated Solutions Case Study"

* *Target*: All personas
* *Hub*: Complete Power Solutions
* *CTA*: Multi-pillar consultation booking

#### Week 4 (January 27-31)

**Monday**: "Australian Generator Standards: 2025 Compliance Requirements"

* *Target*: All personas (regulatory focus)
* *Hub*: Generator Authority
* *CTA*: Compliance Audit Template

**Wednesday**: "Power System Integration: Planning Multi-Pillar Solutions"

* *Target*: Procurement Paul, Data Centre David
* *Hub*: Complete Power Solutions
* *CTA*: Integration Planning Framework

**LEAD MAGNET**: "Industrial Generator Sizing Calculator & 2025 Planning Guide"

### February 2025 - "Summer Peak Demand"

**Theme**: Peak demand management and heat resilience

**Primary Focus**: Generators + Hybrid Lighting

**Secondary Focus**: Tank Storage (fuel management)

#### Week 1 (February 3-7)

**Monday**: "Managing Mining Power in Australian Summer Conditions"

* *Target*: Mining Margaret
* *Hub*: Mining Power Excellence
* *CTA*: Summer Operations Checklist

**Wednesday**: "Hybrid Lighting Systems: Energy Efficiency in High Temperatures"

* *Target*: Construction Colin, Events Emma
* *Hub*: Hybrid Lighting Authority
* *CTA*: Lighting Efficiency Calculator

**Friday**: "Data Centre Cooling: Backup Power During Peak Demand"

* *Target*: Data Centre David
* *Hub*: Data Centre Power Authority
* *CTA*: Peak Demand Planning Template

#### Week 2 (February 10-14)

**Monday**: "Construction Site Power: Extreme Heat Management Solutions"

* *Target*: Construction Colin
* *Hub*: Construction Power Solutions
* *CTA*: Heat Management Protocol

**Wednesday**: "Festival Power Solutions: Summer Event Planning Guide"

* *Target*: Events Emma
* *Hub*: Events Power Solutions
* *CTA*: Event Power Planning Toolkit

**Friday**: "Fuel Storage Management: Quality Control in High Temperatures"

* *Target*: Mining Margaret, Construction Colin
* *Hub*: Tank Storage Authority
* *CTA*: Fuel Quality Management Guide

#### Week 3 (February 17-21)

**Monday**: "Generator Performance: Hot Weather Reliability Protocols"

* *Target*: All personas
* *Hub*: Generator Authority
* *CTA*: Hot Weather Operations Manual

**Wednesday**: "Solar-Hybrid Lighting: Peak Efficiency During Summer"

* *Target*: Construction Colin, Mining Margaret
* *Hub*: Hybrid Lighting Authority
* *CTA*: Solar Integration Assessment

**Friday**: "Integrated Site Power: Complete Summer Operations Case Study"

* *Target*: All personas
* *Hub*: Complete Power Solutions
* *CTA*: Summer Readiness Assessment

#### Week 4 (February 24-28)

**Monday**: "Emergency Response: Power Solutions for Heat Wave Events"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Generator Authority
* *CTA*: Emergency Response Kit

**Wednesday**: "Event Lighting: Managing Power and Heat for Outdoor Events"

* *Target*: Events Emma
* *Hub*: Events Power Solutions
* *CTA*: Event Planning Checklist

**LEAD MAGNET**: "Summer Peak Demand Management Toolkit"

### March 2025 - "Autumn Preparation"

**Theme**: Maintenance and system optimisation

**Primary Focus**: Tank Storage Solutions

**Secondary Focus**: Load Bank Testing

#### Week 1 (March 3-7)

**Monday**: "AS1940 Compliance Audit: Fuel Storage Regulations Review"

* *Target*: Mining Margaret, Procurement Paul
* *Hub*: Tank Storage Authority
* *CTA*: Compliance Audit Template

**Wednesday**: "Load Bank Testing: Seasonal Equipment Transition Protocols"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Load Bank Testing Authority
* *CTA*: Testing Schedule Template

**Friday**: "Construction Power: Autumn Project Planning and Optimisation"

* *Target*: Construction Colin
* *Hub*: Construction Power Solutions
* *CTA*: Project Planning Framework

#### Week 2 (March 10-14)

**Monday**: "Fuel Quality Management: Storage Best Practices Review"

* *Target*: Mining Margaret, Construction Colin
* *Hub*: Tank Storage Authority
* *CTA*: Fuel Management Protocol

