

The Social Media SEO Content Planner

Your repeatable planning tool from *The Social Media SEO Playbook* by Annie-Mai Hodge

How to use this planner

Work through each section in order as you follow the Playbook. Fill in the tables and tick off the checklists as you go — by the end you'll have a shortlist of keywords, a mapped content plan, an optimised profile, and one search-led post ready to publish. **Then duplicate this doc** and do it again next month. 🚀

Section 1 — Keyword Research Log

Fill in 5-8 keywords from your research. You'll use these throughout the rest of this workbook.

Keyword	Source (tool/platform)	Primary or secondary?	Notes

Section 2 — Search Intent Mapping

Take each keyword from your research log and map the intent and dominant formats.

Keyword	Intent Type	Top Format (Social)	Top Format (Google)

☀ *Reminder: Intent types: Informational | Navigational | Commercial | Transactional*

Section 3 — Content Idea Generator

Turn your keywords into 3–5 content ideas. Each idea should answer the search query, match the intent, and fit the dominant format you observed.

Keyword	Intent	Content Idea	Format

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Section 4 — Profile Audit Checklist

Your profile sends signals about what your account is about. Tick each item off — or note what needs updating.

- Username includes a niche keyword or clearly signals what you do
- Bio clearly states what you do and who you help
- Bio includes a location signal if relevant (e.g. "Social Media Strategist, London")
- Highlights (Instagram) or featured content (LinkedIn) are labelled with searchable topics
- Link in bio is active and points somewhere relevant
- Profile category / account type accurately reflects your niche

Notes / things to update:

Section 5 — My One Planned Post

Choose the strongest idea from Section 3 and plan it out in full.

Platform:

Primary keyword:

Secondary keyword:

Search intent I'm targeting:

Content idea / working title:

Format (video / carousel / static / guide):

Hook or opening line:

Hashtags (3–5):

Pre-publish checklist

- Primary keyword included naturally in caption / description
- Secondary keyword woven in where relevant (no stuffing!)
- Hook or opening clearly communicates what the post is about
- Alt text written (Instagram / LinkedIn)
- Subtitles added (video content)
- Text overlay reinforces the topic (video / Reels / TikTok)
- Hashtags added
- Post scheduled or published ✓**

Section 6 — Keep the Loop Going

Fill this in after your post has had a few days to breathe. Use it to refine your keyword list over time.

Post date: _____

What performed well?	What search terms drove traffic / views?	What would I refine next time?

Keywords to add to my list based on this post:

Duplicate this doc every time you plan a new piece of content. The more you repeat this process, the better your keyword list gets — and the more discoverable your content becomes.

A companion to *The Social Media SEO Playbook* by Annie-Mai Hodge x HubSpot