

Content Strategy Guide



WHAT IS A CONTENT STRATEGY

Content Strategy refers to the strategic planning, creation and management of the content produced and shared on various platforms (social, blog, email). For food bloggers, “content” includes writing, photos, graphics, artwork or video.. or any combination of these.

WHY DO I NEED A CONTENT STRATEGY

Putting strategy behind your content is going to ensure that you find the right topics for your audience and that you are focusing your energy in areas that will bring you a raving audience, more traffic and more money.

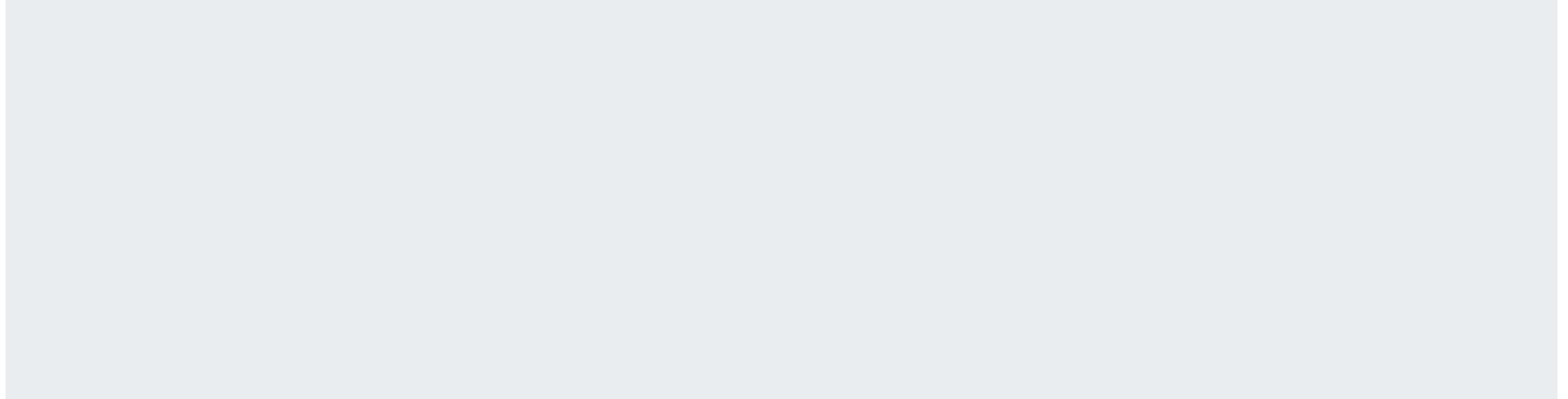
**HAVING A STRATEGY FOR COMING UP WITH AND
MANAGING CONTENT IS AN ESSENTIAL PART OF
BEING A FOOD BLOGGER.**

Content Strategy Worksheet

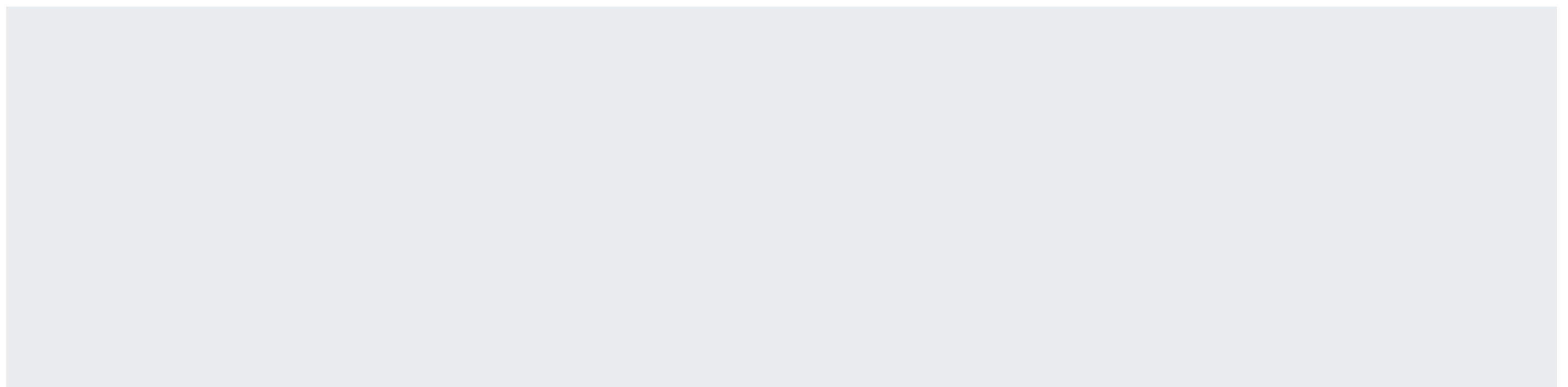
HOW TO CREATE A CONTENT STRATEGY

1. Determine number of **weekly posts** you'll publish for the next 3 months.
2. Define and understand your ICA. Recommended: Fill out the Avatar Creation Guide.
3. Make a list of recipe and topic ideas your ICA might be needing from you in the next 3 mos.
4. Write out your passion topics that relate to your niche.
5. Make a list of food that will be in season and that people are likely to have access to for the next 3 mos.
6. Find the common topics that exist in all 3 categories.
7. Research topics on Google Trends.
8. Use a keyword research tool to refine your key phrase.
9. Research and evaluate top competitors' content.
10. Add your topics to an editorial calendar and make a plan for creating and posting content.