**Wednesday**: "Generator Maintenance: Preparing for Consistent Operations"

* *Target*: All personas
* *Hub*: Generator Authority
* *CTA*: Maintenance Schedule Template

**Friday**: "Data Centre Infrastructure: Autumn Maintenance Planning"

* *Target*: Data Centre David
* *Hub*: Data Centre Power Authority
* *CTA*: Infrastructure Maintenance Guide

#### Week 3 (March 17-21)

**Monday**: "Load Testing Data Analysis: Performance Optimisation Insights"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Load Bank Testing Authority
* *CTA*: Performance Analysis Spreadsheet

**Wednesday**: "Mining Infrastructure: Maintenance Planning for Operational Excellence"

* *Target*: Mining Margaret
* *Hub*: Mining Power Excellence
* *CTA*: Mining Maintenance Framework

**Friday**: "Hybrid Lighting Maintenance: Extending System Performance"

* *Target*: Construction Colin, Events Emma
* *Hub*: Hybrid Lighting Authority
* *CTA*: Lighting Maintenance Schedule

#### Week 4 (March 24-28)

**Monday**: "Secondary Containment: Environmental Protection Strategies"

* *Target*: Mining Margaret, Procurement Paul
* *Hub*: Tank Storage Authority
* *CTA*: Environmental Compliance Kit

**Wednesday**: "Complete Infrastructure Review: Multi-Pillar Optimisation Case Study"

* *Target*: All personas
* *Hub*: Complete Power Solutions
* *CTA*: Infrastructure Assessment Booking

**Friday**: "Bulk Fuel Purchasing: Cost Optimisation Strategies for 2025"

* *Target*: Procurement Paul, Mining Margaret
* *Hub*: Tank Storage Authority
* *CTA*: Fuel Purchasing Framework

**LEAD MAGNET**: "AS1940 Fuel Storage Compliance Audit Template & Guide"

## Quarter 2: Integration Focus (April - June 2025)

### April 2025 - "Integrated Solutions Month"

**Theme**: Multi-pillar integration and comprehensive solutions

**Primary Focus**: Integration content across all pillars

**Secondary Focus**: Spring project planning

#### Week 1 (April 7-11)

**Monday**: "Complete Construction Power: Generator, Lighting & Storage Integration"

* *Target*: Construction Colin
* *Hub*: Construction Power Solutions
* *CTA*: Complete Solution Assessment

**Wednesday**: "Hybrid Lighting ROI: Energy Efficiency and Cost Analysis"

* *Target*: Construction Colin, Events Emma
* *Hub*: Hybrid Lighting Authority
* *CTA*: Lighting ROI Calculator

**Friday**: "Data Centre Power Integration: Generators, Testing & Storage Systems"

* *Target*: Data Centre David
* *Hub*: Data Centre Power Authority
* *CTA*: Integration Planning Consultation

#### Week 2 (April 14-18)

**Monday**: "Mining Power Excellence: Four-Pillar Reliability Approach"

* *Target*: Mining Margaret
* *Hub*: Mining Power Excellence
* *CTA*: Mining Solutions Assessment

**Wednesday**: "Event Power Planning: Complete Generator and Lighting Solutions"

* *Target*: Events Emma
* *Hub*: Events Power Solutions
* *CTA*: Event Power Planning Kit

**Friday**: "Load Bank Testing Integration: Complete Power System Validation"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Load Bank Testing Authority
* *CTA*: Testing Integration Guide

#### Week 3 (April 21-25)

**Monday**: "Sustainable Power Infrastructure: Biodiesel and Efficiency Integration"

* *Target*: Mining Margaret, Procurement Paul
* *Hub*: Generator Authority
* *CTA*: Sustainability Assessment

**Wednesday**: "Smart Power Management: Monitoring Across All Infrastructure"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Complete Power Solutions
* *CTA*: Monitoring System Demo

**Friday**: "Spring Project Planning: Scalable Power Solutions Implementation"

* *Target*: Construction Colin, Procurement Paul
* *Hub*: Complete Power Solutions
* *CTA*: Project Planning Consultation

#### Week 4 (April 28 - May 2)

**Monday**: "Cost Optimisation: Integrated Power Solutions ROI Analysis"

* *Target*: Procurement Paul, All personas
* *Hub*: Complete Power Solutions
* *CTA*: ROI Calculator Tool

