Content Marketing
Week 7: Topics

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Let's do a recap

What you know so far

1. **Industry trends**
2. **Market status**
3. **Your competitors**
4. **Your competitors' performance**
5. **Your audience**
6. **Your audience's pain points**
7. **Your client's goals**
8. **Your client's positioning, tone of voice and brand materials**
9. **Your client's performance**
10. **Your client's current state of content**

You have everything you need to put together your content strategy.

<u>Apart from this one thing.</u>

Your final list of topics

(And keywords)

Let's build this list in 4 steps

1.

Identify gaps from competitors

- Go to Keyword Gap in Semrush
- Add your client's domain and up to 4 competitors' domains
- Start with "Missing" and "Weak" keywords.
- Expand to the rest once the above are covered.

2.

Identify low-hanging fruit for your site

- Add your client's domain to Organic Research
- Go to "Positions" report
- Filter for Top 20 positions (or similar)
- Export the report
- Filter or group based on branded/non-branded; intent; KD
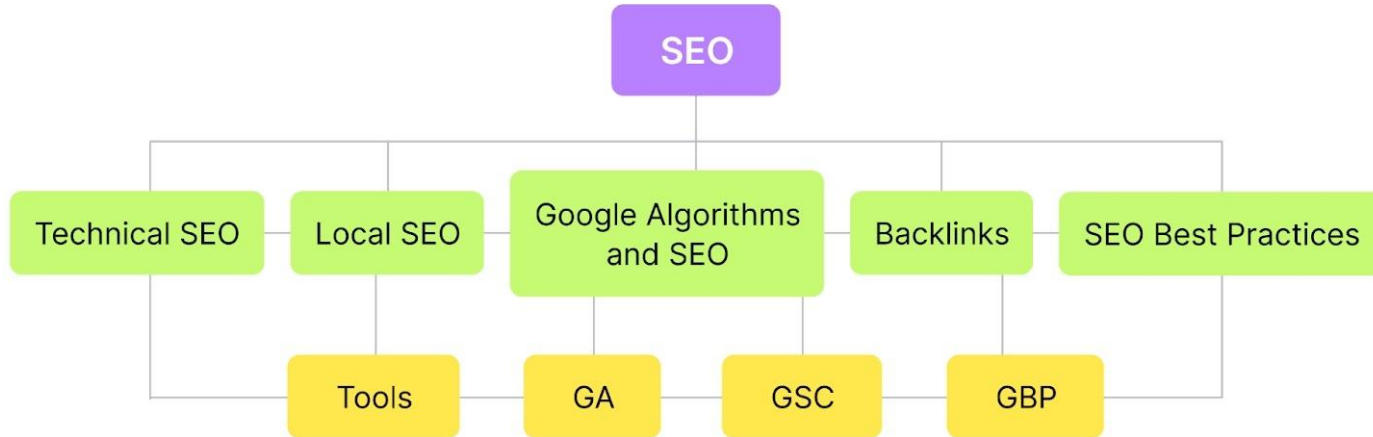
3.

Find additional keywords/topics

- Go to Keyword Magic Tool
- Enter your seed keywords (from client discovery phase or from previous steps)
- Select keywords that resonate with the offering/the audience

4.

Create topic clusters

- Define the topics
- Define target keyword for the pillar page
- Organise the rest of the keywords under each cluster using Keyword Manager

Pillar Pages and Clusters

SEO

Technical SEO | Local SEO | Google Algorithms and SEO | Backlinks | SEO Best Practices

Tools | GA | GSC | GBP

Pillar Page Cluster Secondary Cluster — Link

Prioritize your keywords

Now, you have everything you need to create a prioritized list of target terms

Template:
https://docs.google.com/spreadsheets/d/1QfhijI3BYXH_TDy6l7bmBWKaPCYz1vTalDTBd-XvGfI/edit?usp=sharing

	A	B	C	D	E	F	G
	Keyword	**MSV**	**KD**	**Ranking URL**	**Current Positic**	**Cluster**	**Discovered i**
	keyword	40500	100	https://www.semrush.com	100	Keywords	keyword gap
	reverse image	1830000	100	https://www.semrush.com/b	15		low hanging
	seo tools	12100	90	https://www.semrush.com/a	5	SEO tools	keyword research

Next steps

Let's build our list of target keywords

Claude is impressed with your insights so far.

He now wants to see a list of the top 50 keywords you propose you target through your content strategy.

Create a list of top 50 keywords for Claude providing any information necessary around each keyword (e.g. MSV, current rankings etc.).

Be prepared to explain the rationale behind choosing these specific keywords vs others.

Ground rules

(Very few but important!)

- **Only smart people ask questions.** You <u>NEED</u> to ask questions during our sessions.

- You can contact me at any point between sessions via email.

- You can use AI (e.g. ChatGPT) for any assignment (or part of it). As long as you disclose it when you do.

- If you don't complete an assignment on time for the next session, please make every effort to complete it together with the next one.

Let's go! 🚀