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- 1** For the next three months, how many posts will be published on your blog weekly?
Consider both new content and updated content from your archives.



- 2** Define your Ideal Customer Avatar and explain what he or she needs from you.
Example: My ICA needs a variety of dependable recipes to make for and serve at parties.



Content Strategy Worksheet

THINK AHEAD TO THE NEXT 3 MONTHS

Refer to your answer in question 1 to determine how many ideas to add to the first 2 columns.

1 new post/week = **15 ideas**; 2 new posts/week = **30 ideas**;
3 new posts/week = **45 ideas**; 4+ new posts/week = **55+ ideas**

10-20 theme ideas total

3 Topics your ICA needs from you

4 Topics YOU are passionate about

Consider new ideas AND old content that needs updating for this column

5 Themes relevant to seasons or holidays

Focusing on the topics listed in the middle column, cross out anything that does not align with **both** a topic from column one **and** a theme from column 3.

Content Strategy Worksheet

EXAMPLE FOR BRAINSTORMING TOPIC IDEAS

If I am planning on posting 2 recipes per week for the next 3 months, I need to come up with a **minimum of 30 topic ideas for the first 2 columns**. Then I'm going to eliminate all ideas from column 2 that do not align with something from BOTH columns 1 and 3.

3 Topics your ICA needs from you

festive 4th of july desserts
 festive 4th of july drinks
 corn on the cob
 pasta salad
 fresh salsa
 easy cocktails
 kid drinks
 homemade ice cream
 ice cream sandwiches
 salads
 brownies
 steak bites
 kabobs
 grilled skewers
 breakfasts to feed a crowd
 snack mix
 grilled foil packets
 grilled burgers
 grilled chicken
 grilled pork
 fruit salad
 light lunch sandwiches
 wraps
 easy party desserts
 cold dips like guac
 hot dips
 easy party sandwiches
 crockpot appetizers
 instant pot appetizers
 crockpot sides
 instant pot sides
 grilled veggies
 campfire food
 jello or jello salads
 refreshing NA drinks
 finger foods
 watermelon recipes
 no bake desserts
 easy breakfasts
 veggie salads
 potato salad
 s'mores variations
 dessert bars
 bloody mary bars
 tacos
 ice cream sundaes

4 Topics that YOU are passionate about

taco pasta salad
 ice cream cookie sandwiches
 using chocolate chip cookies
 fiesta lime chicken
 jerk chicken
 juicy lucy burgers
 sweet & salty snack mix
 breakfast pizza
 mai tais
 Asian pasta salad
 campfire nachos
 Dairy Queen treat turned into a dessert
 baked beans
 easy oven-baked sliders
 edamame salad
 twist on fruit salad
 cake mix bars
 fresh veggie and fruit salad
 cream cheese stuffed olives
 peach frozen yogurt
 veggie wrap
 open-faced cold sandwiches
 berry pie in a pan (with lattice style dough strips)
 chicken jalapeno dip
 overnight breakfast options like oatmeal
 grilled corn with homemade butter (maybe chive butter)
 watermelon popsicles (ice cube tray)
 tomato salad (with avocado)
 fro-yo cake
 stuffed peppers
 no bake chocolate crunch cookies
 instant pot potato salad
 spicy bloody mary
 no bake strawberry pie with whipped cream and blueberries

~~new variation of chili
 meatball casserole
 meatloaf cups (individual finger food servings)
 tomato soup
 Instant Pot turkey breast
 broccoli cheese soup
 tuna casserole~~

