

Developing A Content Strategy: First Steps (SL1_001)

About: This comprehensive Go-To-Market (GTM) Content Marketing Strategy is rooted in the principles of “Search Everywhere Optimization” and is designed to provide a cohesive framework for positioning projects for optimal SEO rankings. This process is challenging, often yielding high rewards, and takes time to mature, but it can significantly inform subsequent content marketing initiatives. This guide offers a generalized yet holistic approach to content marketing, adaptable to various individual needs, businesses, and ideas. The goal is to eventually develop this into a dynamic, customizable tool—a sort of slider-selector interface—that can highlight which SEO initiatives are necessary, the limits of discoverability, the types of outreach that make sense, and where opportunities for digital PR and networking exist.

Purpose: This guide is intended for a versatile audience and aims to evolve into a digital product—perhaps a free download or a post—while also serving as a lead generation tool and a sales pitch for consulting services. The long-term vision includes developing this strategy into a playbook that could scale into a consulting business, with the eventual engagement of Virtual Assistants (VAs) as the need for permanent help becomes justified. This document is a work in progress and will continue to evolve and gain nuance as I apply it to the development of Wotterdog.com and StudioLayerOne.com. For now, it serves as a solid starting point to get the ball rolling.

Rationale and Overview

This GTM content marketing strategy is designed to serve as a universal framework for businesses seeking to build reach, establish topical authority, and maximize engagement across multiple platforms. The strategy focuses on creating well-researched content pillars, driving organic traffic, and systematically expanding brand presence using various content distribution channels. It is built on a “Zero-Fat Strategy,” ensuring that every action is purposeful and directly contributes to building authority and driving meaningful traffic.

(Must Have) Components of SL1-GTM Content Strategy

01. **Brand & Domain Authority:** The trust and credibility your brand and website build over time, essential for improving search rankings, attracting high-quality backlinks, and driving more organic traffic.
02. **Organic + Social Reach:** The broad visibility of your content across platforms.
03. **Topical Authority:** Well-written, quality content meeting search volume (SEO reach) or interest (social reach).
04. **Content Pillar Shared Center:** The foundational, high-quality content that anchors your strategy throughout content strategy optimization to achieve maximum reach, authority building (SEO and branding), attain "tribe," then expand.

Content Pillars (Optimized Hierarchy of Site Structure and Topical Authority)

The content pillars are the foundation of your strategy, optimized for time and energy efficiency, which is crucial for GTM. High-quality content that is strategically organized not only maximizes reach but also supports authority building in SEO and branding. By attaining a "tribe," your content expands its reach and influence across platforms and formats.

Topical Authority (North Star)

The ultimate goal is achieved by consistently producing strategic, high-quality content that resonates with your audience. Topical authority is the hardest to attain organically and is foundational for downstream content marketing. SEO requires high-quality backlinks, which necessitate understanding the reader, searcher, and marketer on the other side—their purpose, use case, and the value created. High-quality content, from an SEO perspective, leads to a broad, high-impact content marketing strategy where the byproduct is backlinks or authority in areas where it matters most.

Organic + Social Reach:

Once SEO has reached its organic click limits, or when starting a new campaign without initial traction, focus on social reach. Social media provides an opportunity to gain visibility, especially when organic clicks from SEO are not yet sufficient.

Brand & Domain Authority (North Star)

Building non-reciprocal, high-quality, contextual backlinks is challenging and cannot be purchased. Establishing a recognizable brand from the outset aligns with SEO efforts, making it easier to attain backlinks through brand recognition. By blending SEO with social strategies, you create a more efficient, comprehensive approach with minimal "leaks" in time and energy.

Examples Used In This Document:

Wotterdog.com & Studioplayerone.com (Brand="WDSL1") are used for the purpose of examples, to help research and illustrate how these principles can be applied effectively.

Search Engine Optimization (SEO) & Content Hubs

Objective: Drive organic traffic with high-quality, evergreen content that ranks well on search engines.

Step 1: Identify Key Topics and Pillars

01. Research Audience Needs:

Identify core topics relevant to your audience using tools like Google Keyword Planner, Ahrefs, or SEMrush. Focus on industry-specific needs, trends, or challenges.

