Intro:

* Build your website on a solid foundation:
* Hosting platform:
* Website / Blogging Platform:
* Email Marketing Solutions:
* Website Analytics:
* WordPress Optimization Plugins:
* Other Plugins:

How to Build a Killer Content Strategy

* What are your content goals?
* Who is your audience:
  + Age Range:
  + Profile 1:
    - Name:
    - Age:
    - Interests:
  + Profile 2:
    - Name:
    - Age:
    - Interests:
  + Profile 3:
    - Name:
    - Age:
    - Interests:
  + Profile 4:
    - Name:
    - Age:
    - Interests:
* Who will develop your content for you?
* How often do you want to publish new content?
* How will you promote your content to reach a targeted audience?
* How will you measure your results?

How to find “golden nugget” keyword opportunities

* What keywords are your customers likely to use to find you?
* What keywords are your competitors using?
* Two types of competitors: business & keyword
  + Business Competitors:
  + Keyword Competitors:
* Do these keywords attract buyers or content consumers?
* Do your keywords get enough searches?
* What questions are people asking in your business space?