5 Topics relevant to seasons or holidays

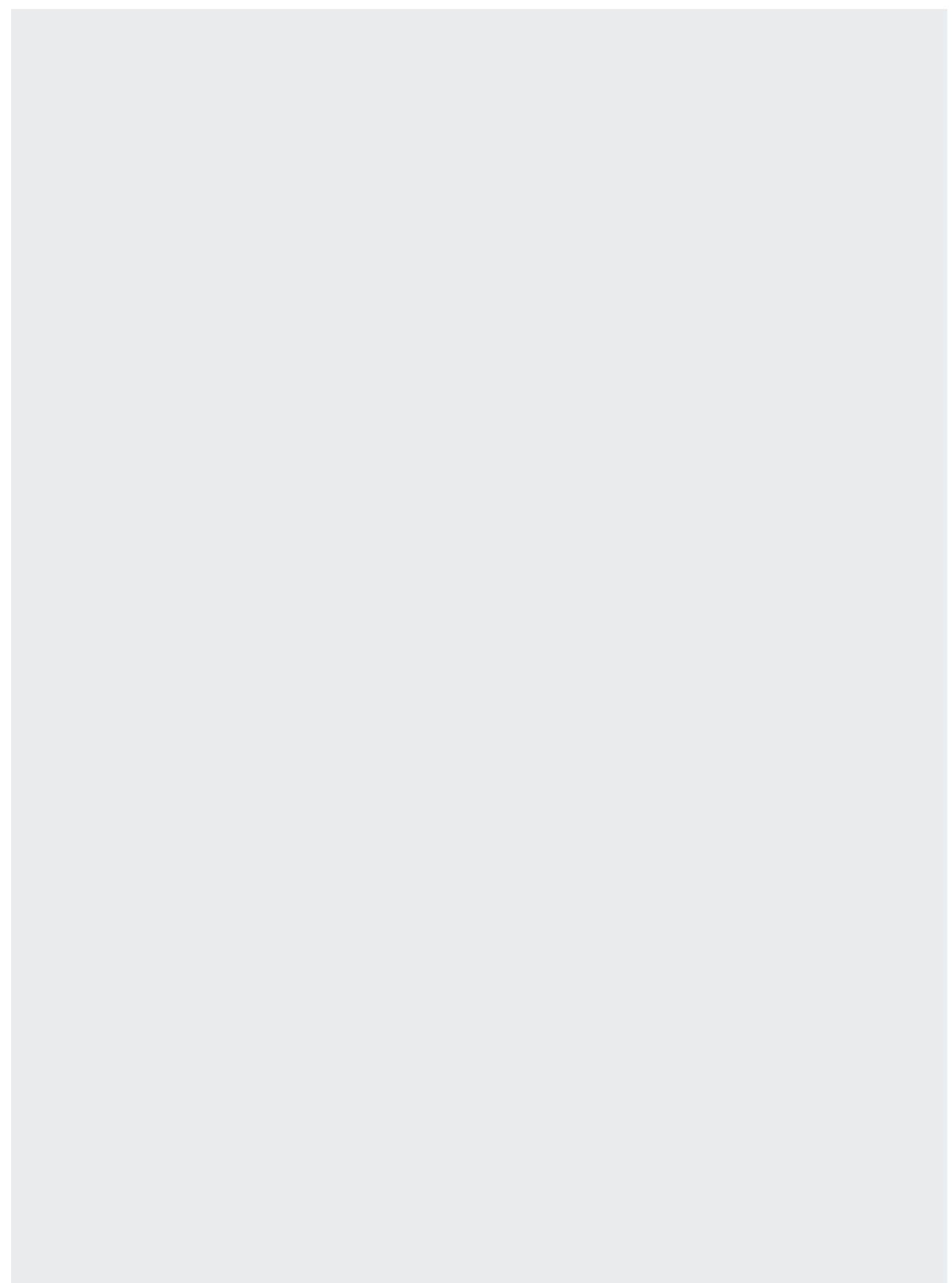
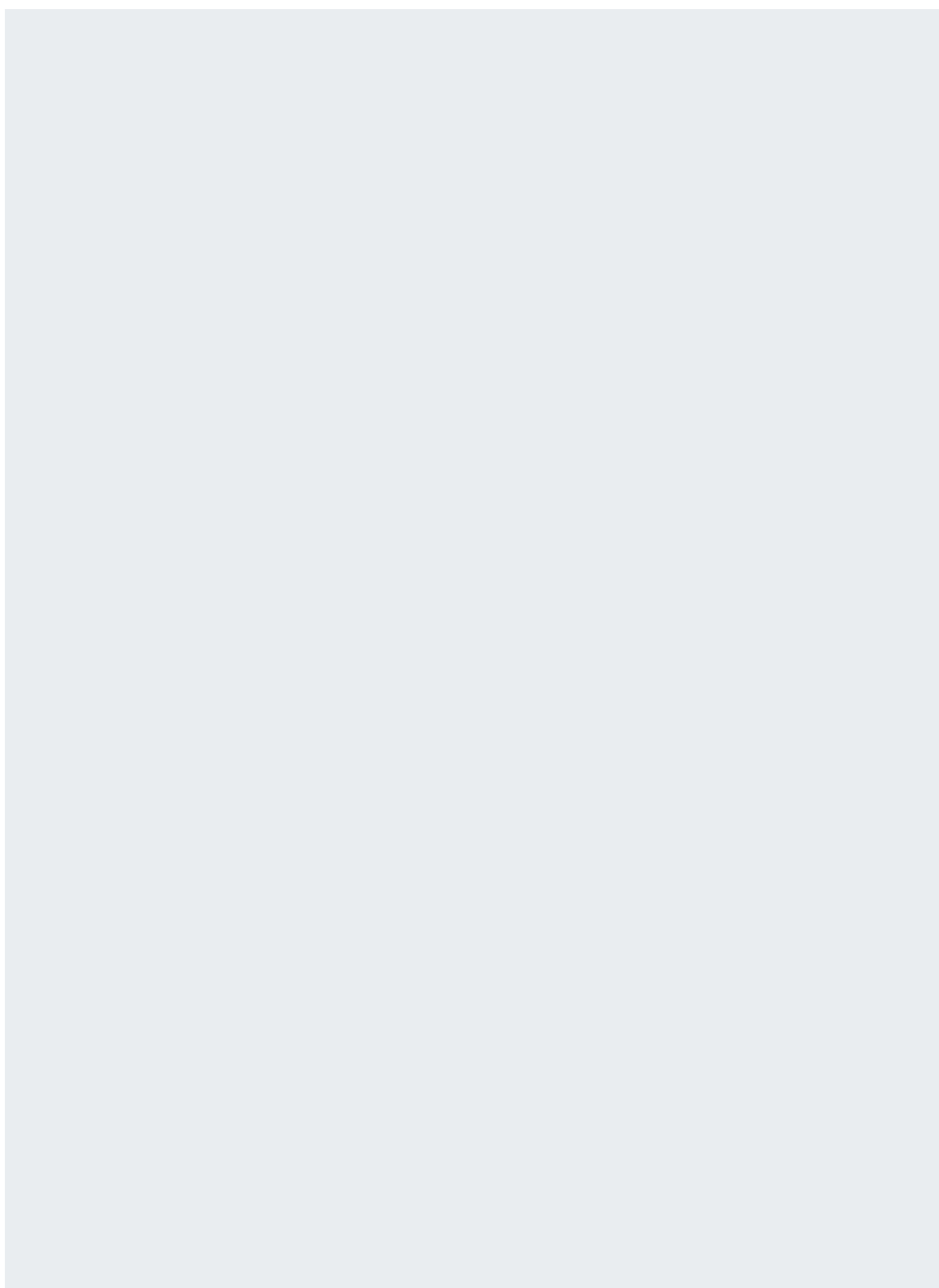
fresh berries
 watermelon
 peaches
 zucchini
 tomatoes
 frozen treats
 fresh garden ingredients
 cucumbers
 grilled meat
 grilled vegetables
 corn
 beans
 fresh ingredient salads
 cold beverages
 finger desserts
 pool party food
 light lunches
 easy, light dinners
 state fair food
 steak
 pasta salad
 recipes using fresh herbs
 easy kid snacks
 campfire food
 breakfasts for overnight guests
 potluck appetizers
 potluck side dishes
 picnic fare

