

Content Optimization Strategy Document

1. Document Overview

Objective:

Project/Website:

Date:

Prepared by:

2. Target Audience & Personas

- Primary Audience:
- Secondary Audience:
- Key Personas:

3. Content Audit Summary

Content Name/URL	Current Performance	Issues	Opportunities

4. Keyword Research

Keyword	Search Intent	Volume	Difficulty	Target Page

5. Optimization Opportunities

- 1. On-Page Optimization:
 - Title tags:
 - Meta descriptions:
 - Heading structure:
 - Internal linking:
 - Image optimization:

2. **Content Enhancements:**

- Topical gaps:
- Readability:
- Trust signals:

3. **Technical Improvements:**

- Page speed:
- Mobile responsiveness:
- Structured data:

6. **Content Calendar & Action Plan**

Action	Responsible	Deadline	Status

7. **Measurement & KPIs**

- Organic traffic:
- Ranking improvements:
- Click-through rate (CTR):
- Engagement (bounce rate, time on page):
- Conversions: