

People First Content Template

Last Updated / Reviewed: April 09th, 2024 - To use: File > Make a Copy

Read the Guide + Need help? Email marcus@bowlerhat.co.uk -

Content Title:

Step 1 - Content Goal
Initial Goal: <enter your initial goal here> Why? <question you goal here> First Analysis: <detail your answers here> Why: Second Analysis: Why: Third Analysis: Why: Fourth Analysis: Why: Fifth Analysis:
Revised Goal



Step 2 - Reframe for the audience

Who is the intended audience?

Goal: <enter your revised initial goal here>

So What? <answer here>

So What? <answer here>

So What? <answer here>

So What? <answer here>

So What? <answer here>

Reader Oriented Goals





Step 3 - Demonstrate Experience & Expertise

1. What direct experience can you incorporate?

2. What makes you or your business a credible expert on this topic

3. Fact Checking & Referencing

4. Improve or create About Us & Author Pages





Step 4 - Aim High

1. Data & Examples

2. Add something new to the discussion

3. Write a clear title

4. State your sources & add commentary





Step 5 – Write

At Bowler Hat we follow this process - but how you write is up to you!

1. Decide on the format (blog post, list, stats etc)
2. Bullet points of the sections
3. Very rough first draft (just write - don't stop to edit)
4. *Walk Away for a few hours at least*
5. Second draft
6. *Walk away and sleep on it **
7. Third draft
8. Editor review
9. Tweak & Publish



Step 6 – Review

Review Your Content using the questions here:

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Take notes & loop back and conduct one final edit!

Review Notes



Notes

Make a list of notes here and any questions visit www.bowlerhat.co.uk or drop me a line at marcus@bowlerhat.co.uk - happy to help!