Content Strategy Worksheet

6 Write the topic ideas below from the middle column on the previous page that apply to all categories. If you come up short, do a second round after perusing Pinterest or your favorite blogs/cookbooks.

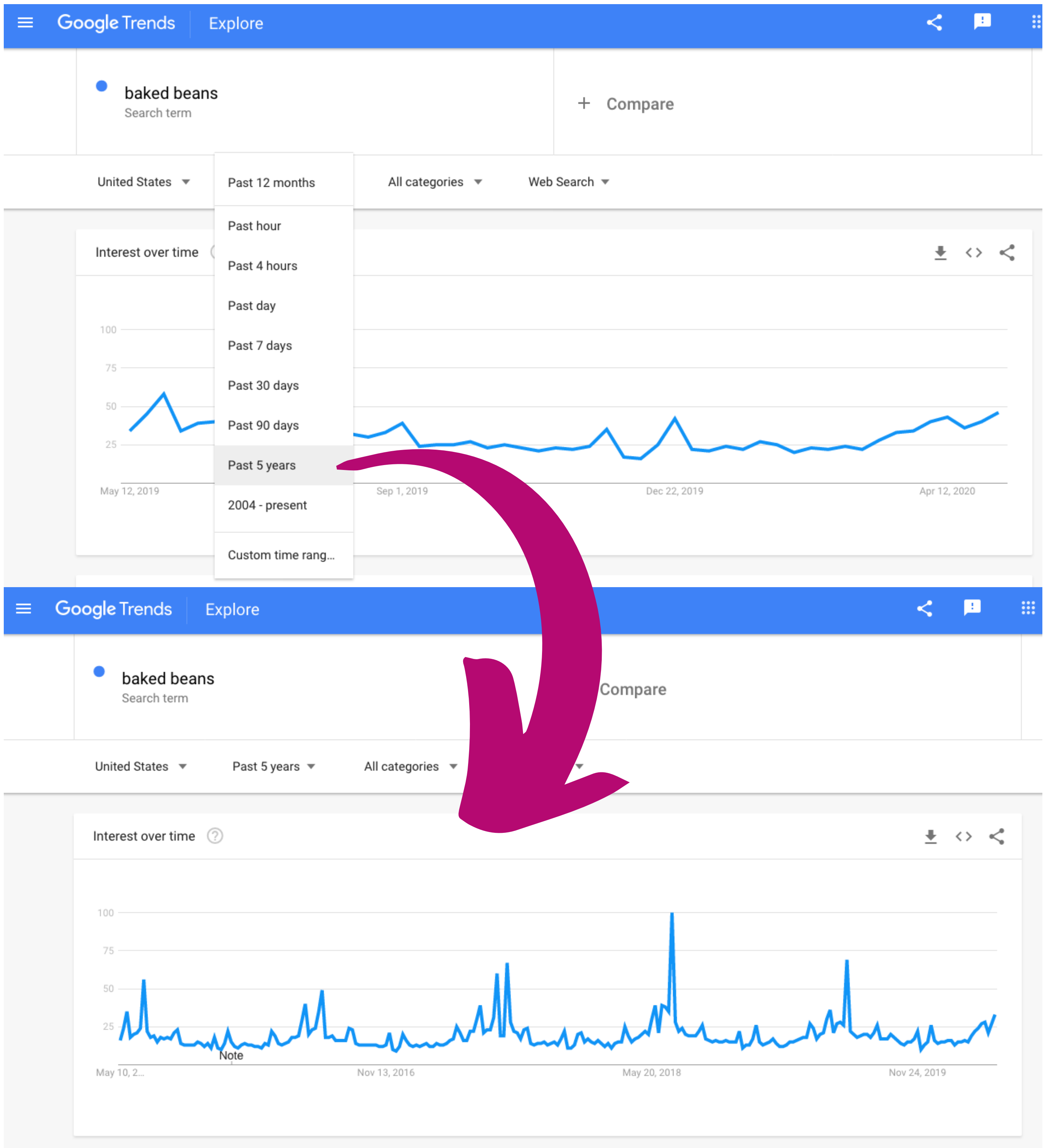
Refer to your answer in question 1 to determine how many topic ideas from the previous page to log below. Pick the ones that speak to you most and add them first until you reach the appropriate number.

