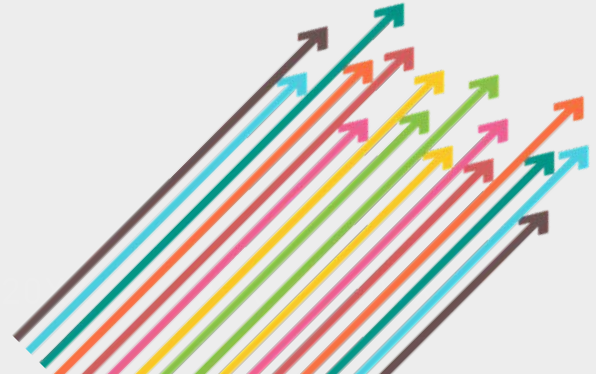


CONTENT PLAN AND STRATEGY



Long-Term Strategy

- Goal: earn money, branding, awareness, traffic, email sign-ups, or a passion project
- SEO is how most written content will be discovered (social sharing is far second)
- Core strategy: mostly to rank higher for “impactful” SEO keywords



Each Piece Of Content Needs To

- 1) Be trusted, interesting, and challenging for readers
- 2) Be within greater SEO and content strategy and be shareable on social media
- 3) Be logically natural to get the reader to take the next steps according to your strategy



Bonus Strategies

- Being re-shareable in a viral fashion
- Being funny, educational, or slightly controversial
- Inspire dialog among readers and form a community

