90-Day Content Calendar & SEO Strategy

AICommandDesk.com - Content & Search Playbook

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1. SEO FOUNDATION & KEYWORD STRATEGY

1.1 SEO Goals (First 90 Days)

Goal	Target
Articles published	24 (2 per week)
Keywords targeted	30-40 long-tail keywords
Google-indexed pages	30+
Organic traffic	3,000-5,000 monthly visitors
Page 1 rankings	3-5 keywords
Backlinks acquired	10-20

1.2 Keyword Research Framework

Target keyword profile:

- Search volume: 100-2,000 monthly searches
- Keyword difficulty (KD): Under 30 (low competition)
- Intent: Informational or commercial investigation
- Relevance: Directly tied to non-technical AI for professionals

1.3 Master Keyword List (30 Priority Keywords)

Tier 1 — High Priority (Target in Month 1)

#	Keyword	Est. Volume	KD	Intent	Article Type
1	how to use AI without coding	1,200	18	Informational	Tutorial
2	best AI tools for managers	800	22	Commercial	Listicle
3	AI for business owners no coding	600	12	Informational	Guide
4	AI vs hiring employees	500	15	Informational	Strategy
5	AI tools for productivity at work	900	25	Commercial	Listicle
6	how managers can use ChatGPT	700	20	Informational	Tutorial
7	automate work tasks with AI	500	18	Informational	Tutorial
8	AI for non technical people	400	10	Informational	Guide

Tier 2 — Medium Priority (Target in Month 2)

#	Keyword	Est. Volume	KD	Intent	Article Type
9	AI tools to replace Excel work	300	14	Commercial	Tutorial
10	best AI for meeting notes	600	28	Commercial	Review
11	AI automation for small business	500	22	Informational	Guide
12	how to automate reports with AI	400	16	Informational	Tutorial
13	AI tools for project managers	350	20	Commercial	Listicle
14	ChatGPT prompts for managers	800	25	Informational	Resource
15	AI cost savings for business	300	12	Informational	Strategy
16	no code AI automation tools	450	24	Commercial	Listicle

Tier 3 — Long-Tail Gems (Target in Month 3)

#	Keyword	Est. Volume	KD	Intent	Article Type
17	AI tools for HR managers	250	12	Commercial	Listicle
18	how to use AI for email writing	400	18	Informational	Tutorial

#	Keyword	Est. Volume	KD	Intent	Article Type
19	AI tools for financial reporting	200	15	Commercial	Review
20	Zapier automation ideas for managers	300	16	Informational	Tutorial
21	AI vs virtual assistant cost	350	10	Informational	Strategy
22	how to summarize documents with AI	500	20	Informational	Tutorial
23	best AI tools for consultants	300	18	Commercial	Listicle
24	AI presentation maker no coding	250	14	Commercial	Review
25	how to use Perplexity AI for research	400	12	Informational	Tutorial
26	AI for team management	300	16	Informational	Guide
27	free AI tools for business 2026	600	22	Commercial	Listicle
28	AI workflow automation examples	350	18	Informational	Case Study
29	Notion AI for project management	300	20	Commercial	Tutorial
30	AI email writing assistant comparison	400	22	Commercial	Review

1.4 Content-Keyword Mapping Strategy

Every article targets:

- **1 Primary keyword** (in title, H1, URL, meta description, first 100 words)
- **2-3 Secondary keywords** (in H2s and body text)
- **5-8 Related/LSI keywords** (naturally throughout content)

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2. CONTENT PILLAR FRAMEWORK

2.1 The 70-20-10 Content Rule

Type	%	Purpose	Example
SEO Articles	70%	Organic traffic from Google	"Best AI Tools for Managers in 2026"
Opinion & Case Studies	20%	Authority + social shares	"Why 90% of Managers Are Using AI Wrong"

Type	%	Purpose	Example
Experimental	10%	Engagement + virality	"I Replaced My Assistant with AI for 30 Days"

2.2 Content Pillars & Cluster Strategy

Pillar 1: AI Tools & Reviews
- **Pillar page:** "The Complete Guide to AI Tools for Professionals (2026)"
- **Cluster articles:** Individual tool reviews, comparisons, category roundups
- **Internal linking:** All tool articles link to and from the pillar page

Pillar 2: AI Strategy for Managers
- **Pillar page:** "The Manager's Complete Guide to AI Adoption"
- **Cluster articles:** ROI analysis, hiring vs AI, team adoption, change management
- **Internal linking:** All strategy articles link to and from the pillar page

