



# The Customizable Content Strategy Template Your Team Will Love

Use this guide and accompanying spreadsheet to plan the content strategy for your organization.

# Content Strategy Guide

Several major inputs form the foundation of an effective content strategy. You'll find a section devoted to each in this guide.

1. **Goals:** what you want to accomplish
2. **Audience:** who you want to reach
3. **Competition:** the other content already available in your industry
4. **Resources:** internal assets you can leverage
5. **Tactics:** the activities that will help you meet your goals
6. **Investment:** your budget
7. **Measurement:** how you'll track results

The accompanying spreadsheet will provide your team with a workspace to collaborate as you explore these elements.



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company

# The Template

We've created a spreadsheet where you can record your research and collaborate with your team.

We suggest you review the guide and then work through each section in the spreadsheet.

**[Get the spreadsheet here](#) (Google Sheets\*)**

**\*Click "File" then "Make a Copy" to create an editable copy of the sheet**

Save a copy of the spreadsheet now, and be sure to revisit it periodically to help keep your team aligned.



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# GOALS

Content strategy starts with defining what you want to accomplish: your goals. Consider what your brand stands for, your marketing objectives, and the needs of your business.

## Pro Tip:

Be sure to get buy-in from **all major stakeholders**, because your biggest decisions will flow from your goals.

## Common Content Goals:

- Grow awareness of your products
- Support customers
- Change how people think about something
- Attract and retain employees
- Build repeat customers and brand loyalty

Goal	How it will help our business
<b>Example</b>	
<i>Grow awareness of our products</i>	<i>As more people hear about us, our products are more likely to become part of the consideration set when buyers research their options.</i>
<i>Build trust among our target audience</i>	<i>We want to position our staff as experts, so our customers will view us as partners in solving their problems.</i>
<i>Increase leads for our sales team to follow up with</i>	<i>This will ultimately help us increase sales and grow.</i>

For more guidance, see:

- [How to Develop a Content Strategy](#)
- [How to Define and Measure Marketing Objectives: A Start-to-Finish Guide](#)

# AUDIENCE

*Knowing your audience is critical. Interview customers, talk to sales/customer service reps, read reviews and testimonials, and research with online tools to glean every bit of insight you can.*

## Pro Tip:

Consider creating a persona for each of your customer segments. A buyer persona also includes demographics and other information.

Use this [Buyer Persona Template](#) to guide you.

**Answer the following questions for each of your audience segments.** This information will inform the tactics and messaging you use to reach your target audiences.

- Who do you want to reach?
- What do they care most about, relating to your product category?
- What is their attitude toward your product category?
- What are their fears?
- How do they prefer to consume information?
- What websites do they visit?
- What keywords do they use?

See how to find some of this information with Alexa's tools next...

*For more guidance, see:*

- [The Importance of Targeting in Marketing \(And How to Include It in Your Strategy\)](#)
- [10 Buyer Persona Examples to Help You Create Your Own](#)

# AUDIENCE

Use Alexa's tools to learn about your audience:

- Audience Overlap Tool
- Audience Interest Tool



Alexa's **Audience Overlap Tool** lets you see other sites that your audience visits. The tool groups similar sites into segments, so you can identify informational sites and competitor sites, etc.

Then you can analyze those sites in other Alexa tools, such as the **Competitor Keyword Matrix**. This shows the keywords your audience uses.

Alexa's **Audience Interest Tool** shows you the types of websites your audience is likely to visit by category. You can drill down to view popular topics and the top sites in each category.

Keywords	Popularity
☆ law practice management software	27
☆ legal case management software	27
☆ legal software	27
☆ case management software for lawyers	
☆ law firm software	
☆ legal billing software	
☆ case management software	
☆ law practice software	
☆ lawyer software	
☆ client intake software	
☆ legal practice management software	
☆ law firm management software	

The screenshot shows the Audience Interest tool interface for the domain 'clio.com'. It displays a list of categories the audience is interested in, sorted by interest score. The top category is 'Business and Industry/Legal' with an interest score of 5.8x, a likelihood to visit of 69%, and 9 sites. The second category is 'Computers and Technology/Information Technology'. The interface includes a search bar, a 'Quick Start' button, and a 'Preview +' button.

# COMPETITION

*Look at what your competition is doing. What seems to be working? Are there things that no one else is doing but you think would resonate with your audience?*

## Pro Tip:

Discover how you can outperform the competition in traffic, keywords, backlinks, and more with a competitive website analysis. Benchmark your site, find gaps in your strategy, and identify competitor strengths and weaknesses you can leverage to get the edge.

**Identify your competitors and evaluate their effectiveness.** This info will provide context to your content marketing, to help you spot gaps and know where you should invest more effort.

