



Content Development Template

1. Audience Research:
 - Create detailed buyer personas.
 - Identify audience pain points and preferences.
2. Keyword Research:
 - Use tools like Ahrefs or Google Keyword Planner.
 - Identify relevant keywords with high search volume and low competition.
3. Content Planning:
 - Develop a content calendar.
 - Outline the type of content (blogs, videos, infographics).
 - Set publishing dates and distribution channels.
4. Content Creation:
 - Write compelling headlines.
 - Structure content for readability (use subheadings, bullet points).
 - Incorporate visuals (images, infographics, videos).
5. SEO Optimization:
 - Optimize titles and meta descriptions.
 - Include internal and external links.
 - Use keywords naturally within the content.
6. Content Promotion:
 - Share on social media platforms.
 - Send to email subscribers.
 - Collaborate with influencers and industry partners.
7. Engagement:
 - Respond to comments and questions.
 - Engage with your audience on social media.
8. Analysis and Adjustment:
 - Track key metrics (page views, time on page, bounce rate).
 - Analyze data to understand performance.
 - Adjust strategy based on insights.