

# Content Planning Guide

## By Bold Entity

### Planning Information

**Company Name**

**Time Period**

**Industry Benchmark**

**Previous Time Period Content Analytics**

**Internal/External Feedback**

## Monthly Research

Conduct online and trade research for new content marketing trends and ideas.

Source (News, Trend, Competitor, Similar Industry, Other)	Notes

<b>Identified Topics/Trends</b>
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## Keyword Research

Review organic search website analytics, Google Search Console, and other available SEO tools. Identify 10 keywords/search terms to target through content marketing.

Keyword/Search Term	Content Ideas

# Content Strategy

Determine the minimum threshold for content publishing. Review previous information and ideas and plan your content pieces.

**Topic**

**Target keywords**

**Audience**

**Content Type/Length**

**Content Synopsis**

**Audience Benefit**

**Content Piece # \_\_\_\_\_**

**Topic**

**Target keywords**

**Audience**

**Content Type/Length**

**Content Synopsis**

**Audience Benefit**

**Content Piece # \_\_\_\_\_**

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