

Content Calendar Planner

Plan a month of content in one session, then write, illustrate and publish every piece with your own AI.

expertai-prompts.info/tools/content-calendar/

Before you start (5 minutes, once): save your business profile in the [Business DNA Builder](#) so every prompt sounds like you. Optional: define customer segments in the [Audience Definition tool](#) and find keywords with the [Seed Keywords Planner](#). Everything stays in this browser on this computer.

01 — PLAN AND WRITE

Steps 1 to 3 on the page

1 Set your cycle (step 1)

Choose a start date, 30 or 90 days, your posting days and the platforms you use with posts per week. Add an **Image style** (for example your brand colours) so every image matches. Tick **Add code for hand-built pages** only if you do not use WordPress, Wix, Squarespace or Shopify.

2 Load your keywords (step 2)

Keywords from the Seed Keywords Planner and Content Idea Generator load automatically. Or **Import or add keywords** from Semrush, Ahrefs, Google Search Console or your own list. Long-tail keywords (3+ words) are used first and rotate.

3 Plan the session (step 3)

Pick 1, 2 or 4 weeks, then **Suggest my session**. Or use **Plan with AI**: copy the plan prompt into your AI, paste its reply back and press **Load plan**. Each post gets a date, platform, content type, journey stage, keyword, angle and title.

4 Check each card

Pick a title of 70 characters or fewer (an amber note warns you) and an **Image headline** of 3 to 6 words, ideally 40 characters or fewer. Change anything: date, platform, type or keyword.

5 Write with AI

Copy prompt, then open Claude, ChatGPT, Gemini or Copilot and paste. Ask for the Word file and save it under the card's save name. Check every fact, price and [check] note before you publish.

Blog and web pages get two images: a hero image (16:9) for the top of the page and a share image (1.91:1) shown when the link is shared. Social posts get one image in the right shape for the platform. Page 2 shows how.

02 — IMAGES AND PUBLISHING

From prompt to a web-ready file

6 Two prompts, two windows

Copy **image prompt** and paste it into a new chat in your image AI. Then **Copy share image prompt** into a second, separate window. Each prompt works on its own; the headline and scene are the same, so the pair looks like a set.

7 Choose your image AI

Start with **ChatGPT or Gemini**. The **Canva** button opens a blank design at the right size; open Canva AI there and paste. Canva AI has a monthly limit (Pro: about 20 top-tier uses) and each web post uses 2, so keep Canva for when you need it.

8 Check it yourself, then copy the alt text

Look for exact spelling of the headline, nothing cut off at the edges, and no logos or stray letters. If something is wrong, ask: "Fix only the ...". Paste the alt text your image AI gives into the card's **Alt text** box.

9 Fit and shrink

Click **Fit and shrink** on the row and pick the image you downloaded. Your browser fits it to the right shape, never enlarges it, and saves a JPG under the SEO filename: under 200 KB for a hero, 100 KB for a share image, 300 KB for social. Nothing is uploaded.

10 Publish and track

Fill your site in the order of the publishing block at the end of the Word file. Use the code block only for hand-built pages, and run Google's Rich Results Test. Then mark the piece Scheduled or Published in the **Archive** (step 5) and export a CSV to keep a copy.

Quick fixes

If you see this	Do this
Frame, rounded panel or box around the scene	Run the prompt again. In Canva, start from the Canva button so the design is blank first.
Wrong shape or a 2 MB file	Use Fit and shrink: it fixes the shape, size, weight and filename in one step.
Letters or numbers inside an icon	Ask: "Fix only the icons: pictures only, no letters or numbers."
Headline runs to 4 or 5 lines	Shorten the Image headline on the card (aim for 40 characters) and copy the prompt again.
Saved file is "name (1).jpg"	Your browser kept the original download. Delete it, then remove " (1)" from the new file.
Canva says you are near your AI limit	Switch to ChatGPT or Gemini. Canva's allowance resets on your billing date.
Plan gone on a new computer	Your plan lives in this browser only. Export the CSV from the Archive to keep or move it.