Pillar 3: AI Automation (No-Code)
- **Pillar page:** "No-Code AI Automation: The Complete Beginner's Guide"
- **Cluster articles:** Zapier tutorials, Make.com guides, workflow templates
- **Internal linking:** All automation articles link to and from the pillar page

Pillar 4: Tutorials & How-Tos
- **Pillar page:** "Start Here — Your AI Productivity Journey"
- **Cluster articles:** Step-by-step guides, tool tutorials, prompt libraries
- **Internal linking:** All tutorials link to and from the Start Here page

2.3 Article Templates

Template A: Listicle (Tool Reviews)

```
Title: "X Best [Tool Category] for [Audience] in 2026"

Structure:

- Introduction (150 words) — pain point + promise

- Quick comparison table

- Tool 1: Overview, key features, pricing, pros/cons, verdict

- Tool 2: [same structure]

- ... (repeat)

- How to choose the right tool

- FAQ section

- CTA: Newsletter signup

Word count: 2,000-3,000
```

Template B: Tutorial (How-To Guide)

```
Title: "How to [Achieve Outcome] with AI (No Coding Required)"

Structure:

- Introduction — what you will learn

- Prerequisites (tools needed)
```

```
- Step 1: [action]
```

```
- Step 2: [action]
```

```
- ... (5-8 steps)
```

```
- Common mistakes to avoid
```

```
- Results you should expect
```

```
- Next steps
```

```
- CTA: Related lead magnet
```

```
Word count: 1,500-2,500
```

Template C: Strategy Article

```
Title: "[Provocative Statement/Question] — AI Strategy for Managers"
```

```
Structure:
```

```
- Introduction — challenge/problem
```

```
- The current state (data + evidence)
```

```
- Framework / solution
```

```
- Implementation steps
```

```
- Real-world example / case study
```

```
- Action items
```

```
- CTA: Newsletter signup
```

```
Word count: 2,000-3,000
```

Template D: Case Study

```
Title: "How [Person/Company] Used AI to [Achieve Result]"
```

```
Structure:
```

```
- Summary (result upfront)
```

```
- The challenge
```

```
- The AI solution
```

```
- Implementation steps
```

```
- Results (with numbers)
```

```
- Lessons learned
```

```
- How you can do the same
```

```
- CTA: Related product/resource
```

```
Word count: 1,500-2,000
```

3. 90-DAY CONTENT CALENDAR

MONTH 1: Foundation (Weeks 1-4)

Week 1 (Feb 17-23, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	How to Use AI Without Writing a Single Line of Code	Tutorial	how to use AI without coding	Tutorials
Thu	5 AI Tools Every Manager Should Be Using in 2026	Listicle	best AI tools for managers	AI Tools

Also this week:

- Set up Google Search Console + Analytics
- Submit sitemap
- Create and schedule 5 social media posts per article
- Share on LinkedIn with personal insights

Week 2 (Feb 24 - Mar 2, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	AI vs Hiring: Where AI Actually Saves Your Business Money	Strategy	AI vs hiring employees	AI Strategy
Thu	The Non-Technical Person's Guide to ChatGPT at Work	Tutorial	how managers can use ChatGPT	Tutorials

Week 3 (Mar 3-9, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	7 Ways to Automate Your Work Tasks with AI (No Coding)	Listicle	automate work tasks with AI	AI Automation
Thu	AI for Non-Technical People: Everything You Need to Know	Guide	AI for non technical people	Tutorials

Week 4 (Mar 10-16, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	Best AI Productivity Tools for the Modern Workplace	Listicle	AI tools for productivity at work	AI Tools
Thu	Why 90% of Managers Are Thinking About AI Wrong (Opinion)	Opinion	— (social virality)	AI Strategy

Month 1 Total: 8 articles

MONTH 2: Acceleration (Weeks 5-8)

Week 5 (Mar 17-23, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	How AI Can Replace Your Excel Work (Seriously)	Tutorial	AI tools to replace Excel work	AI Tools
Thu	The 6 Best AI Tools for Meeting Notes and Summaries	Review	best AI for meeting notes	AI Tools

Week 6 (Mar 24-30, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	AI Automation for Small Business: A Practical Starter Guide	Guide	AI automation for small business	AI Automation
Thu	How to Automate Weekly Reports Using AI (Step-by-Step)	Tutorial	how to automate reports with AI	Tutorials

