

SEO and Content Marketing Strategy Template

Step 1: Set Your Goals

- What do you want to achieve?

Example: Get 20% more website visitors in 3 months or increase engagement on your articles.

Step 2: Research Keywords

- Find words people are searching for that relate to your topic.

Example: Use tools like Google Keyword Planner or Ahrefs to find keywords like *“SEO analytics,” “content marketing benefits,”* or *“how SEO and content work together.”*

Step 3: Plan Your Content

- Choose topics that match your keywords and help your audience solve problems.

Example: Write articles like **“How to Combine SEO and Content for Better Results”** or **“Simple Steps to Track Content Success.”**

Step 4: Optimize Your Content

- Use your keywords naturally in:
 - The title
 - Subheadings
 - The first paragraph
 - Meta descriptions (short summaries for search engines)
- Add links to other helpful pages on your site.
- Use images and videos to make your content more engaging.

Step 5: Promote Your Content

- Share your content on social media. **Example:** Post a link on LinkedIn with a quick summary.
- Send it to your email subscribers.
- Collaborate with other sites or blogs to share your article.

Step 6: Track Performance

- Use tools like:
 - **Google Analytics:** See where visitors come from and how long they stay.

- **Google Search Console:** Check how your keywords rank.
- **BuzzSumo:** See if people are sharing your article.

Step 7: Improve Based on Data

- Look at the numbers:
 - Are people spending time on your page?
 - Which content gets the most views or shares?
- Update old articles with new tips, stats, or keywords to keep them relevant.

Step 8: Repeat and Adjust

- Keep testing new ideas:
 - Try different headlines.
 - Experiment with new types of content (e.g., infographics or videos).

This template helps you as a guide to organize your efforts and combine SEO with content marketing in a simple, step-by-step way.