

# Content Strategy Template

Fill in each section. [christopherjanb.com](http://christopherjanb.com)

## Business goal

The one outcome this content serves.

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## Success metrics

How you will measure the goal.

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## Target audience

Who it is for and the problem they have.

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## Content pillars

Your 3 to 5 core topics.

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## Keyword & topic research

Terms your audience searches, with volume and difficulty.

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## Content audit

Existing pages, sorted: keep / improve / remove.

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## Content types

The formats you will use.

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## Publishing cadence

How often you publish, and when.

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## Distribution channels

Where you promote each piece.

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## Brand voice & guidelines

How your content should sound.

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## Measurement & review

When you check results and update.

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Next: turn your pillars into a topic list, load them into a calendar, and review monthly.