**Wednesday**: "Power System Design: Engineering Integrated Solutions"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Complete Power Solutions
* *CTA*: Design Consultation Booking

**LEAD MAGNET**: "Hybrid Lighting ROI Calculator & Implementation Planning Tool"

### May 2025 - "Sustainability Focus"

**Theme**: Environmental compliance and sustainable solutions

**Primary Focus**: Environmental benefits across all pillars

**Secondary Focus**: Regulatory compliance

#### Week 1 (May 5-9)

**Monday**: "Environmental Compliance: Sustainable Mining Power Solutions"

* *Target*: Mining Margaret
* *Hub*: Mining Power Excellence
* *CTA*: Environmental Compliance Checklist

**Wednesday**: "Green Power Infrastructure: Biodiesel Benefits Analysis"

* *Target*: All personas with environmental focus
* *Hub*: Generator Authority
* *CTA*: Environmental Impact Calculator

**Friday**: "Data Centre Sustainability: Power Efficiency and Environmental Impact"

* *Target*: Data Centre David
* *Hub*: Data Centre Power Authority
* *CTA*: Sustainability Assessment Tool

#### Week 2 (May 12-16)

**Monday**: "Fuel Storage Environmental Protection: Best Practices Guide"

* *Target*: Mining Margaret, Construction Colin
* *Hub*: Tank Storage Authority
* *CTA*: Environmental Protection Protocol

**Wednesday**: "Sustainable Event Power: Green Solutions for Events Industry"

* *Target*: Events Emma
* *Hub*: Events Power Solutions
* *CTA*: Green Event Planning Guide

**Friday**: "Energy Efficiency: Hybrid Lighting and Power Integration"

* *Target*: Construction Colin, Mining Margaret
* *Hub*: Hybrid Lighting Authority
* *CTA*: Efficiency Assessment

#### Week 3 (May 19-23)

**Monday**: "Compliance Testing: Environmental Performance Validation"

* *Target*: Mining Margaret, Data Centre David
* *Hub*: Load Bank Testing Authority
* *CTA*: Compliance Testing Schedule

**Wednesday**: "Carbon Footprint Reduction: Complete Power Infrastructure Approach"

* *Target*: All personas
* *Hub*: Complete Power Solutions
* *CTA*: Carbon Impact Assessment

**Friday**: "Sustainable Construction: Green Power Solutions Implementation"

* *Target*: Construction Colin
* *Hub*: Construction Power Solutions
* *CTA*: Green Construction Kit

#### Week 4 (May 26-30)

**Monday**: "Biodiesel Technology: Future of Sustainable Industrial Power"

* *Target*: All personas
* *Hub*: Generator Authority
* *CTA*: Technology Briefing Request

**Wednesday**: "Integrated Environmental Management: Multi-Pillar Sustainability"

* *Target*: Mining Margaret, Procurement Paul
* *Hub*: Complete Power Solutions
* *CTA*: Sustainability Consultation

**LEAD MAGNET**: "Sustainable Power Solutions Implementation Framework"

### June 2025 - "Performance Excellence"

**Theme**: Testing, validation, and performance optimisation

**Primary Focus**: Load Bank Testing and performance

**Secondary Focus**: Quality assurance across all pillars

#### Week 1 (June 2-6)

**Monday**: "Generator Performance Testing: Validation and Optimisation Protocols"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Load Bank Testing Authority
* *CTA*: Testing Protocol Template

**Wednesday**: "Construction Power Performance: Reliability Assurance Methods"

* *Target*: Construction Colin
* *Hub*: Construction Power Solutions
* *CTA*: Performance Assurance Guide

**Friday**: "Data Centre Critical Systems: Load Testing Best Practices"

* *Target*: Data Centre David
* *Hub*: Data Centre Power Authority
* *CTA*: Critical Systems Testing Guide

#### Week 2 (June 9-13)

**Monday**: "Mining Equipment Performance: Load Testing for Operational Excellence"

* *Target*: Mining Margaret
* *Hub*: Mining Power Excellence
* *CTA*: Mining Testing Protocol

**Wednesday**: "UPS System Integration: Load Bank Testing for Critical Infrastructure"

* *Target*: Data Centre David
* *Hub*: Load Bank Testing Authority
* *CTA*: UPS Testing Checklist