1 new post/week = **12 ideas**; 2 new posts/week = **24 ideas**;
3 new posts/week = **36 ideas**; 4+ new posts/week = **48-60 ideas**



Content Strategy Worksheet

- 7** Plug the topic ideas from Step 6 into Google Trends.
1. Click on "Past 5 years" to get a wider picture of how this topic has trended over time.

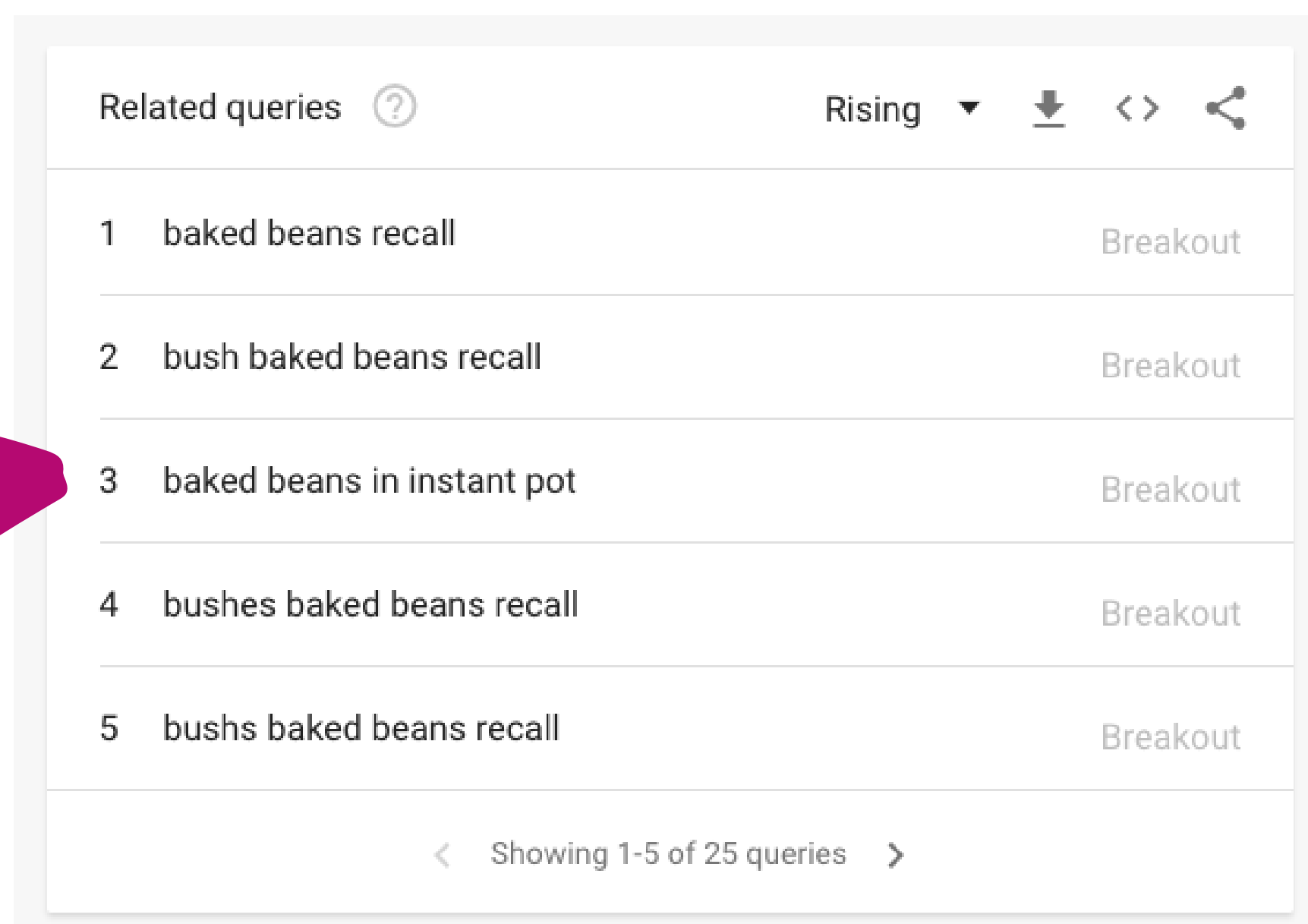


Note seasonal spikes and dips and make sure the data aligns with your next 3 months. "Baked beans" spikes around July 4th every year, so this is a good topic to add to the queue since July is approaching.

Content Strategy Worksheet

Scroll down and look at the Related Queries box. This will provide you with more specific searches that are especially trendy right now. "Breakout" refers to terms that are expected to be on the rise in search volume.

The related queries for "baked beans" show that "baked beans in instant pot" is a breakout search query. I use my Instant Pot all the time, so this stands out to me. It is relevant to my niche and interests AND I have a better chance of ranking for this search term because it is much more specific than "baked beans."



Related queries ?		Rising ▼ ↓ <> ↔
1	baked beans recall	Breakout
2	bush baked beans recall	Breakout
3	baked beans in instant pot	Breakout
4	bushes baked beans recall	Breakout
5	bushs baked beans recall	Breakout

< Showing 1-5 of 25 queries >

Go through this process with all topics listed under Step 6 and write the key phrases you decide to focus on below.

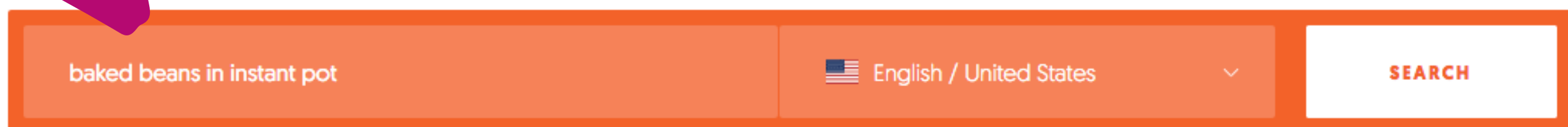
Content Strategy Worksheet

8 Now head to your favorite keyword research tool. If you pay for SEMrush, use that. Other options for keyword research that are more affordable: KW Finder, Keywords Everywhere, Ahrefs and Ubersuggest.

I'll use Ubersuggest as an example here because it is free. **Plug your key phrase into the search.**

Ubersuggest



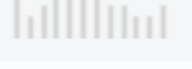
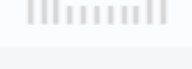

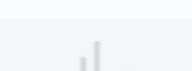
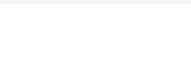
Want more traffic? Ubersuggest shows you how to win the game of SEO.
Just type in a domain or a keyword to get started.



You will want to evaluate two things in the results: **VOLUME** (the average number of monthly searches) and **SD** (SEO Difficulty), which is sometimes referred to as KD (Keyword Difficulty).

Unfortunately there is not a perfect number to aim for, but the more keyword research you do the more you'll get acquainted with which numbers are too high and which ones are too low.

You'll want to choose a key phrase that gets a decent amount of monthly searches, but not too many. And you want to also choose a phrase that doesn't have too high of an SD score because the higher the number, the more competition it has. You also don't want to go too low, but this is something you can play around with.








KEYWORD IDEAS		SUGGESTIONS	RELATED	QUESTIONS	PREPOSITIONS	COMPARISONS
KEYWORD ?	TREND ?	VOLUME ?	CPC ?	PD ?	SD ?	
baked beans in instant pot		320	\$0.10	4	7	
baked beans in the instant pot		90	\$0	1	6	
baked beans in an instant pot		30	\$0	3	6	
baked beans in instant pot using canned beans		20	\$0	00	5	
boston baked beans in instant pot		20	\$0	1	6	
baked beans in instant pot without soaking		20	\$0	4	7	
canned baked beans in instant pot		20	\$0	2	6	

For my "baked beans in instant pot" research, the volume is pretty low at only 320 searches per month, so I'm going to refine the wording.

