

Wellington Decorators - Content Calendar Q1-Q2 2026

Generated using: content-marketing skill (editorial calendar template)

Content Pillars

Pillar	Description	% of Content
How-To Guides	DIY tips, prep guides, maintenance	25%
Cost & Value	Pricing transparency, ROI of painting	20%
Inspiration	Colour trends, before/after, galleries	25%
Local Focus	Suburb-specific, Wellington weather	15%
Expert Advice	Why hire pros, paint selection, process	15%

February 2026

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
1	Feb 3	Blog	How Much Does House Painting Cost in Wellington 2026?	house painting cost wellington	Cost	TBD	Draft
1	Feb 5	Social	Before/After: Johnsonville Exterior	-	Inspiration	TBD	Ready
1	Feb 7	Email	Welcome Series #1: What to Expect	-	Expert	TBD	Draft

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
2	Feb 10	Blog	Best Exterior Paint Colours for Wellington Weather	exterior paint colours wellington	Inspiration	TBD	Draft
2	Feb 12	Social	Tip: Prep Your Walls Like a Pro	-	How-To	TBD	Ready
2	Feb 14	Social	Valentine's Special: Homes We Love	-	Inspiration	TBD	Ready
3	Feb 17	Blog	Interior Painting: What to Expect from Professional Painters	interior painters wellington	Expert	TBD	Draft
3	Feb 19	Social	Testimonial Tuesday	-	Expert	TBD	Ready
3	Feb 21	GMB Post	Summer Exterior Availability	-	Local	TBD	Ready
4	Feb 24	Blog	Why Hire Registered Master Painters?	registered master painters nz	Expert	TBD	Draft
4	Feb 26	Social	Behind the Scenes: Our Process	-	Expert	TBD	Ready
4	Feb 28	Email	Monthly Newsletter: Feb Highlights	-	All	TBD	Draft

March 2026

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
1	Mar 3	Blog	Complete Guide to Roof Painting in Wellington	roof painting wellington	How-To	TBD	Planned
1	Mar 5	Social	Transformation: Karori Heritage Home	-	Inspiration	TBD	Planned
1	Mar 7	Video	60-sec Time-lapse: Exterior Transformation	-	Inspiration	TBD	Planned
2	Mar 10	Blog	Painters Lower Hutt: Local Guide & Costs	painters lower hutt	Local	TBD	Planned
2	Mar 12	Social	Colour of the Month: Resene [Colour]	-	Inspiration	TBD	Planned
2	Mar 14	GMB Post	Autumn Prep Reminder	-	Local	TBD	Planned
3	Mar 17	Blog	Autumn Painting Preparation Checklist	autumn painting nz	How-To	TBD	Planned
3	Mar 19	Social	Testimonial Tuesday	-	Expert	TBD	Planned
3	Mar 21	Email	Autumn Campaign Launch	-	Cost	TBD	Planned
4	Mar 24	Blog	Eco-Friendly Painting: What Resene Eco Decorator Means	eco painting wellington	Expert	TBD	Planned
4	Mar 26	Social	Our Eco-Friendly	-	Expert	TBD	Planned

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
			Practices				
4	Mar 28	Video	Customer Testimonial: [Name]	-	Expert	TBD	Planned
4	Mar 31	Email	Monthly Newsletter: Mar Highlights	-	All	TBD	Planned

April 2026

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
1	Apr 1	Blog	Painters Upper Hutt: What to Know	painters upper hutt	Local	TBD	Planned
1	Apr 4	Social	Easter Break = Perfect Time for Interior Projects	-	How-To	TBD	Planned
2	Apr 7	Blog	How to Choose the Right Paint Finish	paint finish guide	How-To	TBD	Planned
2	Apr 9	Social	Before/After: Upper Hutt Renovation	-	Inspiration	TBD	Planned
2	Apr 11	GMB Post	Autumn Interior Specials	-	Cost	TBD	Planned
3	Apr 14	Blog	Protecting Your Home from Wellington's Winter	winter paint protection	Local	TBD	Planned
3	Apr 16	Social	Testimonial Wednesday	-	Expert	TBD	Planned
3	Apr 18	Email	Winter Interior Campaign Preview	-	Cost	TBD	Planned

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
4	Apr 21	Blog	Commercial Painting: What Businesses Need to Know	commercial painters wellington	Expert	TBD	Planned
4	Apr 23	Social	Commercial Project: [Business Name]	-	Inspiration	TBD	Planned
4	Apr 25	Video	Anzac Day - Respecting Heritage Homes	-	Local	TBD	Planned
4	Apr 28	Blog	Painters Porirua: Local Tips & Recommendations	painters porirua	Local	TBD	Planned
4	Apr 30	Email	Monthly Newsletter: Apr Highlights	-	All	TBD	Planned

May 2026

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
1	May 5	Blog	Interior Painting Trends 2026	interior paint trends 2026	Inspiration	TBD	Planned
1	May 7	Social	Our Favourite Interior Colours Right Now	-	Inspiration	TBD	Planned
2	May 12	Blog	How Long Does a Paint Job Last?	paint longevity	Expert	TBD	Planned

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
2	May 14	Social	Why We Offer 5-Year Guarantee	-	Expert	TBD	Planned
2	May 16	GMB Post	Winter Interior Bookings Open	-	Cost	TBD	Planned
3	May 19	Blog	Painters Kāpiti Coast: Complete Guide	painters kapiti coast	Local	TBD	Planned
3	May 21	Social	Kāpiti Project Showcase	-	Inspiration	TBD	Planned
3	May 23	Email	Winter Special Launch	-	Cost	TBD	Planned
4	May 26	Blog	The Best Time to Paint in Wellington (Seasonal Guide)	best time to paint wellington	Local	TBD	Planned
4	May 28	Social	Behind the Scenes: Winter Prep	-	Expert	TBD	Planned
4	May 30	Email	Monthly Newsletter: May Highlights	-	All	TBD	Planned

