Intro:

* Build your website on a solid foundation:
  + WordPress
* Hosting platform:
  + Flywheel (getflywheel.com)
* Blogging Platform:
  + WordPress
* Email Marketing Solutions:
  + Mailchimp
* Website Analytics:
  + Google Analytics
* Optimization Plugins:
  + Yoast SEO
* Other Plugins:
  + Duplicate Post
  + Theme Plugins (Avada)
    - Fusion Builder
    - Fusion Core
    - Slider Revolution
  + Insert Headers and Footers
  + MailChimp for WooCommerce
  + Ninja Forms
  + Printful Integration for WooCommerce
  + Redirection
  + Restrict Content
  + Store Plugins
    - WooCommerce
    - WooCommerce PayPal Checkout Gateway
    - WooCommerce Services
    - WooCommerce Stripe Gateway
  + Yoast SEO

How to Build a Killer Content Strategy

* What are your content goals?
  + Visits to sell ad space
  + Sell products
  + Collect signups for Newsletter
* Who is your audience:
  + Age Range: 18-65
  + Profile 1:
    - Name: Bill Armstrong
    - Age: 45
    - Interests: Advanced or technical content, events
  + Profile 2:
    - Name: Bryce Bennet
    - Age: 19
    - Interests: Videos, competitiveness, memes, events
  + Profile 3:
    - Name: Dale Foster
    - Age: 63
    - Interests: Videos, technical content, nostalgia content
  + Profile 4:
    - Name: John Johnson
    - Age: 31
    - Interests: Videos, memes, events
* Who will develop your content for you?
  + I will
  + Guest posters
* How often do you want to publish new content?
  + Daily:
    - (Social Media) Post 1 article or other piece of content from my website
    - (Social Media) Post 1 thing not about myself – meme, poll, article from another website
  + Weekly:
    - 2 blog posts
    - Update fastest cars list
    - Add a driver profile
    - Send newsletter w/ Mailchimp
  + Monthly:
    - Add 1 product to my store
    - *Another big idea*
* How will you promote your content to reach a targeted audience?
  + Mostly organic Facebook Reach
  + Google shopping ads
  + Facebook ads
  + Grass Roots Promotion
  + Sponsor a race or a car
  + Blogger outreach / guest posting
* How will you measure your results?
  + Google Analytics
  + Mailchimp Analytics
  + Facebook Insights
  + Instagram Analytics
  + Twitter Analytics

How to find “golden nugget” keyword opportunities

* What keywords are your customers likely to use to find you?
  + Stick shift racing
  + Stick shift drag racing
  + Stick shift records
  + Fastest stick shift cars
  + Best stick shift clutches
  + Best stick shift transmission
  + Stick shift racing results
* What keywords are your competitors using?
* Two types of competitors: business & keyword
  + Business Competitors:
    - Bangshift.com
      * Drag racing scene
      * Chevrolet chevette – content consumer
      * Boosted
      * Turbocharger
      * Gear jammer
      * Hot rod
      * V8
      * Manually shifted
  + Keyword Competitors:
    - Dragzine.com
      * Manual
      * Manual gearbox
      * Automatic
      * High-horsepower
      * Manual transmission
      * Stick shift class
* Do these keywords attract buyers or content consumers?
  + Most, if not all of my keywords attract buyers
* Do your keywords get enough searches?
  + Use the Google Keyword Planner Data
* What questions are people asking in your business space?
  + Use <https://answerthepublic.com/>
  + Use the “People also ask” section in Google SERPs