

Content Strategy Template

By Wild Idea

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Step 1: Choose Your Goals

A successful content strategy is a roadmap to your goals. Hence, the first step is to determine what you want to achieve with your content. At this stage, you should define high-level goals, content goals, and publishing frequency to accomplish those goals within a specific timeframe.

For example, consider a proptech company that helps consumers buy and sell homes with the help of their software. The content goals could be increasing signups to their platform, getting a certain number of backlinks, or attracting conversion-driven traffic.

You can use the form below to tabulate your goals.

High-Level Goals	Content Goals	Timeframe,
<i>E.g., Increase platform sign-ups,</i>	<i>E.g., X amount of monthly traffic,</i>	<i>E.g., XX sign-ups in a month.*</i>

**You will likely need historical data or testing to set a realistic goal.*

Step 2: Identify the Client's Ideal Customer

Interview the client to understand who their best customers are. You can take manual notes or use software like Chorus or Gong to analyze your client conversations and get exciting insights.

You can also watch their videos and listen to their podcasts to understand their offerings and the audience segments that would be most interested in them. Ultimately, your content must win over your client's ideal customers to achieve its goals.

Given our example company, one of the ideal customer groups would be tech-savvy home buyers and sellers.

Ideal Customers	What They Need Help With,
<i>E.g., Tech-savvy home buyers</i>	<i>- Ideal homes within the price range - Information about life in the area - Education about the RE process</i>

Step 3: Figure Out How Your Product, Service, or Offering Solves Your Customers' Pain Points

Ask the client for their brand story to uncover the *why* behind their business. Did they find a gap in the market and decide to launch their products or services? Or did they notice a shift in the industry and pioneer the new trend?

You need to help the client recall why they started their business in the first place. What were the pain points of their ideal customers, and how do their offerings serve as a solution to those problems?

Another way to go about it is to identify your client's best-selling products or services and take the time to understand why people prefer your client's offerings over competitors.

Offerings	Pain Points,
<i>E.g., Regular updates and reports</i>	<i>- Time lost in the follow-up - Updated sale or purchase status</i>

Step 4: Create A List Of Broad, Core Topics

Now that you know your client's ideal customers and their pain points, you should have a better understanding of what kind of content they want to consume and what your client expects them to do when they consume your content.

With this knowledge, you should be able to identify broad topics to create your content around. These will be your pillar pages and will mainly target short-tail keywords with high difficulty.

Main Topic	Keywords (High DR, High SV)
<i>Pillar Topic #1</i>	<i>Short-Tail Keyword</i>
<i>Pillar Topic #2</i>	<i>Short-Tail Keyword</i>
<i>Pillar Topic #3</i>	<i>Short-Tail Keyword</i>

Step 5: Keyword Research for Mofu-Bofu Keywords That Fall Under Pillar Topics

Now it's time to really dig deeper into the pillar topics you identified earlier. Use keyword research in unison with your notes from the client interview to list all the subtopics such that you can cover each pillar topic in great depth and breadth.

Run the list of subtopics through tools like Ahrefs to find suitable low-difficulty high-volume keywords for each topic. You can use keyword research to find more topics and reject those that don't have SEO value.

Give precedent to BOFU-MOFU topics with high conversion potential and work your way up to the TOFU topics that are more suitable for creating awareness.

Main Topics	Subtopics	Keywords (Low DR)	Funnel Stage
<i>Pillar Topic #1</i>	<i>Cluster topic #1</i>	<i>Keywords</i>	<i>BOFU</i>
	<i>Cluster topic #2</i>	<i>Keywords</i>	<i>BOFU</i>
	<i>Cluster topic #3</i>	<i>Keywords</i>	<i>TOFU</i>
<i>Pillar Topic #2</i>	<i>Cluster topic #1</i>	<i>Keywords</i>	<i>BOFU</i>
	<i>Cluster topic #2</i>	<i>Keywords</i>	<i>BOFU</i>
	<i>Cluster topic #3</i>	<i>Keywords</i>	<i>MOFU</i>
	<i>Cluster topic #4</i>	<i>Keywords</i>	<i>TOFU</i>

Step 5: Choose Formats, Assets, and Differentiators

You can choose to create blog posts, videos, in-depth guides or any other type of content. However, it's best to stick to one content format in the beginning. Let the keyword intent and SERP decide the format you choose, i.e., if it's a how-to tutorial, it might be best to make a video or step-wise images for the process.

Analyze the SERP and see how you can top it and present better information for the readers. Note the assets you should create for your topics, such as infographics, better visuals, templates, cheat sheets, or gated content.

Google gives preference to unique content and tries its best to provide visibility to content pieces that cover a topic from different angles. You can add expert opinions, quote new data, use differing opinions, or improve the content's depth or UX to make it stand out.

Format (Intent/What's Needed to Rank)	Assets (What will help the content achieve its goals)	Unique Angle (Expert opinions? Fresh Data? Dissenting/Contrarian Opinion?)
<i>E.g., Blog posts,</i>	<i>E.g., Gated content</i>	<i>Fresh data (run a survey to get the latest stats)</i>

Step 6: Pick Distribution Channels

If you have multiple distribution channels, choose where each content piece will be published. Some popular channels are blogs, Facebook groups and pages, Reddit forums, Quora, and email outreach. You can also advertise or boost the content that starts getting more attention on social media.

Content Piece	Distribution Channel #1	Distribution Channel #2	Distribution Channel #3	Distribution Channel #4,
<i>E.g., Best School Districts in City,</i>	<i>E.g., Email outreach,</i>	<i>E.g., Quora,</i>	<i>E.g., SEO forums,</i>	<i>E.g., Social media groups, and pages</i>