

The best way to structure and manage advanced content creation—including ideation, research, scripting, production steps, and archiving with advanced data visibility and customization—is by building a robust Notion database, leveraging its new Layout Builder features for powerful property management and streamlined workflows. This approach enables smooth viewing, grouping, and quick editing of essential metadata and workflow stages, and it helps keep finished projects organized and discoverable in a dynamic archive.

Core Concepts for Content Management

Central Content Database: Start with a Notion database as the main content hub, where each page represents a media project, video, article, or podcast episode.

Comprehensive Properties: Add detailed properties such as status, script, platform, YouTube views, relations, project links, and sponsor details—aiding end-to-end workflow tracking.

Sectioned Properties: Utilize Layout Builder to group and collapse property sections (General, Relations, Sponsorship, Helper, etc.) for focused, contextual editing and review without clutter.

Layout and Property Customization

Pin Properties for Quick Access: Pin up to four high-priority properties underneath the page title for horizontal, easy-access display (e.g., status, URL, platform), ensuring core content isn't buried below metadata.

Collapse and Organize: Group properties in collapsible sections so you can focus on relevant details in any work context (e.g., Writer assignments only show for scripting stage, sponsorship only for monetized content).

Show/Hide Controls: With Layout Builder, set properties to always show, hide when empty, or collapse them by default to minimize visual clutter.

View Modes and Navigation

Side Peek Mode: Use Notion's Side Peek to multitask—quickly reference or edit scripts and outlines, move between related pages, and leverage keyboard shortcuts (e.g., Command-Shift-Backslash to toggle sidebar/properties).

Custom Views: Implement filtered database views by content type, status, or assigned creator for streamlined project management across different workflows.

Archiving and Analytics

Finished Project Archive: Archive completed content in a dedicated database or use a Status property (e.g., Published, Archived) to auto-hide or move finished works, keeping the workspace uncluttered.

YouTube AI Integration: Include a property for YouTube views analytics, which can be synced through Notion's API or connected via a Zapier/Make automation to refresh view counts.

Bulk Layout Management and Resetting

Apply Layouts to All Pages: Changes made in the Layout Builder apply to all items in the database, ensuring consistent workflows and visibility across massive content collections.

Easily Reset or Tailor: If needed, instantly revert to default layouts or choose a new default template, so experimentation and iteration do not disrupt workflow.

Recommended Keyboard Shortcuts

Toggle Sidebar: Command + Backslash (\$\$ (Mac) or Control + Backslash (Windows))

Open/Close Properties Panel: Command + Shift + Backslash (Mac)

Navigate in Side Peek: Command + [or] (back/forward between pages)

Sample Property Group Structure

Section	Example Properties	Pin Possible?
General Details	Title, Description, Owner, Writer	Yes
Sponsorship	Brand, Rate, URL	Yes
Relations	Related Content, Sponsors, Channels	Yes
Helper Properties	YouTube Chapters, Meta ID	No
Files/Images	Attachments, Thumbnails	Yes

Limitations and Wishlist

Image Aspect Ratio: Current fixed aspect ratios may crop tall images or book covers; Notion does not yet support dynamic aspect ratios for cover or image preview, though gallery views can help.

Relation Property Visibility: Setting minimal or expanded view for related items still requires a few clicks; more granular controls would improve power user workflows.

The Notion Layout Builder, combined with relational database design and property pinning, provides the most flexible and scalable solution for centralizing content project management—covering everything from ideation to archiving, with fast access to key metadata and versioning for advanced content creators.

This approach keeps content workflows frictionless and organized while allowing for deep customization, focused navigation, and future scaling with analytics integration.

References

Guide to Notion Layout Builder and property customization for content databases

Setting up advanced Notion content pipelines and integrating external analytics