**Content Planning Template**

**Objective:**

To build an online audience by showcasing the progress in building web applications, demonstrating technical aspects of various technologies, and writing engaging blog posts on platforms like Dev.to, Reddit, and Product Hunt. The goal is to encourage positive feedback, gather suggestions for project improvement, drive traffic to the personal website, and generate leads for one-on-one collaboration on freelance projects. Additionally, the aim is to increase impressions and clicks on the Fiverr platform gig.

**Targeted Metrics (KPIs):**

1. Website Traffic
2. Engagement (Comments, Likes, Shares)
3. Booked One-on-One Meetings
4. Impressions on Fiverr Gig
5. Clicks on Fiverr Gig

**Success Criteria:**

* Increase website traffic by 20% within the first month.
* Receive at least 10 positive feedback comments across all platforms within the first month.
* Book a minimum of 5 one-on-one meetings within the first two months.
* Achieve a 15% increase in impressions and a 10% increase in clicks on the Fiverr gig within the first month.

**Weekly Content Schedule:**

| **Week Starting** | **Content Theme/Topic** | **Content Type** | **Platform** | **Schedule Date** | **Metrics** |
| --- | --- | --- | --- | --- | --- |
| 2024-02-23 | Introduction to MUSE E-commerce | Blog Post + Video | Dev.to, Product Hunt | 2024-02-25 | Engagement, Website Traffic |
| 2024-02-26 | Tecnhical Post on CMS | Blog Post | Dev.to | 2024-02-27 | Engagement, Website Traffic |
| 2024-03-1 | Behind-the-Scenes MUSE E-commerce | Blog Post | Dev.to | 2024-03-2 | Engagement, Website Traffic |
| 2024-03-4 | Behind-the-Scenes MUSE E-commerce | Blog Post | Dev.to | 2024-03-7 | Engagement, Website Traffic |
| 2024-03-11 | Behind-the-Scenes MUSE E-commerce | Blog Post | Dev.to | 2024-03-13 | Engagement, Website Traffic |

**Notes:**

**Objective:** Clearly define the purpose or goal of the content plan. This could be to increase brand awareness, drive website traffic, generate leads, etc.

**Targeted Metrics:** List the key performance indicators (KPIs) that will be used to measure the success of the content plan. This could include metrics like website traffic, social media engagement, conversion rates, etc.

**Success Criteria:** Describe the criteria that will indicate the success of the content plan. This could include achieving certain target metrics, positive feedback from the audience, increased brand visibility, etc.

**Weekly Content Schedule:** Plan out the content to be posted each week. Include columns for the content theme or topic, type of content (e.g., blog post, video, infographic), platform (e.g., website, social media), scheduled date for posting, and the metrics that will be tracked for each piece of content.

**Week Starting:** The starting date of the week for which the content is planned.

Content Theme/Topic: The overarching theme or topic of the content.

Content Type: The format or type of content (e.g., blog post, video, infographic).

Platform: The platform where the content will be posted (e.g., website, Facebook, Instagram).

**Scheduled Date:** The date when the content is scheduled to be posted.

**Metrics:** The metrics that will be tracked to measure the success of each piece of content.

**Notes:** Include any additional notes or details relevant to the content plan.