Examine the following for each competitor:

- Positioning
- Site traffic and performance
- Keywords
- Share of voice
- Backlinks
- SEO effectiveness

See how to do this with Alexa's tools next...

*For more guidance, see:*

- [How to Do a Competitive Analysis: 7 Steps with Tools + Free Template](#)
- [4 Ways to Use a Competitive Matrix to Find Growth Opportunities](#)
- [A Competitive Analysis Example to Get You Started](#)

# COMPETITION

Use Alexa to analyze your competitors. Start with the [Site Comparisons Tool](#), [Competitor Keyword Matrix](#), and [Competitor Backlink Checker](#).



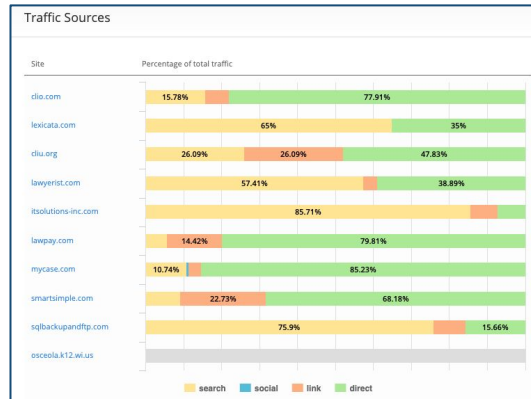
See which competing websites your audience visits with Alexa's **Audience Overlap** tool.

Alexa's **Competitor Keyword Matrix** can show your keyword gaps - the content your competitors cover but you don't.

Keywords	Popularity
☆ mycase software	13
☆ law software	12
☆ law office software	11
☆ legal workflow software	10

Compare traffic sources and metrics with Alexa's **Site Comparisons** tool. You can see the following data for each competitor:

- Pageviews/user
- Bounce %
- Time on site
- Alexa Rank
- Reputation metrics



Analyze your competitor's backlinks with Alexa's **Competitor Backlink Checker**. It shows which sites are sending traffic to a set of websites.

Linking Sites	Alexa Rank	Sites	clio.com	lawpay.com
☆ abajournal.com	79,912	2	-	✓
☆ solopracticeuniversity.com	1,194,177	2	-	✓
☆ wssfc.org	-	2	-	✓



# UNIQUE RESOURCES

*Determine what assets you've got to work with before you plan new content.*

## More Alexa Tools That You'll Love

The **Content Exploration** tool shows you how your content does on social media.

Our **Site Audit** tool shows you how to improve your site for SEO, and the **On-Page SEO Checker** show you opportunities to optimize your content pieces.

**Brainstorm with your team to find a unique position or internal resources you can leverage. This might include:**

- An outspoken company leader or knowledgeable SME with a large following
- Something you do better than anyone else
- Loyal customers who evangelize for you on social media
- Internal staff who are keen to blog
- An interesting story behind the company
- Connections at industry publications

**Audit existing content before you determine what new content you'll produce.**

1. Create a catalog of your existing content.
2. Record metrics for each piece for engagement, quality, and SEO value.
3. Mark which stage of the funnel the content addresses.
4. Determine whether you'll update or delete any posts.
5. Look for gaps for which it makes sense to create new content.

*For more guidance, see:*

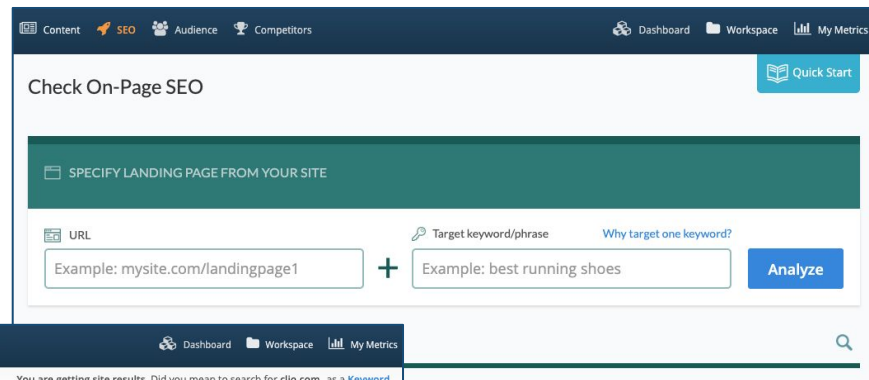
- [Use This Content Audit Template to Assess, Measure, and Plan for the Future](#)
- [How to Use Content Mapping to Create Effective Content](#)

# CONTENT AUDIT

Use Alexa to analyze your existing content. Start with the *Content Exploration Tool*, *Site Audit Tool*, and *On-Page SEO Checker*.

