

# Content Pillars Template

Here's how you can create a content pillars template to organize and plan your content strategy. Think of it as your roadmap to delivering awesome content consistently. Ready? Let's dive in!

## #1. Start with Your Content Pillar Topic

First things first, what's the big theme or main topic you want to focus on? For example, if you're into digital marketing, that's your content pillar. It's the broad subject under which all your content will fall.

## #2. Pick Your Main Keyword

Now, zero in on a main keyword that captures the essence of your content pillar. For instance, if our topic is digital marketing, a keyword like "SEO" could be spot on. This keyword will guide your content's focus and help with SEO.

## #3. Give a Description of the Content Pillar

Here's where you give a brief overview of what this pillar is all about. Why is it important? What value does it bring to your audience? A quick description will help set the context for your content.

## #4. Break It Down into Subtopics/Themes

Let's get specific. Under your main topic, what are the key areas you want to cover?

- Subtopic 1: Maybe you start with "On-page SEO."
- Subtopic 2: Then move on to "Off-page SEO."
- Subtopic 3: And don't forget about "Link Building."

These subtopics help you cover all bases and ensure a well-rounded content strategy.

## #5. Choose Your Content Types

Now, think about the different formats you want to use. Here are some ideas:

- Blog Posts for deep dives
- Infographics for visual learners
- Videos for those who prefer watching
- Case Studies to show real-world applications
- eBooks for comprehensive guides
- Webinars for interactive sessions

Mix it up to keep things interesting!

## #6. Define Your Target Audience

Who are you talking to? Knowing your audience is crucial. Are they small business owners? Marketing professionals? The better you understand them, the more relevant your content will be.

## #7. Plan Your Promotion Channels

Once your content is ready, how are you going to get it out there? Consider:

- Social Media to reach a broad audience
- Email Marketing for direct communication
- Influencer Partnerships to tap into established audiences
- SEO to ensure your content is easily found

A good mix will maximize your reach.

## #8. Set Up a Content Calendar

Time to get organized! Plan out when you'll publish each piece of content. For instance:

- Week 1: A blog post on "On-page SEO"
- Week 2: An infographic on "Off-page SEO"
- Week 3: A video on "Link Building"
- Week 4: A webinar on "Advanced SEO Techniques"

Having a schedule keeps you on track and ensures consistent content flow.

## #9. Define Your Goals/KPIs

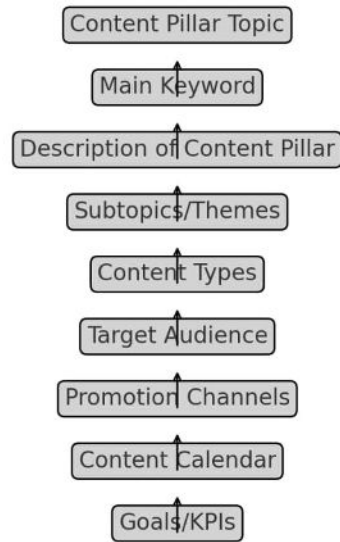
Let's measure success. What do you want to achieve with your content?

- Increase organic traffic by a certain percentage?
- Generate a specific number of leads?
- Improve search engine rankings for your target keywords?

Set clear goals so you can track your progress and adjust as needed.

## 10. Finalize Your Content Calendar

Wrap it up with a detailed schedule for the month. List out what content goes live when, and stick to it!



And there you have it! A comprehensive content pillars template that'll help you stay organized and focused. Remember, this template is just a starting point. Customize it based on your business needs and goals.