Week 7 (Mar 31 - Apr 6, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	Best AI Tools for Project Managers in 2026	Listicle	AI tools for project managers	AI Tools
Thu	50 ChatGPT Prompts Every Manager Should Know	Resource	ChatGPT prompts for managers	Tutorials

Week 8 (Apr 7-13, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	The Real Cost Savings of AI for Business (With Numbers)	Strategy	AI cost savings for business	AI Strategy
Thu	I Automated My Entire Morning Routine with AI — Here's How	Case Study	— (engagement + social)	Case Studies

Month 2 Total: 8 articles (Running total: 16)

MONTH 3: Authority Building (Weeks 9-12)

Week 9 (Apr 14-20, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	Top No-Code AI Automation Tools Compared (2026)	Listicle	no code AI automation tools	AI Automation
Thu	Best AI Tools for HR Managers: Hiring, Reviews & More	Listicle	AI tools for HR managers	AI Tools

Week 10 (Apr 21-27, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	How to Write Better Emails in Half the Time with AI	Tutorial	how to use AI for email writing	Tutorials
Thu	AI Tools for Financial Reporting: Save Hours Every Month	Review	AI tools for financial reporting	AI Tools

Week 11 (Apr 28 - May 4, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	10 Zapier Automation Ideas Every Manager Should Set Up	Tutorial	Zapier automation ideas for managers	AI Automation
Thu	AI vs Virtual Assistant: Which Is More Cost-Effective?	Strategy	AI vs virtual assistant cost	AI Strategy

Week 12 (May 5-11, 2026)

Day	Article	Type	Primary Keyword	Category
Tue	How to Summarize Long Documents in Seconds with AI	Tutorial	how to summarize documents with AI	Tutorials
Thu	The Best AI Tools for Consultants and Freelancers	Listicle	best AI tools for consultants	AI Tools

Month 3 Total: 8 articles (Running total: 24)

Content Calendar Summary

Month	SEO Articles	Opinion/Case Study	Total	Cumulative
Month 1	7	1	8	8
Month 2	7	1	8	16
Month 3	8	0	8	24

4. SEO ON-PAGE CHECKLIST

For Every Article Published

Title & URL
- [ ] Primary keyword in title (ideally within first 60 characters)
- [ ] Title is compelling (number, power word, or curiosity hook)
- [ ] URL slug contains primary keyword (short, hyphenated)
- [ ] URL is under 60 characters

Meta Tags
- [ ] Meta description: 150-160 characters, includes primary keyword, has CTA
- [ ] Open Graph title and description set
- [ ] Twitter card meta tags set
- [ ] Canonical URL set

Content Structure
- [ ] Primary keyword in first 100 words
- [ ] H1 tag contains primary keyword (only one H1)
- [ ] H2 tags contain secondary keywords
- [ ] H3 tags used for sub-sections
- [ ] Content length: minimum 1,500 words (2,000+ for pillar content)
- [ ] Short paragraphs (2-4 sentences max)
- [ ] Bullet points and numbered lists used
- [ ] At least one table included (Google loves tables)

Internal & External Linking
- [ ] 3-5 internal links to related articles
- [ ] 2-3 external links to authoritative sources
- [ ] All links use descriptive anchor text (not "click here")
- [ ] Links open in appropriate context (internal: same tab, external: new tab)

Images & Media
- [ ] Featured image set (with alt text containing keyword)
- [ ] Images compressed (under 100KB)
- [ ] Images have descriptive alt text
- [ ] At least 1-2 images/diagrams per article

Engagement Elements
- [ ] Newsletter CTA within article (after key insight)
- [ ] Social sharing buttons visible
- [ ] Related articles shown at bottom
- [ ] Clear call-to-action at end of article

Technical SEO
- [ ] Page loads in under 3 seconds

- [ ] Mobile-friendly layout
- [ ] No broken links
- [ ] Schema markup (Article schema via BaseLayout)

---

5. CONTENT CREATION WORKFLOW

5.1 Weekly Content Production Schedule

Day	Activity	Time
Saturday	Keyword research + outline for Week's articles	2 hours
Sunday	Write Article 1 (first draft)	3 hours
Monday	Edit Article 1 + write Article 2 (first draft)	4 hours
Tuesday	Final edit + publish Article 1 + share on social	1.5 hours
Wednesday	Edit Article 2 + create social graphics	2 hours
Thursday	Final edit + publish Article 2 + share on social	1.5 hours
Friday	Analyse performance + respond to comments + plan	1 hour

