

# Content Marketing

## Week 8: Populating your content strategy

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# How do you understand what content to suggest?

## 1. Manual SERP analysis

Search for your term on Google

Take note of:

- Content types that rank at the top
- Main topics they cover (you're going to need these later for your content briefs)
- SERP features present on the results
- Content that is featured in these and main characteristics

## 2. Automated SERP analysis

Use a tool like Semrush.

Add your keyword to Keyword Overview.

Take note of:

- Primary intent
- Secondary keywords & Questions (to include in your brief)
- Click on each of the top performing URL to get more insights around:
  - Content type
  - Ranking keywords
  - Keywords for which they're featured in SERP features

**Let's practice!**

# If you have no access to a content marketing tool...

Remember AI and LLMs?

Now is the time to use it (if you haven't already so far into the process!)

- Use a free AI tool like ChatGPT or Claude.
- Copy/Paste the text from ranking pages and prompt it to:
  - Provide you with a list of headings and subheadings
  - Summary of what's covered under each subheading
  - Review the content as [insert your main audience characteristics, e.g. solo-traveler looking to travel cheap but safe]. What are the things it does well? What is missing/how can it be improved?
  - Find the common topics covered among the text you've included in your previous prompts.
  - Format as table/deck/doc.
  - Anything else you need to know!

The screenshot shows a chat interface with the following elements:

- Title:** Extracting Subheadings from an SEO Tools List
- Input:** A text box containing "paste.txt" and "12.75 KB".
- Prompt:** "Can you export the main subheadings from this text?"
- AI Response:** "Here are the main subheadings from the text:" followed by a bulleted list:
  - The best free tools to upgrade your SEO
  - Tools to help you uncover new keyword opportunities
  - Tools that will check your backlinks
  - Tools for technical and on-page SEO
  - Tools for competitor research
  - Tools for link building
  - Tools for local SEO
  - Further resources
- User Follow-up:** "Thank you! Can you give me a short summary of what's covered under each subheading?"
- AI Response:** "Here is a short summary of what's covered under each subheading:" followed by the text "The best free tools to upgrade your SEO".

# Pst!

Don't forget:

- You have a list of potential topics from your audience research phase
  - Forums
  - Social Media
  - Google Trends / Topic research tools
- You have your competitor analysis and keyword gap analysis
- You have your content audit findings
- You have your keyword research and topic clusters

# Let's build our content strategy!

A	B	C	D	E	F	G	H	I	J	K	L	M	
Keyword	MSV	KD	Intent	Ranking URL	Current Position	Cluster	Discovered	Work from Content Audit?	Link to Content Audit	Funnel Stage	Suggested Title	Main content type	Additional
keyword	40500	100		<a href="https://www.semrush.com/analytics/">https://www.semrush.com/analytics/</a>	100	Keywords	keyword gap						
reverse image	1830000	100		<a href="https://www.semrush.com/blog/reverse-image-search/">https://www.semrush.com/blog/reverse-image-search/</a>	15		low hanging						
seo tools	12100	90		<a href="https://www.semrush.com/analytics/orgar">https://www.semrush.com/analytics/orgar</a>	5	SEO tools	keyword research						

You're ready for the next stage: Transforming topics and keywords into **actual** content ideas.

**Next steps**

# Let's define the content we'll create

Claude is now waiting to see your final proposal.

What content does his team need to create?

For the keywords you've identified as important, please propose the content that needs to be created.

He needs this by Tuesday the 22nd of November.

# Ground rules

(Very few but important!)

- **Only smart people ask questions.** You NEED 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.
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Let's go! 🚀

