

Tab1: Content Strategy Template

Strategy Element	Current Status	Target	Timeline	Notes
Primary Target Audience	SEO professionals, digital m	Expand to small business ov	Q1 2025	Focus on beginners segment
Content Pillars	Technical SEO, Content SEO	Add AI SEO, E-commerce SE	Q2 2025	Trending topics
Publishing Frequency	3 posts/week	5 posts/week	Q1 2025	Increase capacity
Content Types	Blog posts, tutorials	Add case studies, tools revi	Ongoing	Diversify content
SEO Goals	50K monthly visitors	100K monthly visitors	Q4 2025	Double traffic
Keyword Focus	Informational keywords	Add commercial keywords	Q2 2025	Monetization focus
Competitive Positioning	Technical depth	Beginner-friendly + technic	Q1 2025	Broader appeal
Content Distribution	Blog, social media	Add newsletter, guest posts	Q1 2025	Multi-channel approach