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Content Calendar

Prepared for

ACME Digital Marketing

Prepared on 2024-10-17

Tips for Creating Top-Performing Content

We tracked **your industry's high-ranking pages** and analyzed the content.

The main takeaway: Create comprehensive, authoritative content that demonstrates expertise, addresses client needs, showcases tangible results, and builds trust through social proof, while offering clear value propositions and actionable insights.

Traits of High-Performing Content

- Showcase impressive statistics and social proof

- Offer comprehensive services to demonstrate broad expertise

- Clearly communicate your value proposition

- Position yourself as an expert with unique methods

- Build trust through case studies and client testimonials

- Provide educational content to explain complex concepts

- Highlight industry-specific expertise

- Emphasize technological advantages

- Demonstrate global reach or perspective

- Include a free offer or call-to-action

- Use visual elements to enhance engagement

- Address common questions with an FAQ section

- Make contact information easily accessible

- Focus on tangible results and ROI

- Structure content clearly with a table of contents

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- Use accessible language and practical examples
- Present a balanced view of benefits and challenges
- Adopt an authoritative tone
- Incorporate current trends and relevance
- Highlight your data-driven, scientific approach
- Showcase your expert team
- Position yourself as an industry leader
- Address potential client pain points
- Emphasize unique selling points

Content Tip:

Keywords & questions are great places to start when thinking of content to write.

Do you type a question into Google when you search for something? And, knowingly or not, does your query contain specific words (keywords) related to the topic you're searching?

The following content suggestions are grouped by one or more topics (keywords). And each individual content idea strives to answer actual questions your potential customers use to search.

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Month 1

SEO Boost: Actionable Strategies to Skyrocket Your Rankings

Topics:	Sample Outline
seo best practices how to boost seo seo services	• Conducting a thorough SEO audit • Optimizing on-page elements for better performance • Building a strong backlink profile • Creating high-quality, SEO-friendly content • Leveraging technical SEO improvements
In answer to: how to boost seo	

UX Uncovered: Why User Experience is the Heart of Great Design

Topics:	Sample Outline
user experience design ui and ux design web design and development	• Definition of UX (User Experience) and its importance • Key elements of user experience design • UX research methods and user testing • The relationship between UX and UI design • Measuring and improving user experience
In answer to: what does ux stand for	

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Keyword Optimization 101: Where to Place Your SEO Gems

Topics:	Sample Outline
seo best practices seo word optimization seo services	• Strategic placement of keywords in page titles and meta descriptions • Optimizing header tags (H1, H2, etc.) with keywords • Incorporating keywords naturally in content • Image alt text and file name optimization • Using keywords in URLs and internal linking

In answer to:

where should you optimize main keywords on website

Work Smarter, Not Harder: Top Marketing Automation Tools Revealed

Topics:	Sample Outline
marketing automation tools automated branding marketing automation	• Introduction to marketing automation • Overview of popular marketing automation platforms • Key features to look for in automation tools • Implementing automation in your marketing strategy • Measuring the impact of marketing automation

In answer to:

marketing automation tools

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Month 2

Digital Dominance: Unlocking the Potential of Online Marketing

Topics:
online marketing business
online internet marketing
digital marketing services

In answer to:
online internet marketing

Sample Outline

- The evolution and importance of online marketing
- Key online marketing channels and strategies
- Building a strong online brand presence
- Integrating online and offline marketing efforts
- Measuring and optimizing online marketing ROI

Plan, Post, Profit: Mastering Your Social Media Calendar

Topics:
content calendar template
editable and shareable social media calendar
with mockups free
social media marketing

In answer to:
social media calendar

Sample Outline

- Benefits of using a social media calendar
- Key components of an effective social media calendar
- Tools for creating and managing your calendar
- Content ideation and planning strategies
- Analyzing and adjusting your social media schedule

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Keyword Gold: How to Mine and Target Your SEO Treasure

Topics:	Sample Outline
seo keyword research	
keyword research and targeting	• Importance of keyword research in SEO
seo services	• Tools for effective keyword research
	• Understanding search intent and keyword types
In answer to:	• Strategies for targeting keywords in content
keyword research and targeting	• Monitoring and adjusting keyword performance

