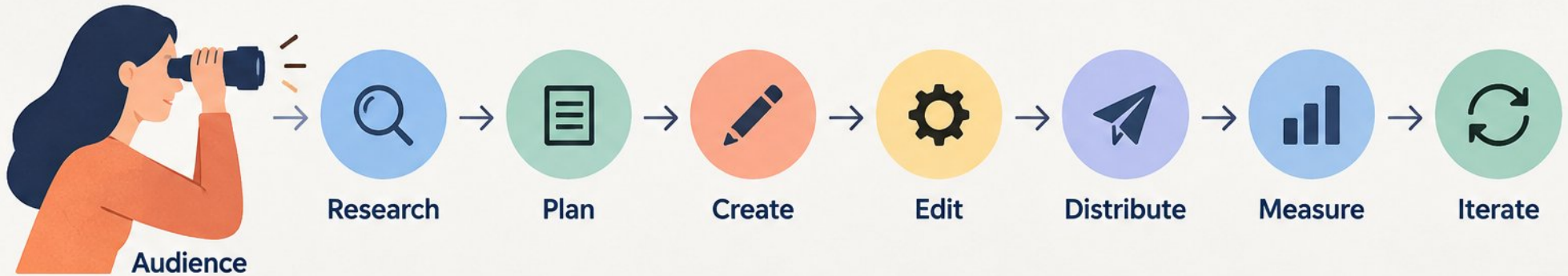


Content Marketing Skills: Core Skills and Practice

Useful Content
Stronger Connections
Greater Impact



Earn attention by being useful, not by interrupting with ads



Core definition: valuable, relevant, consistent content for a defined audience



Workflow: research, plan, create, edit, distribute, measure, iterate



Roadmap: strategy, operations, craft, search, measurement, lab, growth



What "good" looks like: defined audience, useful promise, proof, measurable response



Key roles: strategist, writer, editor, designer, SEO specialist, marketing manager

Background: How Content Marketing **Works Today**



Pull, not push: earn attention by being useful, not interrupting



Two tracks now: classic SEO content plus content built for AI citation



Documented strategy drives 33% higher ROI, yet most teams lack one



2026 reality: zero-visit visibility and AI answers influence buyers before any click



Wins come from relevance, skills, sales alignment, and customer understanding



Learner fears addressed: 'I'm not a writer,' too many tools, proving ROI

Content Marketing (Pull)



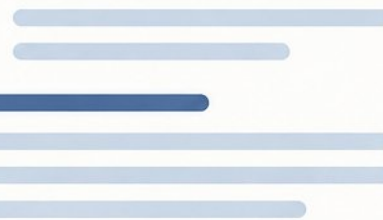
Earn attention by being useful, not interrupting.

VS

Advertising, PR, and Random Social Posting (Push)



Interrupts people and competes for attention.



USEFUL CONTENT BUILDS WHAT'S NEXT

Audience, Positioning, and Content Strategy Foundations

- 1 Audience research precedes keyword research: search data lags real demand
- 2 Build profiles from interviews, sales calls, tickets, reviews, and forums
- 3 Distinguish target market, segment, and persona; skip empty demographics
- 4 Write a positioning statement linking expertise to an audience gap
- 5 Pick 3-5 pillars where need, expertise, and demand overlap
- 6 Set SMART objectives tied to business outcomes, not pageviews
- 7 Deliverables: audience profiles, content mission, owned territory



Funnel Mapping and Topic Clusters

- 1 Map audience needs to four stages: awareness, consideration, decision, retention
- 2 Expanded model catches skipped demand: symptom, education, evaluation, decision
- 3 Build topic clusters: one pillar page plus 8-15 interlinked cluster articles
- 4 Internal links form architecture: cluster-to-pillar, pillar-to-cluster, cluster-to-cluster
- 5 Content split benchmark: 30-40% symptom/education, 40-50% evaluation, 15-20% decision
- 6 Avoid cluster sprawl across five unrelated territories; it diffuses authority



Editorial Planning and Content Operations

FROM STRATEGY TO CONSISTENT EXECUTION



Plan in four horizons: annual themes, quarterly pillars, monthly briefs, weekly execution window



Minimum calendar fields: status, owner, keyword, cluster, channel, CTA, dates, metric



Brief specifies audience, angle, sections, proof sources, internal links, CTA, and exclusions



Separate ideation, briefing, drafting, review, and QA; conflating them stalls calendars by week six



Keep 10-20% buffer and lock the next 7-14 days against reactive requests



Allocate 15-25% of weekly capacity to refreshing existing content

PLAN
ALIGN
CREATE
REPEAT



Content Briefs and Workflow Handoffs

FROM BRIEF
TO IMPACT



- The brief decides whether a pipeline ships clean drafts or burns weeks in revisions
- Split search intent from answer intent: ranking job versus extractable answer
- Keep entity coverage and structural targets in two separate fields
- Encode Google's Who, How, and Why: named author, disclosed method, proof sources
- Seven stages: ideation, brief, draft, dev edit, copy edit, SEO/accessibility, publish
- Realistic lead time is 14-21 days; weekly compression quietly erodes quality
- Track weekly leading indicators: briefs on time, drafts delivered, time-to-publish

Writing for the Web:

Clarity, Structure, and Persuasion



Front-load the answer: lead with the main point, one unique H1



Short paragraphs, 3–4 sentences; 8th-grade reading level default



Persuasively specific: proof, objection handling, honest urgency



Cut AI-slop openers; add one real observation and a contrarian claim



Vary sentence rhythm; uniform 15–25 word sentences signal unreviewed drafts

Clear
Useful
Persuasive

Editing and Quality Control



Separate macro editing (structure, argument) from micro editing (grammar, style)



