

Content Strategy Template



1. Setting Your Goals and KPIs

Goals	KPIs
Drive an increase in traffic	10% increase in monthly traffic

2. Researching Your Audience Personas

Start by downloading and filling out our [buyer persona template](#). Then record a few notes about your top 3 buyer personas here.

Persona #1	Persona #2	Persona #3

3. Conducting a Content Audit

Start with the [Content Audit Tool](#) to help you to build up a picture of your site's content inventory. Then list the first 10 flagged pages in the "Pages" tab.

Page Title	Page URL

4. Prioritizing Optimizing Existing Content

Sort the above pages into the three categories below:

- **Keep**
Content that is performing well, drives traffic each month, and has earned backlinks.
- **Improve**
Content that is not performing but could be working harder if it was improved or optimized.
- **Remove**
Content that is not currently performing and does not warrant being improved.

Keep	Improve	Remove

5. Finding Content and Keyword Gaps

Start with the [Keyword Gap Tool](#) to discover any keyword gaps between you and your competitors. Identify your key missing keywords and begin to plan how you will cover those gaps.

Missing Keyword	Strategy to Improve

6. Planning New Content

Start with [SEO Content Template](#) produce a framework for the keyword of your choice. Then record that keyword and your recommendations here.

Primary Keyword	
Semantically Related Keywords	
Recommended Text Length	

7. Crafting a Content Distribution and Promotion Strategy

Here you can record any content distribution strategy or resources you may have.

Think of any channels or platforms that you can use to connect with your audience or share your content. Examples include your social media accounts, collaborating with influencers, running social media ads, etc.

8. Measuring Success

We recommend setting weekly intervals to measure performance, always measuring against the goals you set out, and recording the progression against the time-bound metric you put in place.

Select a few key metrics related to the goals and KPIs you set in step 1. Use the table below to record any notes or trends you notice as you put your content strategy into action.

Metrics can include organic hits, impressions, and ranking positions, etc.

	Metric 1	Metric 2	Metric 3
Week 1 (Benchmark)			
Week 2			
Week 3			
Week 4			