

1 Goals and Objectives

What is the goal of your content? Circle one of the goals listed below.

Awareness | Lead Generation | Engagement | Sales | Lead Nurturing | Customer Retention

Take this goal one step further by holding yourself to a goal you have to hit. Read the two examples of content objectives and success measures someone might have, then fill out your own objective.

Goal: Awareness

Objective: Earn more website pageviews than the average piece of content received in the previous month.
Min. Pageviews to Earn: _____.

Goal: Engagement

Objective: Earn the highest engagement rate on social media for any content asset published during the (month / quarter). The content asset that holds the highest engagement rate last (month / quarter) was: _____ and the engagement rate was _____%.

Goal: _____

Objective: _____
Success Measure (a number to meet or surpass): _____.

2 Content Topic

Write the topic of your content asset in the "Topic" circle on the worksheet (pg. 2).

3 Searcher Personas

Name your 3 searcher personas. As you describe them, ask yourself these questions and explain their background in the space on the diagram worksheet.

- Who are they?
- Why did they click on your article?
- What problem are they facing?
- Were they just looking for more information or did they have a question or need advice?
- Were they looking for a definitive answer or an opinion?
- What is their job at work or their role in life? (parent, grandchild, etc.)
- How well-informed are they about the topic?
- Should they enjoy this, find it helpful, want to share it, or want to bookmark it and use it again?

Name: _____ **Name:** _____ **Name:** _____

Now you should know who your readers are and why they might be seeking out the information you are creating.

4 Create the Questions that Your Personas Would Have

This exercise helps us figure out what we're going to talk about in our content. If we think like the searcher and imagine the types of questions they have... then we can begin to outline the types of information that need to be present in our content.

Write out the questions they might have. Come up with a few questions that each persona might have. Ideally, when they search that question they will find your content asset which will answer their question.

Searcher Persona 1 (Name):	Searcher Persona 2 (Name):	Searcher Persona 3 (Name):
Q1.	Q1.	Q1.
Q2.	Q2.	Q2.
Q3.	Q3.	Q3.

Review these questions. You will start to see the type of information that you need to include in your content if you intend to provide audiences with the information they need and answer their questions. When you identify these secondary areas of information, write them on the "Subject Area" line of the worksheet. There is a space titled, "question I'm answering" where you can write the question from the exercise above that helped determine this information would be helpful to include in your content.

(Hint: If you don't see any secondary topics, try answering the questions you've written above, which should help.)

5

Summarize Your Approach

After you've completed Step 4, summarize what you want the section to be like. Don't try to write the section itself, but write 100 words about what will be in it... **without looking online**. Write the summary beneath the "Subject Area." Once you're finished, continue as usual by researching keywords for each section and identifying three keywords (you've already got your long-tailed ones!).

SUBJECT AREA: _____

QUESTION I'M ANSWERING: _____

SUMMARY: _____

Keywords:

1. _____
2. _____
3. _____

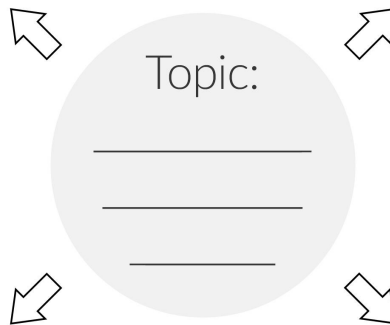
SUBJECT AREA: _____

QUESTION I'M ANSWERING: _____

SUMMARY: _____

Keywords:

1. _____
2. _____
3. _____



SUBJECT AREA: _____

QUESTION I'M ANSWERING: _____

SUMMARY: _____

Keywords:

1. _____
2. _____
3. _____

SUBJECT AREA: _____

QUESTION I'M ANSWERING: _____

SUMMARY: _____

Keywords:

1. _____
2. _____
3. _____

6

Write

At this point, you should have a fully developed outline of what you want your article to be about, the information that needs to be in it, the questions it should answer and the people it is written for.