WDSL1 Example: For Bitcoin and influencer marketing, topics might include Bitcoin adoption, tax implications, security practices, and monetization.

02. Define Content Pillars:

Establish 3-5 content pillars to serve as the foundation of your content hubs. Each pillar should cover a major topic, linking to related subtopics and supporting content.

WDSL1 Example:

- a. Bitcoin Adoption for Influencers
- b. Tax Implications of Bitcoin

- c. Best Practices for Using Bitcoin
 - d. Security and Self-Custody for Bitcoin
 - e. Monetizing with Bitcoin
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Step 2: Develop Content Hubs

01. Create Pillar Pages:

Develop comprehensive pages for each pillar, covering main topics in detail and linking to more specific subtopics.

WDSL1 Example: A pillar page on "Bitcoin Adoption for Influencers" could include sections on setting up Bitcoin payments and case studies.

02. Write Supporting Content:

Create blog posts, guides, and articles that explore subtopics within each pillar. Ensure these are interlinked to form a cohesive hub.

WDSL1 Example: Articles like "How to Set Up a Bitcoin Wallet" or "Understanding Bitcoin Transaction Fees."

03. Optimize Internal Linking:

Ensure all supporting content links back to the pillar page and vice versa, strengthening SEO.

Step 3: SEO Optimization

01. Keyword Targeting:

Select primary and secondary keywords for each content piece using tools like Ahrefs or SEMrush. Ensure they align with the content's focus and audience intent.

WDSL1 Example: Keywords like "Bitcoin for influencers" and "how to accept Bitcoin payments."

02. On-Page SEO Best Practices:

- a. Meta Tags: Write keyword-optimized meta titles and descriptions.
- b. Headers (H1, H2, H3): Use headers to structure content logically.
- c. Internal Linking: Link relevant keywords to related content on your site.
- d. Optimized Images: Include images with optimized alt tags and compress them for faster load times.

03. Technical SEO Considerations:

- a. Mobile Optimization: Ensure all content is mobile-friendly.
 - b. Page Speed: Optimize site speed with file compression, browser caching, and a CDN.
 - c. Schema Markup: Implement schema markup to improve how content appears in search results.
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Step 4: Regular Content Publishing and Updating

01. Develop a Content Calendar:

Schedule regular publication of new content. Aim to publish supporting content consistently to expand each hub.

WDSL1 Example: Publish a new blog post weekly, covering different aspects of Bitcoin for influencers.

02. Address Common Questions and Challenges:

Create content that answers FAQs and addresses challenges in your niche.

WDSL1 Example: Content like "How to Report Bitcoin Earnings as an Influencer."

03. Content Refresh and Optimization:

Regularly update older content to keep it accurate and relevant.

WDSL1 Example: Update "Tax Implications of Bitcoin" with new legislation.

04. Promote Content Across Channels:

After publishing new content, promote it across social media, newsletters, and forums to drive traffic and engagement.

WDSL1 Example: Share a new guide on "How to Secure Your Bitcoin Wallet" on LinkedIn and Twitter.

Social Media Strategy

Objective: Create in-depth, educational video content that builds authority and trust.

YouTube & Rumble (Long-Form Video Content)

01. Align Video Content with Content Hubs:

Identify video topics that align with your content hubs.

WDSL1 Example: A tutorial on "How to Accept Bitcoin as an Influencer" aligned with the related content hub.

02. Production and Editing:

- a. Video Production Setup: Use professional equipment for high-quality production.
- b. Content Recording: Record engaging content using screen recordings and visuals.
- c. Editing and Post-Production: Edit videos to be concise and visually appealing with closed captions and subtitles for accessibility.

03. YouTube Strategy:

- a. Optimize Video Metadata: Use compelling titles, descriptions, and relevant tags.
- b. Playlists and Series: Organize videos into playlists based on content hubs.
- c. Engagement and Community Building: Engage viewers by responding to comments and using the community tab.

04. Cross-Posting on Rumble:

Upload content to Rumble with optimized metadata. Tailor descriptions and titles if needed for the Rumble audience.

Short-Form Video Content (SFV)

Objective: Capture attention with engaging, bite-sized content that's easily shareable and viral. Ideally, create content to share across all platforms, testing platform-specific strategies as needed. Use this opportunity to test social videos in general.

