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