June 2026

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
1	Jun 2	Blog	Winter Interior Painting: What You Need to Know	winter interior painting	How-To	TBD	Planned
1	Jun 4	Social	Perfect Winter Project: Living Room Refresh	-	Inspiration	TBD	Planned
2	Jun 9	Blog	Dulux vs Resene: Which Paint Brand is Best?	dulux vs resene	Expert	TBD	Planned
2	Jun 11	Social	Our Paint Partners	-	Expert	TBD	Planned
2	Jun 13	GMB Post	Mid-Year Check: Is Your Paint Holding Up?	-	How-To	TBD	Planned
3	Jun 16	Blog	How to Prepare Your Home for Painters	prepare home for painters	How-To	TBD	Planned
3	Jun 18	Social	Client Q&A: Common Questions	-	Expert	TBD	Planned
3	Jun 20	Email	Matariki Special Offer	-	Cost	TBD	Planned

Week	Date	Type	Title	Target Keyword	Pillar	Owner	Status
4	Jun 23	Blog	Painting Heritage Homes in Wellington	heritage house painting wellington	Expert	TBD	Planned
4	Jun 25	Social	Heritage Project: [Location]	-	Inspiration	TBD	Planned
4	Jun 27	Video	Q2 Project Highlights Reel	-	Inspiration	TBD	Planned
4	Jun 30	Email	Monthly Newsletter: Jun + Q2 Review	-	All	TBD	Planned

Content Performance Tracking

Blog Metrics (per post)

Metric	Target	Measurement
Organic sessions	100+ in 30 days	GA4
Avg. time on page	2+ minutes	GA4
Scroll depth	75%+	GA4
Quote form clicks	3%+ of visitors	GA4 Events
Keyword ranking	Top 20 in 60 days	SEMrush/Ahrefs

Social Metrics (weekly)

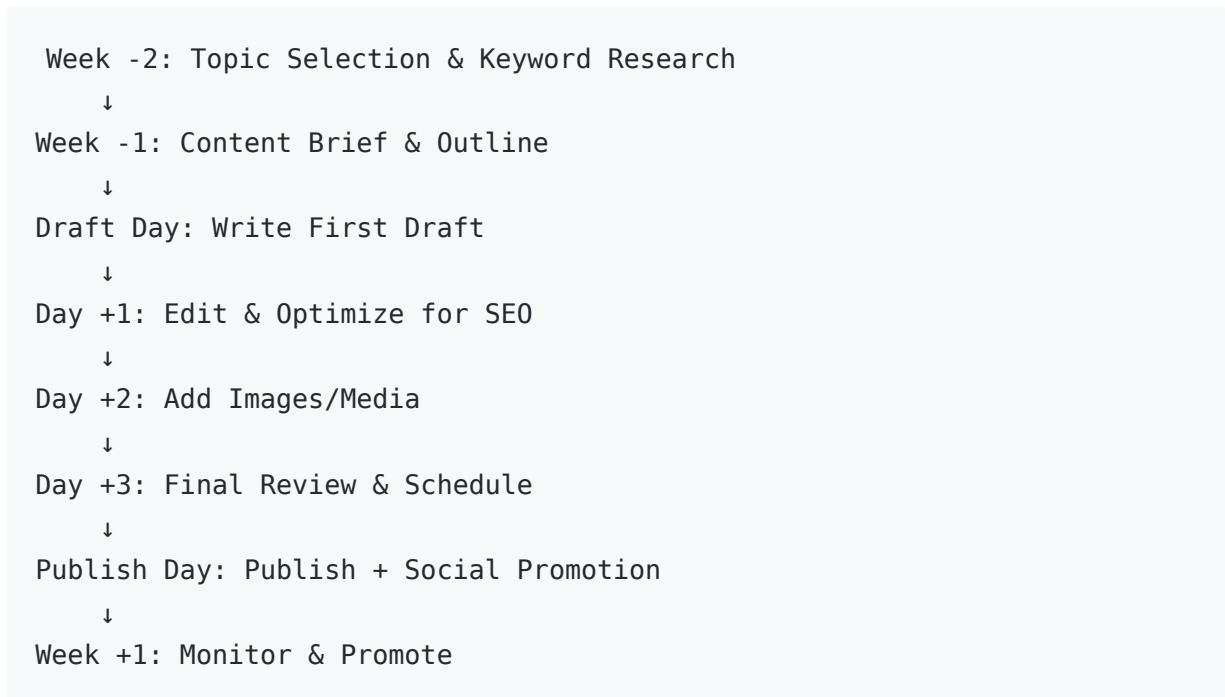
Metric	Target	Platform
Post reach	500+ per post	Native analytics
Engagement rate	3%+	Native analytics
Profile visits	50+ per week	Native analytics

Metric	Target	Platform
Website clicks	20+ per week	Native analytics

Email Metrics

Metric	Target
Open rate	25%+
Click rate	3%+
Unsubscribe rate	<0.5%

Content Production Workflow



Repurposing Strategy

Original Content	Repurpose Into
Blog post	3-5 social posts
Blog post	Email newsletter section
Blog post	GMB post

Original Content	Repurpose Into
Customer review	Social graphic
Project photos	Instagram carousel
Project photos	Before/after Reel
Video testimonial	Short clips for Stories

Calendar generated by OpenClaw using content-marketing skill