Supercharge Your Social Presence: Advertising Strategies That Convert

Topics:	Sample Outline
social media advertising	
social media advertising	• Overview of social media advertising platforms
social media marketing	• Setting clear advertising goals and KPIs
	• Creating compelling ad content and visuals
In answer to:	• Targeting and audience segmentation techniques
social media advertising	• Measuring and optimizing ad performance

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Month 3

Demystifying SEO: Your Guide to Climbing Search Rankings

Topics:
on page seo optimization
seo rehberi
seo services

In answer to:
what is search engine optimisation

Sample Outline

- Definition of SEO and its importance
- Key components of SEO (on-page, off-page, technical)
- How search engines work
- Basic SEO strategies for beginners
- Common SEO mistakes to avoid

Web Marketing Wizardry: Strategies to Outshine Your Competition

Topics:
web marketing services
digital marketing examples
digital marketing services

In answer to:
web marketing

Sample Outline

- Overview of web marketing channels
- Developing a comprehensive web marketing strategy
- Content marketing and SEO techniques
- Paid advertising and PPC campaigns
- Social media marketing and engagement

Social Media Management Costs Decoded: What to Expect and Why It's Worth It

Topics:
social media management services
how much does it cost to manage social media monthly
social media marketing

In answer to:
how much does it cost to manage social media monthly

Sample Outline

- Factors affecting social media management costs
- Average pricing models and rates
- Services included in social media management
- ROI of professional social media management
- Tips for budgeting and choosing a service provider

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Google's Playbook: Winning SEO Practices for 2024

Topics:	Sample Outline

Topics:

seo best practices

seo best practises

seo services

In answer to:

whats the best practives for google seo

Sample Outline

- Latest Google algorithm updates and their impact
- Mobile-first indexing and page experience
- Content quality and E-A-T (Expertise, Authoritativeness, Trustworthiness)
- Schema markup and structured data
- User experience and Core Web Vitals

Month 4

Email Marketing Metrics That Matter: Decoding Open Rates

Topics:	Sample Outline
email marketing metrics what is a good open rate for email email marketing	• Understanding email open rates and their significance • Industry benchmarks for email open rates • Factors affecting email open rates • Strategies to improve open rates • Other important email marketing metrics to track
In answer to:	
what is a good open rate for email	

Designing for Delight: The Art and Science of UI/UX

Topics:	Sample Outline
user experience design ui and ux design web design and development	• Differences between UI and UX design • Principles of effective UI design • UX research and user-centered design process • Prototyping and wireframing techniques • Usability testing and iteration
In answer to:	
ui and ux design	

Mobile-First Mastery: Why Responsive Design is Non-Negotiable

Topics:	Sample Outline
responsive web design reactive web design web design and development	• The importance of mobile-first design • Key principles of responsive web design • Tools and frameworks for responsive development • Testing and optimizing for different devices • Impact of responsive design on SEO and user experience
In answer to:	
responsive web design	

Never Miss a Post: Create a Killer Content Calendar

Topics:

content calendar template
editable and shareable social media calendar
with mockups free
social media marketing

In answer to:

content calendar

Sample Outline

- Benefits of using a content calendar
- Elements of an effective content calendar
- Tools and templates for content planning
- Aligning content with marketing goals and events
- Tips for maintaining and updating your calendar

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Month 5

Elevate Your Online Presence: Comprehensive Internet Marketing Solutions

Topics:	Sample Outline
internet marketing firm digital marketing services digital marketing services	• Overview of internet marketing services • SEO and content marketing strategies • Social media management and advertising • Email marketing and automation • Analytics and performance tracking
In answer to:	
internet marketing services	

Dominate Your Local Market: Unleash the Power of Local SEO

Topics:	Sample Outline
local seo services local seo services seo services	• Understanding local SEO and its importance • Key elements of a local SEO strategy • Optimizing Google My Business listing • Building local citations and backlinks • Leveraging customer reviews for local SEO
In answer to:	
local seo services	

