



Content Marketing Strategy Template

Fill-in-the-blank workbook

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- What makes them choose you over competitors: _____
- What almost made them NOT hire you: _____

Support/reception insights:

- Question your receptionist answers most often: _____
- Complaint or frustration you hear repeatedly: _____

Section 3: Keyword Research Foundation

Your core services (list 3-5):

1. _____
2. _____
3. _____
4. _____
5. _____

For each service, list 3 search queries your customers would use:

Service 1: <u> _____ </u>

- Query: _____
- Query: _____
- Query: _____

Service 2: <u> _____ </u>

- Query: _____
- Query: _____
- Query: _____

Service 3: <u> _____ </u>

- Query: _____
- Query: _____
- Query: _____

Free keyword research checklist:

- [] Check Google autocomplete for each service term
- [] Review "People Also Ask" boxes for each query
- [] Look at competitor blog topics (what are they writing about?)
- [] Review your own Google Search Console data (if available)

Check Google Business Profile "searches" report

Section 4: Topic Clusters

Cluster 1 (your most important service):

- Hub topic: _____
- Spoke 1: _____
- Spoke 2: _____
- Spoke 3: _____
- Spoke 4: _____

Cluster 2:

- Hub topic: _____
- Spoke 1: _____
- Spoke 2: _____
- Spoke 3: _____
- Spoke 4: _____

Cluster 3:

- Hub topic: _____
 - Spoke 1: _____
 - Spoke 2: _____
 - Spoke 3: _____
 - Spoke 4: _____
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Section 5: Content Calendar

Publishing frequency commitment:

1 post per month

2 posts per month (recommended minimum)

1 post per week

Other: <u> _____ </u>

Your batching schedule:

- Research day: _____ (day of week)

- Writing day(s): _____ (day of week)
- Editing day: _____ (day of week)
- Publishing day: _____ (day of week)

Month 1 Content Plan:

Week	Topic	Target Keyword	Content Type	Cluster
1				
2				
3				
4				

Month 2 Content Plan:

Week	Topic	Target Keyword	Content Type	Cluster
1				
2				
3				
4				

Month 3 Content Plan:

Week	Topic	Target Keyword	Content Type	Cluster
1				
2				
3				
4				

Section 6: Content Mix

Target content mix (should total 100%):

- SEO-driven content (targeting search queries): _____% (recommended: 80%)
- Brand content (thought leadership, opinions, culture): _____% (recommended: 20%)

Content types you'll use:

- In-depth guides (2,500-4,000 words)
- How-to tutorials (1,200-2,000 words)

Identify content that needs updating or improving

Section 9: Timeline Expectations

My commitment:

- I will publish consistently for _____ months before evaluating results
- Minimum commitment: 6 months (recommended)

Realistic milestones:

- Month 1-3: Foundation built, _____ posts published
 - Month 4-6: First rankings, organic traffic growth begins
 - Month 7-12: Compounding returns, measurable lead generation
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Quick-Start Action Items

If you only do 5 things this week:

1. List 10 questions your customers ask most often
2. Google each question and see what's ranking
3. Pick the 3 questions with the weakest competing content
4. Write your first blog post answering one of those questions
5. Set up Google Search Console if you haven't already

*Created by Digital Marketing Services

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Based on the same framework used to plan a 390-post, 18-month content strategy.