

Example SEO Content Plan

Target Landing Pages

Page Name	Keyword	Page Description
1. Floppy Eared Bunnies	“floppy eared bunnies”	A product page with description, price, care & FAQs.
2. Angora Bunnies	“angora bunnies”	A product page with description, price, care & FAQs.
3. Bunny Breeding	“bunny breeding”	An information page on how to breed bunnies w/FAQs.

Editorial Calendar (our blog & social media posts)

Channel (location of post)	Landing Page & Anchor Text	Post Title or Description	Date/Time
1. Blog	L1. “floppy eared bunnies”	Best Pets to Get on Easter	Week 1 Monday, 9am
2. Blog	L2. “angora bunnies”	3 Tips to Long Hair Bunnies	Week 2 Monday, 9am
3. Blog	L3. “bunny breeding”	How to Make Money with Bunnies	Week 3 Monday, 9am
4. Facebook	L1	New baby floppy eared bunnies are in!	Week 1 Thursday, 9am
5. Facebook	L2	Sale today only on angora bunnies.	Week 2 Thursday, 9am
6. Facebook	L3	Learn secrets to breeding bunnies.	Week 3 Thursday, 9am

Backlinks (links from others’ web pages & social media)

Channel (location of backlink)	Landing Page & Anchor Text	Content Description
1. bunnyblog.com	L1. “floppy eared bunnies”	Blog Post: Best Bunny Breeders in Britain
2. bunnyblog.com	L2. “angora bunnies”	Blog Post: Best Bunny Breeders in Britain
3. allangoras.com	L3. “bunny breeding”	Blog Post: 5 Rare Angora Bunny Species
4. petsplate.com	L1. “floppy eared bunnies”	Blog Post: Secrets to Bunny Nutrition

Create Your Own SEO Content Plan

Target Landing Pages

Page Name	Keyword	Page Description
1.		
2.		
3.		
4.		
5.		

Editorial Calendar (our blog & social media posts)

Channel (location of post)	Landing Page & Anchor Text	Post Title or Description	Date/Time
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			

Backlinks (links from others' web pages & social media)

Channel (location of backlink)	Landing Page & Anchor Text	Channel's Content Description
1.		
2.		
3.		
4.		
5.		

Homework: Test Your Content Plan

Select three people to interview, show your Content Plan, and ask:

- Do our landing page titles seem useful? Any suggestions?
- Are our blog post titles engaging? Any suggestions?
- Are our backlink targets relevant? Any suggestions?

Content Plan Survey

Interview 1
Useful landing pages?
Engaging posts?
Good backlinks?
Interview 2
Useful landing pages?
Engaging posts?
Good backlinks?
Interview 3
Useful landing pages?
Engaging posts?
Good backlinks?
Reflect on What You Learned