Craft a Content Strategy That Captivates and Converts

Topics:	Sample Outline
content marketing strategy content strategy example content marketing	• Defining your content marketing goals and audience • Developing buyer personas and customer journey maps • Creating a content calendar and editorial plan • Types of content and their purposes • Measuring content performance and ROI
In answer to:	
content strategy	

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Social Media Maestros: The Crucial Role of Social Media Managers

Topics:

social media management services
social media mgmt
social media marketing

In answer to:

what do social media managers do

Sample Outline

- Developing and executing social media strategies
- Content creation and curation across platforms
- Community management and audience engagement
- Social media advertising and campaign management
- Analytics, reporting, and strategy refinement

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Month 6

Digital Marketing Demystified: The Many Hats of a Digital Marketer

Topics:
online digital marketing business
role of digital marketing
digital marketing services

In answer to:
what does a digital marketer do

Sample Outline

- Overview of digital marketing disciplines
- Developing comprehensive digital marketing strategies
- Managing various digital channels (social, email, PPC, etc.)
- Analyzing data and optimizing campaigns
- Staying current with digital marketing trends and technologies

SEO Simplified: Understanding the Mechanics of Search Success

Topics:
on page seo optimization
search engine optimization advertising
seo services

In answer to:
how does seo work

Sample Outline

- Basic principles of search engine algorithms
- On-page SEO factors and best practices
- Off-page SEO and link building strategies
- Technical SEO considerations
- The role of content in SEO success

Beyond Posting: The Multifaceted Role of a Social Media Manager

Topics:
social media management services
manager social media marketing
social media marketing

In answer to:
what does a social media manager do

Sample Outline

- Developing and implementing social media strategies
- Content creation and curation
- Community management and engagement
- Social media advertising and paid campaigns
- Analytics and reporting on social media performance

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Strategic Keyword Placement: Maximizing Your SEO Impact

Topics:

seo keyword research
popular keywords
seo services

In answer to:

where to use highest searched keywords on website

Sample Outline

- Understanding keyword relevance and search intent
- Key areas for keyword placement on a website
- Balancing keyword usage with natural content
- Avoiding keyword stuffing and over-optimization
- Tools for tracking keyword performance

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Main Keyword Phrase

This content strategy report was generated based on the keyword phrase:

`digital marketing agency`

Related Subtopics

The following are related subtopics that showed up during our research.

`content calendar template, content marketing strategy, digital ad services, digital marketing agency website, digital marketing business, digital marketing strategies, digital seo agency, ecommerce website design, internet advertising services, local seo services, on page seo optimization, online marketing business, ppc keyword research, responsive web design, seo best practices, seo keyword research, web design company, web design trends, website development services, wordpress website development`

Content Tip:

Use these keywords in hyperlinks to other content. For example:

- [Learn more about content calendar templates](#)
- [Learn more about content marketing strategy](#)

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Semantically Related Phrases

- B2B digital marketing agency
- Content marketing specialists
- Data-driven marketing firm
- Digital branding experts
- Digital growth partners
- Digital strategy consultancy
- E-commerce marketing agency
- Integrated digital marketing services
- Internet advertising company
- Online marketing firm
- Online presence optimization company
- PPC management company
- SEO agency
- Social media marketing services
- Web marketing consultants

Content Tip:

Enrich your content with these additional phrases.

Top Searched Questions

- how to boost seo
- what does ux stand for
- where should you optimize main keywords on website

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- online internet marketing

- social media calendar

- keyword research and targeting

- social media advertising

- what is search engine optimisation

- web marketing

- how much does it cost to manage social media monthly

- whats the best practives for google seo

- what is a good open rate for email

- ui and ux design

- responsive web design

- content calendar

- internet marketing services

- local seo services

- content strategy

- what do social media managers do

- what does a digital marketer do

- how does seo work

- what does a social media manager do

- where to use highest searched keywords on website

Content Tip:

Tailoring content to answer the questions users use to search for that content helps in many ways.

- The material you create to answer the question(s) is targeted

- Enhanced user engagement

- Improves search engine ranking by matching user intent

- Increases likelihood of converting visitors into customers

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stuart@relishstudio.com

relishstudio.com

303.825.4441