SEO Content Strategy Template

Content Cluster Planner

Plan your blog topics by funnel stage:

TOFU (Top of Funnel):

- Broad educational topics

- Example: How to manage async teams

MOFU (Middle of Funnel):

- Problem/solution content

- Example: Best Zapier alternatives

BOFU (Bottom of Funnel):

- Tool comparisons and product use cases

- Example: Taskly vs Asana

Blog Post Planning Template

Use this format to plan each article:

- Primary keyword:

- Funnel stage (TOFU / MOFU / BOFU):

- Title or angle:

- Internal links to include:

- Call-to-action (CTA) or asset:

- Target publish date:

Blog Calendar Format

Structure your monthly or biweekly content plan:

Example layout:

SEO Content Strategy Template

- April 5: 'Best async tools for remote teams' (TOFU)

- April 19: 'Taskly vs Trello: Workflow setup in 10 mins' (BOFU)

- May 2: 'How to automate follow-up tasks without Zapier' (MOFU)

Keyword Research Worksheet

Use this worksheet to evaluate and prioritize keywords:

- Keyword:

- Monthly search volume:

- Keyword difficulty:

- Search intent (Informational / Navigational / Transactional):

- Target funnel stage:

- Suggested topic or headline:

- Notes: