At Starter Story, we write everything down.

When we plan a new feature, a change in process, an idea, it's all written down. We try to do this in Google Docs, so it's public for everyone to see, comment on, and provide their feedback.

Usually this comes in the form of a **project plan**. A project plan can be for a very small thing, like a change in copy on a webpage.

You can find all project plans [here](#).

New Content Idea Project Plan Template

Here is an example of a [project plan](#) for one of our new content types: Best Coworking Spaces

There is not an exact formula for these project plans, but there are a few things that should be included:

The "What is this?" (1-2 sentences)

This should be short and to the point. What is this document about?

The "Why?"

Why are we testing this? What does it improve? Who does it benefit?

Goals

What is the goal of this project? This should be specific and measurable and tied to the result of the project. Something we can look back on after the project is complete, to check if it was successful.

Research

All project plans should be backed up with keyword research from Ahrefs, Google, Competitors and other sources.

Please detail your findings here. This may include things like:

- Main keywords and queries we want hit throughout the blog post
- A list of potential "topics" for this content type

The MVC Details

The rest is details. We should be as detailed as possible in our projects.

- What will the blog post look like? How will it be formatted? Any examples of other blog posts you can show?
- How many topics will we test, and how long will the testing period be?
- How will we implement our findings from the keywrod research into the article?
- What will the title of the blog posts be?
- What are the next steps to publishing these posts?

Some Rules

No bullet points. Don't make any claims without evidence.