

## Content Management Portfolio

Keep website content fresh, structured, and compelling so users always encounter reliable information.

Task	Description	Owner	Frequency
Marketing Calendar	Organize Upcoming Articles and Updates	Content Manager	Weekly
Content Draft	Write and Polish Articles or Blog Posts	Content Manager	As needed
Check and Approve	Check Content Quality, SEO, and Brand Compliance	Content Manager	As Needed
Distribute Content	Input and Organize Content on the Site	Content Manager	As Needed
Edit Existing Content	Revise Old Content with Current Information	Content Manager	Quarterly
Evaluate Performance	Keep Tabs on Page Views, Interaction, and User Opinions	Content Manager	Monthly

Status	Notes
Done	Ensure Consistency with Marketing Efforts
Done	Verify Clarity, Accessibility, and Proper Voice
In Progress	Follow a Checklist to
	Ensure Quality
In Progress	Review Formatting and Link Accuracy
In Progress	Keep Site Information Current and Reliable
Not Started	Align Strategy with Insights