



## Content Planning Workbook

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If you follow the step-by-step process in this workbook you will begin developing your very own *Content Spider* - a content marketing strategy that is designed to improve your SEO performance, reduce the complexity of your brand messaging, and boost the authority of your business.

## What is the Content Spider?

The *Content Spider* represents the architecture and structure for the content on a website.

Whether your website is brand new or well-established, this concept will help give your content strategy both direction and focus - resulting in a clear and compelling message for your prospective customers.

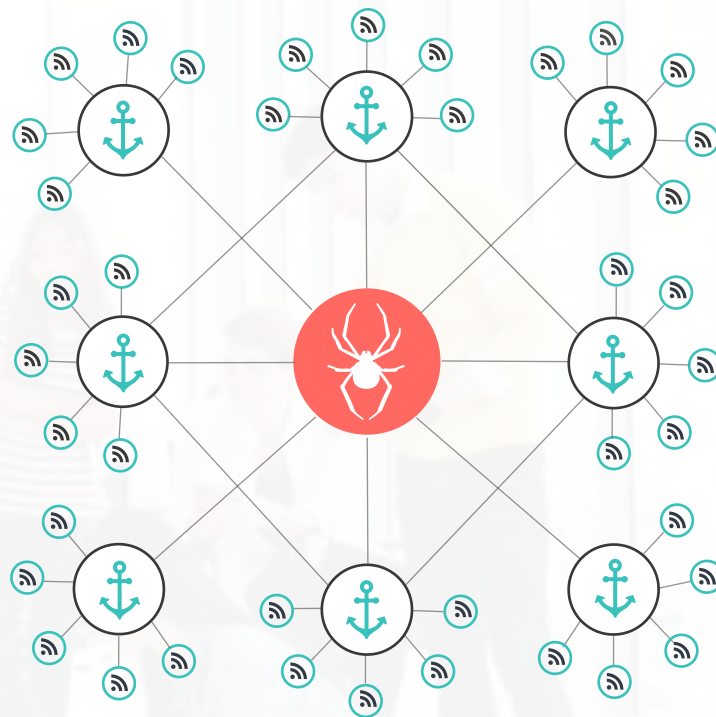
The basic idea of the *Content Spider* starts with Basecamp. Your Basecamp is the content hub of your website that acts as the structure for the rest of your strategy. It acts as an index of sorts for all of the other content you create and is given website prominence on your primary navigation menu.

Stemming from your Basecamp are Content Anchors. These anchors are long pieces of highly useful content that dominate a specific topic and are optimized for an SEO-focused keyword term that relates to your business and ideal customer profile. All of the anchor topics are mentioned on your Basecamp page and subsequently linked to after their creation.

Once you have a set of Content Anchors, the rest of your content strategy is tailored accordingly. Blog post ideas and their associated keywords complement these anchor topics and link back to them internally.

Over time you build a strategically architected Spider's Web of internal, and external links that support themselves using these anchor points.

## CONTENT SPIDER



Basecamp



Content Anchor



Blog Post



1

## Define Your Ideal Customer Profile

An Ideal Customer Profile (ICP) is a representation of what you believe your ideal customer to be. You should build this profile using real data about your current customers and market research. Having a clearly defined ICP will help you understand your audience's needs, goals, and interests. In fact, websites that market to customer profiles are 2-5 times more effective than those that have generalist copy. Use your ICP to create a *Content Spider* that helps guide your customers along a journey through awareness, research and finally to purchase.

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## Conduct Competitor and Keyword Research

The purpose of conducting competitor and keyword research is to determine a list of topics that satisfy certain needs for your ICP and fill your *Content Spider*. Start your topic research by highlighting the key pains, interests, and desired outcomes of your ICP. Then, expand this research by looking into the content published by your top competitors and using a keyword research tool to identify opportunities for creating content that will rank in search engines.

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## Design Your Spider

Now that you have a list of potential content topics - based on your ICP and additional research - it's important to organize this information into a digestible structure so that your messaging is crystal clear. Start by choosing the most prominent and all-encompassing topic from your list to use as the Basecamp for your Spider. Then, choose a series of Content Anchors that will form the skeleton of the Basecamp page and a series of blog posts that stem from these Content Anchors.



How would you describe your ideal customer in one sentence?

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What is the typical age and sex of your ideal customer?

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Where do they live? (Geography)

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What are their short, medium and long-term goals?

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What are the top problems you solve for them?

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What are their biggest fears/concerns, that relate to working with you?

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What are the most common objections to working with you?

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What are the most important purchase criteria for these customers?

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What are some common questions your customers have at each stage of the buyer's journey?

Attract:

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Convert:

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Close:

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Delight:

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Keyword/Topic

Monthly Search Volume

Ranking Difficulty

A large, stylized, light gray spider graphic is centered in the background. The spider has a rounded body, two large circular eyes, and several legs extending outwards. The entire graphic is set against a dark gray background.

# WANT US TO DESIGN AND CREATE YOUR CONTENT SPIDER?

Send an email to [contact@flypchart.co](mailto:contact@flypchart.co)  
with the subject line "SPIDER"