

Content Planning - 2018

Delivering Your Content

How do you prefer to create and share content? Do you love blog posts, or podcasts?

Picking Your Platforms

Which platforms best suit your content and style? Which ones DON'T?

Internal Linking Opportunities

Where can you boost SEO & reader knowledge by further explaining certain topics?

Prior Knowledge

What are the ESSENTIAL areas your readers need to know so they can get the most out of your posts?

Fleshing Out Best Performers

Which of your best performing posts could do with improvement, a follow up, or further info?

Guest Posting

What gaps are there in your knowledge, and what information can you share with others?

FAQ Like Never Before

What are your most asked (and weirdest) questions? Have you taken the time to answer these in depth?

Keyword Research

Do you have posts for each phrase you'd like to rank for? And the different user intents for each?