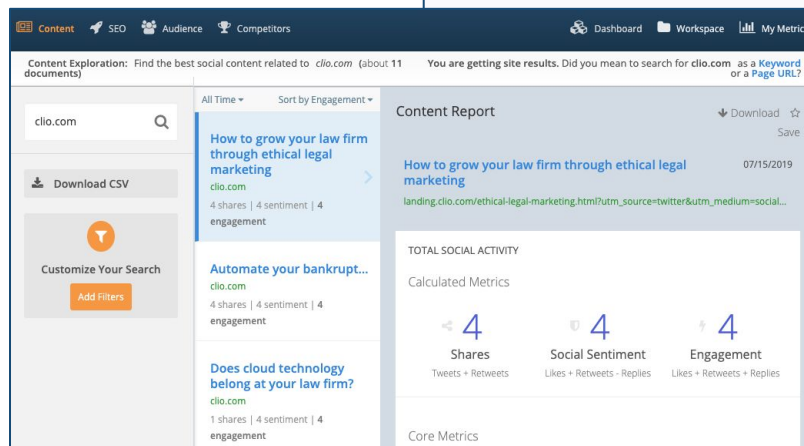
Alexa's **On-Page SEO Checker** shows you ways to get more search traffic to a page. Enter a blog post to see recommendations.

Alexa's **Site Audit** tool provides you with a list of improvements to make to your site content.



## SEO

- 1. Give important pages unique titles. See [Duplicate Title Tags](#).
- 2. Add informative title tags to pages. See [Missing Title Tags](#).
- 3. Shorten page titles to 65 characters or fewer. See [Long Title Tags](#).
- 4. Remove extra title tags. See [Multiple Title Tags](#).
- 5. Add links to hard-to-find pages. See [Reachability](#).
- 6. Replace redirects with direct links or reconfigure server. See [Redirects](#).
- 7. Replace generic anchor text. See [Anchor Text](#).
- 8. Fix broken links. See [Broken Links](#).
- 9. Add links to dead end pages. See [Dead End Pages](#).
- 10. Shorten URLs to 128 characters or fewer. See [Long Urls](#).



Alexa's **Content Exploration** tool shows how your content—or your competitors' content—is doing on social media. It can also show you what information performs best in your industry.

# TACTICS

Determine the roadmap that will let you meet your goals based on what you know about your audience, competitors, and resources.

## Pro Tip:

Think about how each content marketing activity will support the goal.

## Get into the details:

Here's where you plan out the activities of your content marketing team. You are creating a framework that your team can fill in and evaluate the effectiveness of as the year progresses.

Activity	Channel	Justification	Frequency
<b>Example</b>			
Participate in industry articles related to our sector	Respected industry websites (e.g., law.com)	Our audience is skeptical of vendor information and we need to build trust	1x/month
Publish optimized top of funnel content	Our own blog	We need to have information available for when our audience searches online	2x/month
Internal SME to publish thought leadership	LinkedIn	Our audience is active here - we can build trust through connection with an individual	2x/month
Create downloadable asset	Our website	Leads enter our system for follow-up by the sales team when they download it	2x/year

For more guidance, see:

- [Create a Winning Social Media Marketing Strategy in 7 Steps](#)
- [Your Complete Guide to Creating an Influencer Marketing Strategy](#)
- [The Content Calendar Template That Saves Time for the Whole Team](#)

# INVESTMENT

*Estimate your required investment to accomplish your goals. Think of internal and external resources you will need.*

## Pro Tip:

Consider existing resources before you finalize your strategy, to make sure it's realistic.

## Also To Know:

- If you hire an agency, they may need to charge for ad hoc services on top of your monthly fee.
- As you produce content, you'll need to build in time for maintaining and retiring it, too.

Resources Needed	Investment
<b>Example</b>	
Hire a freelance writer to support content production	\$2,000/mo
Internal staff time required (management, assisting in creating content)	60 hrs/mo
Outsource design help for blog	\$500/mo

*For more guidance, see:*

- [What is Marketing ROI?](#)

# MEASUREMENT

Track KPIs to evaluate how your content strategy performs. This will help you set expectations for company leadership and your team.

## Pro Tips:

- Set measurable objectives to help you achieve your goals.
- Determine the corresponding metrics so you can track progress.
- Take into account the timeline to achieve results.

See examples of common content marketing metrics in [How to Develop a Content Strategy](#).

Goal	Objective	Metric
<b>Example</b>		
Grow awareness via blogging/SEO	Grow traffic by 10% month over month	Monthly pageviews
Grow leads in your marketing funnel	Grow qualified leads by 20% year over year	Number of qualified leads that have entered your system

For more guidance, see:

- [What Is a KPI in Marketing? Plus 17 KPIs You Should Track](#)
- [How to Define and Measure Marketing Objectives: A Start-to-Finish Guide](#)

# Sharpen your content strategy with actionable tools from Alexa.

TRY THE ADVANCED PLAN 14 DAYS FREE