01. TikTok (SFV)

- a. Create short, impactful videos that explain key concepts in your niche.
- b. **WDSL1 Example:** Simplify Bitcoin concepts for influencers using trending formats and sounds.

02. Instagram Reels (SFV)

- a. Repurpose TikTok content for Instagram Reels using screen recordings or platform-specific posting (A/B test opportunity).

03. YouTube Shorts (SFV)

- a. Similar to Instagram Reels, repurpose TikTok content using screen recordings or platform-specific posting (A/B test opportunity).

Mememes (Viral Content & Community Engagement)

Objective: Use humor and viral content to engage your target communities on Twitter (X) as the primary platform, with opportunities to republish on Nostr via Primal App.

Execution

01. Create and share memes that relate to your industry, ensuring they are highly shareable.
02. Actively participate in conversations within your niche, leveraging Twitter's fast-paced environment to respond to trends and engage followers.
03. **WDSL1 Example:** Share memes about the challenges and benefits of Bitcoin for influencers.

LinkedIn (Professional Thought Leadership)

Objective: Establish authority and attract a professional audience by explaining industry trends and complex topics.

01. Post Explanations of Twitter Memes
 - a. Post explanations of popular Twitter memes for a professional audience on LinkedIn.
 - b. **WDSL1 Example:** Explain the significance of a trending Bitcoin meme for influencer marketing.
 02. Articles and Case Studies
 - a. Publish detailed, data-driven articles and case studies that align with content hubs.
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Digital PR Campaign

Objective: Amplify the reach of your organic and social media efforts through earned media coverage.

01. Press Releases

- a. Develop press releases for significant milestones, product launches, or partnerships.
- b. **WDSL1 Example:** Announce a partnership with a major Bitcoin platform.

02. Guest Appearances

- a. Arrange guest appearances on podcasts, webinars, or online panels to position the brand as a thought leader.
- b. **WDSL1 Example:** Appear on a cryptocurrency podcast to discuss Bitcoin adoption by influencers.

03. Media Outreach

- a. Engage with journalists and influencers to secure coverage in blogs, online magazines, and news outlets.
 - b. **WDSL1 Example:** Pitch an article on the intersection of Bitcoin and influencer marketing to a popular blog.
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Paid Campaigns

Objective: Use paid advertising strategically to gather data or maximize the impact of successful organic strategies.

01. Research Tool

- a. Use small-scale, targeted paid campaigns to test audiences, messages, and formats.
WDSL1 Example: Run targeted Google ads to test messaging around Bitcoin for influencers.

02. Cherry on Top

- a. Amplify successful organic campaigns with paid advertising. This could include promoting well-performing YouTube videos or boosting high-engagement Twitter posts.

Flow Summary: Efficient, Gradual, and Scalable Execution

01. Start with Search (SEO & Content Hubs)
 - a. Build a foundation of evergreen content that draws organic traffic and serves as the cornerstone of your marketing efforts.
02. Expand to Social Media (YouTube, Rumble, TikTok, Instagram, Twitter, LinkedIn)
 - a. Leverage both long-form and short-form video content to engage different audience segments. Use Twitter for viral content and quick engagement, while LinkedIn targets a more professional crowd with detailed explanations and thought leadership.
03. Amplify with Digital PR
 - a. Extend the reach of your content through digital PR, securing earned media coverage and establishing your brand as a leader in the space.
04. Refine with Paid Campaigns
 - a. Implement paid campaigns strategically, either as a research tool or to amplify the impact of successful content.
05. Scale Up Gradually
 - a. Start with a single person managing these efforts. As the strategy gains traction, bring on Virtual Assistants to handle content creation, social media management, and community engagement. Eventually, build a dedicated team to scale operations and maintain consistent growth.

This comprehensive approach ensures that the most impactful efforts are prioritized and scaled appropriately, allowing for gradual yet substantial growth that remains efficient and manageable. The strategy is adaptable to various industries, with the Wotterdog.com & Studioplayerone.com examples serving as practical applications of these principles. By following this guide, any brand can build reach, establish topical authority, and create a robust presence in their respective market.