Content Strategy Worksheet

Instead of "baked beans in instant pot" I try "instant pot baked beans" and look what came up!

KEYWORD IDEAS SUGGESTIONS | RELATED | QUESTIONS | PREPOSITIONS | COMPARISONS

KEYWORD ?	TREND ?	VOLUME ?	CPC ?	PD ?	SD ?
instant pot baked beans		6,600	\$0.15	2	7
baked beans in instant pot		320	\$0.10	4	7
instant pot beans cooking time		170	\$0	00	5
instant pot baked beans recipe		170	\$0	3	6
instant pot vegetarian baked beans		140	\$0	6	7
instant pot baked beans vegan		110	\$0	1	6
instant pot baked beans vegetarian		110	\$0	1	6

A much higher search volume (but not crazy high!) and an SD score that's not highly competitive (as shown by the green color). This is the key phrase I want to use!

Go through this process with all topics listed under Step 7 and write your final key phrases below.

Content Strategy Worksheet

- 9 Plug each of your key phrases into Google and see what comes up so you can evaluate your competition and DO AN EVEN BETTER JOB.

I typed "instant pot baked beans" in Google and these were the top 3 results:

www.pressurecookrecipes.com › [instant-pot-baked-beans](#) ▼

Instant Pot Baked Beans Recipe (Pressure Cooker Baked ...



Jun 24, 2017 - Close lid and pressure cook at High Pressure for 0 minute + 30 minutes Natural Release. Step 2. Drain Beans. Discard the soaked water and ...
★★★★★ Rating: 4.9 - 38 votes - 1 hr 10 min - 309 cal

www.aspicyperspective.com › [Side Dishes](#) ▼

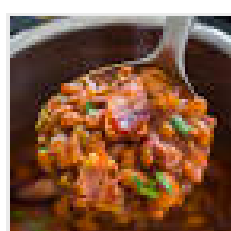
Best Instant Pot Baked Beans (Video) - A Spicy Perspective



Mar 11, 2019 - Instructions. Place the pinto beans, 8 cups of water, and salt in the Instant Pot. After 25 minutes, turn the Instant Pot off and perform a Quick Release. Set the Instant Pot on Sauté. Then pour in the beans, barbecue sauce, mustard, tomato paste, brown sugar, liquid smoke, cinnamon, and remaining 1 ¼ cups water.
★★★★★ Rating: 4.5 - 19 votes - 48 min - 286 cal

sweetandsavorymeals.com › [best-instant-pot-baked-bea...](#) ▼

Best Instant Pot Baked Beans From Scratch [Video] - Sweet ...