Total weekly time commitment: ~15 hours

5.2 Article Creation Process (Per Article)

```
Step 1: Research (30 min)
███  Search target keyword in Google (study top 10 results)
███  Note: What are they covering? What's missing?
███  Identify 3 unique angles you can add
███  Gather data points, statistics, examples


Step 2: Outline (20 min)
███  Write H1 (title with keyword)
███  Write 5-8 H2 headings
███  Add H3 sub-points under each H2
███  Note where to add: tables, lists, images, CTAs
███  Plan internal links (to which existing articles?)


Step 3: Write First Draft (90 min)
███  Write introduction (hook + promise + keyword)
███  Write each section following outline
███  Use AI (ChatGPT/Claude) to help with:
```

```
■ ■■■ Data gathering
```

```
■ ■■■ Example generation
```

```
■ ■■■ Drafting repetitive sections
```

```
■■■ Add your personal insights and experience
```

```
■■■ Write conclusion with clear CTA
```

```
Step 4: Edit & Optimise (45 min)
```

```
■■■ Read aloud for flow
```

```
■■■ Run through Grammarly
```

```
■■■ Check SEO checklist (Section 4)
```

```
■■■ Add internal/external links
```

```
■■■ Add meta description and alt text
```

```
■■■ Format with proper headings, bullets, tables
```

5.3 Using AI to Speed Up Content Creation

What AI should do:

- • Research and data gathering
- • Generate outlines from your topic ideas
- • Draft specific sections (you then edit and add expertise)
- • Create meta descriptions and social media copy
- • Suggest internal linking opportunities

What YOU must do:

- • Final voice and tone editing
- • Add personal insights and opinions
- • Fact-check all AI-generated claims
- • Make strategic keyword placement decisions
- • Review and approve before publishing

Prompt template for article drafts:

```
Write a [word count]-word blog post about "[topic]" for an audience of

managers and professionals who are not technical.


Primary keyword: [keyword]

Secondary keywords: [keyword 2], [keyword 3]


The tone should be: professional, practical, actionable, no jargon.


Include:

- An engaging introduction that states the problem

- [number] main sections with H2 headings

- Practical examples and real-world use cases

- A table comparing [relevant items]
```

```
- A clear conclusion with action steps
```

```
- A CTA to subscribe to our newsletter
```

```
Do NOT:
```

```
- Use overly technical language
```

```
- Include coding examples
```

```
- Make unsubstantiated claims
```

```
- Use filler phrases
```

6. LINK BUILDING STRATEGY

6.1 Month 1-3 Link Building Tactics

Tactic	Expected Links	Effort
Guest posting on AI/business blogs	3-5	High
LinkedIn content with link to articles	2-4 (referral)	Medium
HARO/Connectively (respond to journalist queries)	2-3	Medium
Quora/Reddit answers with blog references	3-5 (referral)	Low
Blog commenting on related sites	2-3 (nofollow but traffic)	Low
Resource page outreach	2-3	Medium
Total target	**15-25 backlinks**	

6.2 Guest Post Target List

Website	Domain Authority	Topic Focus	Contact Method
Zapier Blog	85+	Automation, productivity	Contributor application
HubSpot Blog	90+	Business, marketing	Guest post pitch
Entrepreneur.com	90+	Business, startups	Contributor program
Medium (publications)	95+	Business, AI, technology	Publication submission
LinkedIn Articles	99	Professional content	Direct publishing
Indie Hackers	75+	Business, solo founders	Community posts
Business2Community	70+	Business, marketing	Guest post submission

6.3 Guest Post Pitch Template

```
Subject: Guest Post Pitch: [Specific Topic Title]
```

```
Hi [Name],


I'm the founder of AICommandDesk.com, where I write about practical

AI strategies for non-technical business professionals.


I'd love to contribute a guest post to [Site Name] about:


"[Proposed Title]"


This would cover:
- [Key point 1]
- [Key point 2]
- [Key point 3]


It's different from what's already published because [unique angle].


I've previously written about similar topics:
- [Link to your best article]
- [Link to another article]


Happy to adapt the topic or angle to best fit your audience.


Best,
[Your Name]
AICommandDesk.com
```

