



Template: Content Strategy Planning Worksheet

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Based on Article: "Content Strategy"

Website: <https://scaleblogger.com>

A practical worksheet for defining and executing a content strategy to align goals, audience intent, and content types effectively.

Checklist Items:

- 1. Define Audience Intent**
Identify what the audience is trying to achieve with your content. Are they looking to learn, compare, or make a purchase? Document the intended reader behavior for each topic.
Reference Section: Define the Strategy Before the Content
- 2. Set Business Outcomes**
Determine the specific business goals for each content piece. Will it build traffic, capture leads, support sales, or reduce support queries? Clearly outline these objectives.
Reference Section: Define the Strategy Before the Content
- 3. Identify Content Gaps**
Analyze existing content to find gaps. Does the proposed topic add depth, cover a new angle, or connect with other related content? Ensure it contributes meaningfully to the content cluster.
Reference Section: Define the Strategy Before the Content
- 4. Establish Content Pillars**
Create 3-5 broad themes that resonate with your audience's primary jobs and challenges. These pillars should be specific enough to guide content creation but broad enough to allow for multiple subtopics.
Reference Section: Build a Repeatable Content System
- 5. Break Down Subtopics**
For each content pillar, generate subtopics that address questions, use cases, and different perspectives. Focus on real search intent and common buyer pain points.
Reference Section: Build a Repeatable Content System
- 6. Create Content Templates**
Standardize formats for various types of articles (how-to posts, comparisons, case studies) to maintain consistency in tone and style. This will streamline the writing process and enhance quality.
Reference Section: Build a Repeatable Content System
- 7. Choose Distribution Channels**
Decide which channels (social media, email, search engines) will be used to disseminate content based on the audience and content type. Tailor your content for each platform's unique requirements.
Reference Section: What Content Strategy Means in an AI-Driven Workflow

8. Implement Measurement Metrics

Establish clear benchmarks for measuring content performance before publication. Determine which metrics are important to assess the success of your content strategy.

Reference Section: [Measure Content Performance With Clear Benchmarks](#)

9. Utilize Automation Tools

Incorporate tools that can assist with repetitive tasks, such as topic clustering, drafting, and maintaining your content calendar, to improve efficiency.

Reference Section: [Use Automation to Remove Repetitive Work](#)

10. Regularly Review and Adjust Strategy

Periodically assess the effectiveness of your content strategy and make necessary adjustments based on performance data and audience feedback.

Reference Section: [Build a Repeatable Content System](#)