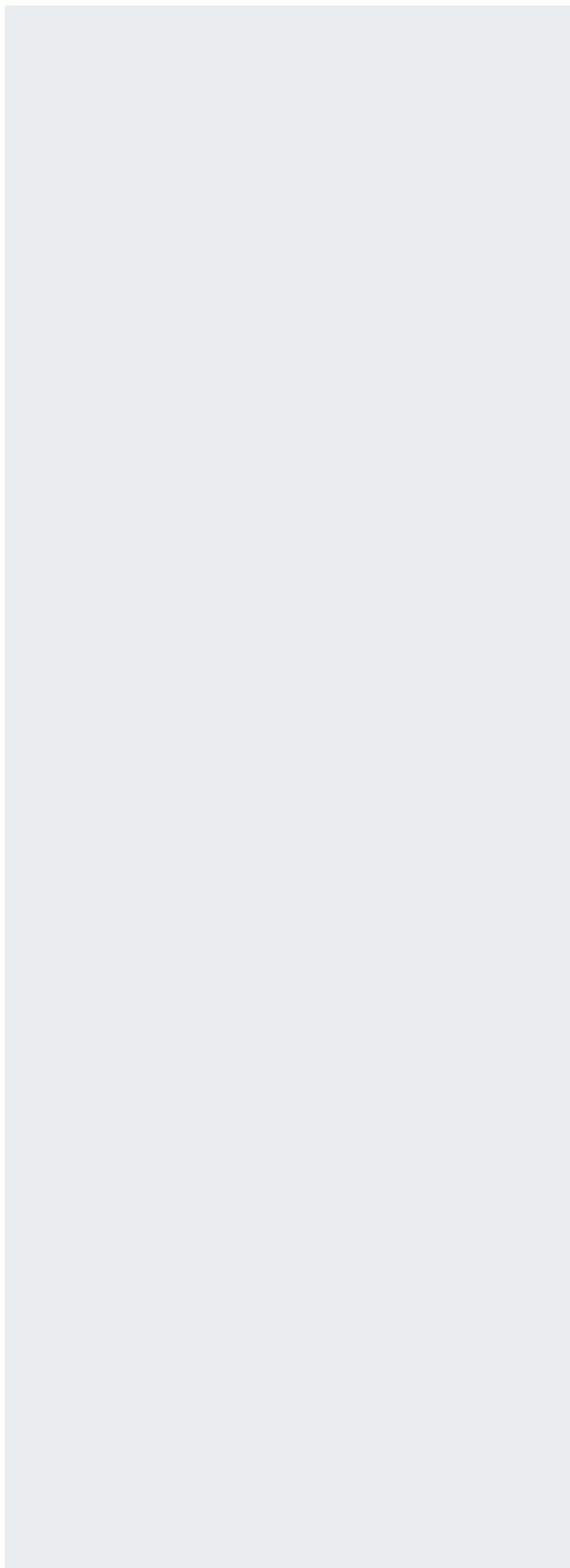
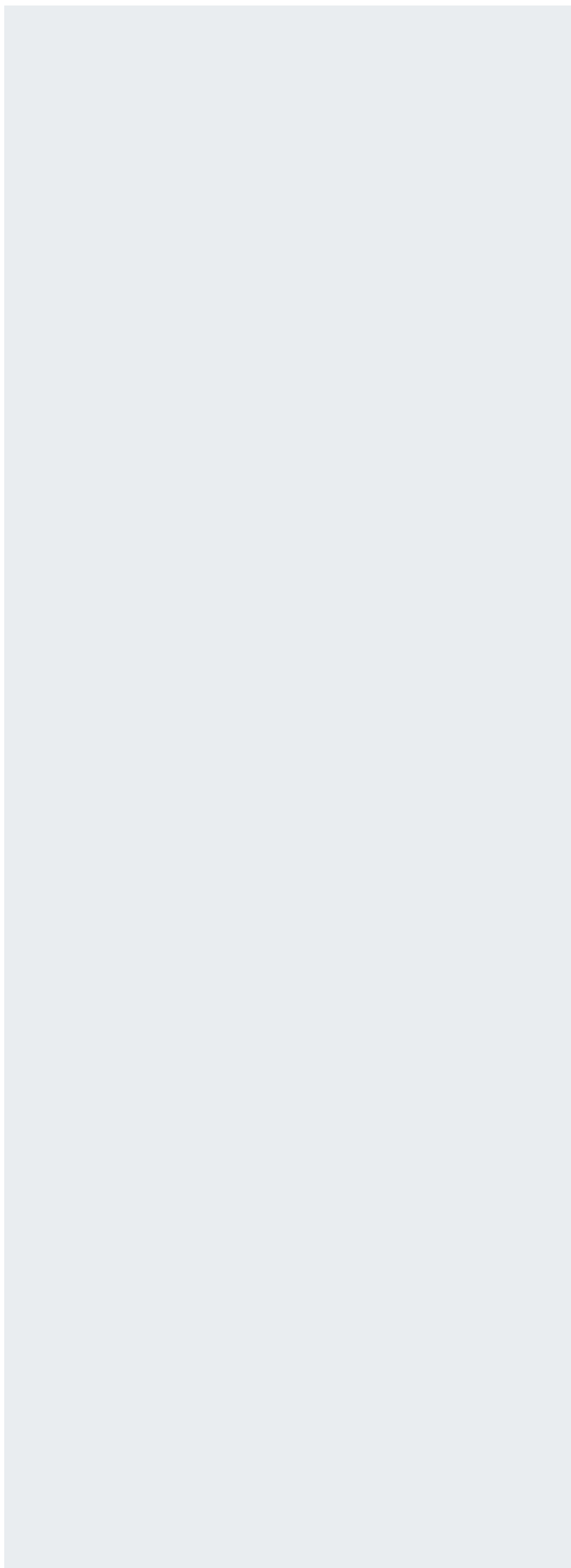
You would have to start with either cooked or canned beans, add all the ingredients to the slow cooker and stir to combine. Cover and cook beans on Low for 4 to 6 ...
★★★★★ Rating: 5 - 18 votes - 1 hr 30 min - 345 cal

Click over to each of the top 3 posts and take a few notes about each of them. Things to consider:

- What is the length of the post?
- How many photos are in the post?
- Are there process, step-by-step photos?
- Quality of content/photos. Are a lot of questions answered in the body of the post?
- What are people asking about in the comments?
- How thorough is the recipe card and how detailed are the instructions?
- Is there an instructional video embedded in the post?

Take notes on these findings on the next page or add them directly to your editorial calendar. Use your competitor research findings to create richer content that provides even more value to your audience.

Content Strategy Worksheet



Content Strategy Worksheet

70 Now put all of your final key phrases into your editorial calendar on the dates they'll be published (along with any additional notes you've taken about each) and make a plan for writing the recipe, making the recipe and everything else involved in getting it scheduled.

In the Editorial Calendar Creation Guide we'll go over those details!

**ONCE YOU GET IN A GROOVE WITH A STRATEGY FOR
FINDING AND MANAGING YOUR BLOG CONTENT,
IT WILL FLOW SMOOTHLY!**