7. SEO TOOLS & SETUP GUIDE

7.1 Essential (Free) SEO Tools

Tool	Purpose	Setup Priority
Google Search Console	Monitor indexing, rankings, clicks	Day 1
Google Analytics 4	Traffic analytics, user behaviour	Day 1
Bing Webmaster Tools	Bing indexing + additional data	Day 2
Google Keyword Planner	Keyword volume estimates	Week 1
Ubersuggest (free tier)	Keyword research, competitor analysis	Week 1
AnswerThePublic	Question-based keyword ideas	Week 1
Ahrefs Free Webmaster	Backlink monitoring	Week 2

7.2 Setup Checklist (Day 1-3)

Google Search Console

1. Go to search.google.com/search-console
2. Add property: aicommanddesk.com
3. Verify via DNS (add TXT record in GoDaddy)
4. Submit sitemap: https://aicommanddesk.com/sitemap-index.xml
5. Request indexing for homepage

Google Analytics 4

1. Go to analytics.google.com
2. Create new GA4 property for aicommanddesk.com
3. Get Measurement ID (G-XXXXXXXXXX)
4. Add tracking script to BaseLayout.astro (in the)
5. Set up basic conversion events:
• Newsletter signup (form submission)
• Blog post read (scroll depth > 75%)
• Resource page visit

Bing Webmaster Tools

1. Go to bing.com/webmasters
2. Add site and verify
3. Submit sitemap

7.3 Weekly SEO Monitoring Routine

Day	Check	Tool	Action
Monday	Keyword rankings	Search Console	Note movements, adjust content
Wednesday	Indexing status	Search Console	Request indexing for new pages
Friday	Traffic trends	GA4	Identify top-performing content
Friday	Backlink changes	Ahrefs Free	Monitor new links

8. PERFORMANCE TRACKING FRAMEWORK

8.1 Monthly SEO Scorecard

Metric	Month 1	Month 2	Month 3	Target
Organic sessions				3,000+
Keywords ranked (any position)				50+
Keywords in top 10				5-10

Metric	Month 1	Month 2	Month 3	Target
Indexed pages				30+
Average position				<40
Click-through rate				>3%
Backlinks gained				15-25
Domain Authority				10+

8.2 Content Performance Tracking

For each article, track after 30 days:

Article	Organic Views	Avg. Position	CTR	Bounce Rate	Email Signups	Grade
[title]						A/B/C/D

Grading criteria:

- **A** = 500+ organic views, top 10 ranking → Create more like this
- **B** = 100-500 views, top 20 ranking → Optimise and update
- **C** = 50-100 views, top 50 ranking → Needs content improvement
- **D** = <50 views → Rewrite or merge with better-performing article

8.3 Content Optimisation Cycle

```
Publish → Wait 30 days → Analyse performance → Grade


If A: Write related content, add more internal links to it

If B: Update with more depth, better title, additional keywords

If C: Rewrite introduction, add new sections, improve formatting

If D: Consider merging into a stronger article or complete rewrite
```

8.4 Quarterly Content Audit Template

Every 3 months, audit all content:

1. Which 5 articles drive the most organic traffic?
2. Which 5 articles have the highest conversion rate?
3. Which articles have zero traffic after 60 days?
4. Are there keyword cannibalisation issues (multiple articles targeting same keyword)?
5. Which topics should we create more content on?
6. Which content needs updating (outdated tools, old data)?

APPENDIX: Content Ideas Bank (Beyond 90 Days)

AI Tools Category

- Best AI tools for marketing managers
- AI presentation makers compared (Gamma vs Beautiful.ai vs Tome)
- AI writing assistants: Jasper vs Copy.ai vs ChatGPT
- Best AI tools for customer support teams
- AI data analysis tools for non-analysts

AI Strategy Category

- How to build an AI adoption roadmap for your team
- AI governance: what every manager needs to know
- The manager's guide to AI ethics at work
- How to measure ROI of AI tools
- AI strategy mistakes that cost businesses millions

AI Automation Category

- 20 Zapier automations that save 10+ hours per week
- How to build a no-code AI chatbot for your business
- Automate your entire hiring pipeline with AI
- AI-powered email sorting and response automation
- How to create automated weekly team reports with AI

Case Studies

- How a 5-person agency uses AI to compete with firms 10x their size
- From skeptic to advocate: one manager's AI transformation story
- How a consultant doubled their revenue with AI tools
- AI automation saved this company ■50L per year

End of Content Calendar & SEO Strategy Document

Review this document monthly. Update keyword targets based on actual ranking data from Google Search Console.