

HOW TO BUILD A DATA-DRIVEN CONTENT STRATEGY

IN 1 DAY



If you aren't using great content to grow your audience, you're losing them to competitors who are. But creating a solid content strategy is a lot of work, right? Wrong.

All you need to create a content strategy is...



Free tools



One human



One day


9AM

GOOD MORNING




1 USE GOOGLE KEYWORD PLANNER TO ASSESS DEMAND FOR CONTENT









Enter keywords relating to your product and industry.

Create a list of the highest volume keywords.

Enter keywords on a list using the Search for new keywords.

Add the related keywords generated to your list.

10AM

2 GENERATE EVEN MORE KEYWORDS









Put your browser in Incognito mode.

Enter your target keywords into Google.

Google will tell you how many people are phrasing the most popular terms.

Visit a list of almost fully formed post ideas.

11AM

3 CONTENT AUDIT YOUR COMPETITORS









Perform searches using your list of keywords and phrases.

Read the three most recent articles on the page.

Write down 2 things that suck about them - what's missing?

Write down 2 ways your piece could be better - Move data? A crucial fact? A brilliant revelation?

2PM

4 CREATE NEW CONTENT IDEAS BASED ON YOUR KEYWORD SEARCH









Decide on four core blog topics that address the wants and needs of your audience.

Combine your high-volume keywords and search phrases with your core ideas.

Consider what has been written by competitors.

You should now have a series of smart ideas for new content.

4PM

5 CONVERTING THROUGH CONTENT, VIA LANDING PAGES









You can create "content upgrades" by including various calls to action in your content.

Consider which of your gated content (like ebooks) has a dedicated landing page.

Assign a piece of gated content to each relevant new content idea.

This will create opportunities to nurture the leads you collect from your content and promote conversions.

5PM



YOU MADE IT!

So to sum, put yourself on the track - you've created a data-driven content strategy in just 1 day!

But don't relax for too long - now it's time to implement your strategy and reap the rewards!

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