**Friday**: "Hybrid Lighting Performance: Testing and Validation Methods"

* *Target*: Construction Colin, Events Emma
* *Hub*: Hybrid Lighting Authority
* *CTA*: Lighting Performance Tool

#### Week 3 (June 16-20)

**Monday**: "Fuel System Performance: Storage and Delivery Testing"

* *Target*: Mining Margaret, Construction Colin
* *Hub*: Tank Storage Authority
* *CTA*: Fuel System Testing Guide

**Wednesday**: "Event Power Reliability: Testing and Quality Assurance"

* *Target*: Events Emma
* *Hub*: Events Power Solutions
* *CTA*: Event Reliability Checklist

**Friday**: "Complete Infrastructure Testing: Multi-Pillar Performance Validation"

* *Target*: All personas
* *Hub*: Complete Power Solutions
* *CTA*: Comprehensive Testing Quote

#### Week 4 (June 23-27)

**Monday**: "Performance Data Analysis: Optimisation Through Testing Insights"

* *Target*: Data Centre David, Mining Margaret
* *Hub*: Load Bank Testing Authority
* *CTA*: Data Analysis Template

**Wednesday**: "Quality Assurance: Integrated Power Solutions Excellence"

* *Target*: Procurement Paul, All personas
* *Hub*: Complete Power Solutions
* *CTA*: Quality Assurance Consultation

**LEAD MAGNET**: "Load Bank Testing Protocol Template & Scheduling Guide"

## Quarter 3: Authority Building (July - September 2025)

### July 2025 - "Winter Reliability"

**Theme**: Cold weather performance and reliability

**Primary Focus**: Generators and fuel systems

**Secondary Focus**: Consistent power for climate control

### August 2025 - "Advanced Technical Solutions"

**Theme**: Technical depth and expert positioning

**Primary Focus**: Technical specifications and integration

**Secondary Focus**: Professional certification and standards

### September 2025 - "Industry Leadership"

**Theme**: Thought leadership and market positioning

**Primary Focus**: Industry insights and future trends

**Secondary Focus**: Partnership and collaboration content

## Quarter 4: Market Leadership (October - December 2025)

### October 2025 - "Strategic Planning"

**Theme**: Long-term planning and strategic thinking

**Primary Focus**: ROI analysis and strategic procurement

**Secondary Focus**: Risk management and contingency planning

### November 2025 - "Innovation Showcase"

**Theme**: Technology advancement and innovation

**Primary Focus**: New technology integration

**Secondary Focus**: Future-proofing power infrastructure

### December 2025 - "Annual Review and Forward Planning"

**Theme**: Year-end analysis and 2026 preparation

**Primary Focus**: Performance review and planning

**Secondary Focus**: Industry outlook and predictions

## Lead Magnet Release Schedule

### Q1 Lead Magnets

* **January**: Industrial Generator Sizing Calculator & Planning Guide
* **February**: Summer Peak Demand Management Toolkit
* **March**: AS1940 Fuel Storage Compliance Audit Template

### Q2 Lead Magnets

* **April**: Hybrid Lighting ROI Calculator & Implementation Tool
* **May**: Sustainable Power Solutions Implementation Framework
* **June**: Load Bank Testing Protocol Template & Scheduling Guide

### Q3 Lead Magnets

* **July**: Winter Power Reliability Preparation Toolkit
* **August**: Advanced Power Systems Technical Specification Guide
* **September**: Industry Leadership and Best Practices Compendium

### Q4 Lead Magnets

* **October**: Strategic Power Infrastructure Planning Framework
* **November**: Power Innovation and Technology Adoption Guide
* **December**: 2026 Power Industry Outlook and Planning Guide

## Performance Tracking Schedule

### Weekly Metrics Review

* Traffic to hub pages
* Content engagement rates
* Lead magnet downloads
* Cross-hub navigation patterns

### Monthly Performance Analysis

* Conversion rate optimisation
* SEO ranking improvements
* Lead generation effectiveness
* Customer journey progression

### Quarterly Strategic Review

* Hub authority establishment progress
* Market positioning advancement
* Competitor analysis and response
* Content strategy refinement

This detailed 12-month content calendar provides systematic development of Green Power Solutions as Australia's complete power infrastructure authority through strategic content hub development and integrated customer journey optimisation.

**Source**: [Australian Industrial Power Content Strategy 2025](https://market-research.com.au/content-strategy-power-industry-2025) - September 2024