Fact-check before polishing voice: fabricated stats get deleted anyway



Source sandwich: exact claim plus source; real citations appear independently



Six-step routine: log provenance, extract claims, verify sources, check quotes



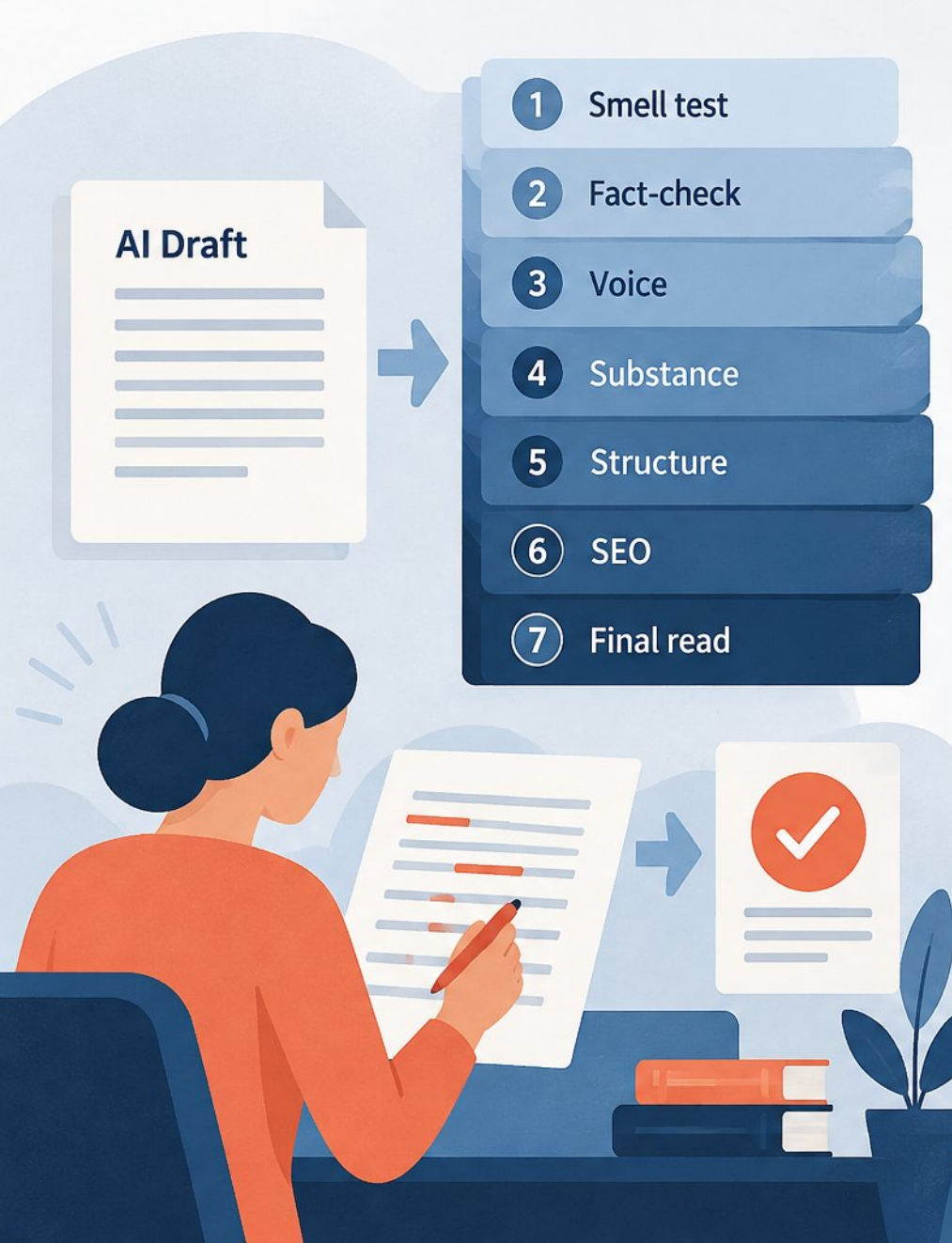
Score drafts against a rubric with defined pass thresholds



Name the failed check and what's missing, don't request full rewrites



Editing AI-Assisted Drafts: The Seven-Pass Workflow



Seven passes, in order: smell test, fact-check, voice, substance, structure, SEO, final read



Fact-check before voice: polishing fabricated claims wastes the work



Aim for 25-40% human revision; under 15% means under-editing



A 1,500-word draft should take 25-35 minutes; over 45 signals a broken prompt



Disclose AI use proportionally; one named human owns every claim



Detectors trigger review, never a pass/fail verdict



AI drafts, editor decides, approval gate before anything ships

Accessibility and Readability in Practice

CLEARER CONTENT
BRIGHTER IDEAS



Diagnose first: legibility, readability, or understandability—not all the same fix



One unique H1, no skipped levels, descriptive headings, front-loaded info



Link text must work out of context: ban “click here” and raw URLs



Body text 16px+, line height 1.4–1.6, 60–75 character measure



Alt text, captions, and transcripts are separate, non-interchangeable obligations



Accessibility and SEO share one structure: semantic headings, real outlines



Hard to read

Our team works on making content better for everyone. If you want to learn more about what we do and how it can help, [click here](#) or visit <https://www.example.com> for more information. We believe that accessible content leads to a better experience for all users across our materials and channels.



Clear and accessible

We create accessible content so everyone can learn, work, and participate. Learn how to make your content more inclusive and find practical guidance on our [accessibility resources page](#). Accessible content leads to a better experience for all users across our materials and channels.

SEO, Search Intent, and AI Discoverability



Match content to the intent
the SERP rewards, not just
the keyword



Read the SERP with the three
Cs: content type, format, angle



On-page basics: keyword in
title, H1, URL, first 100 words



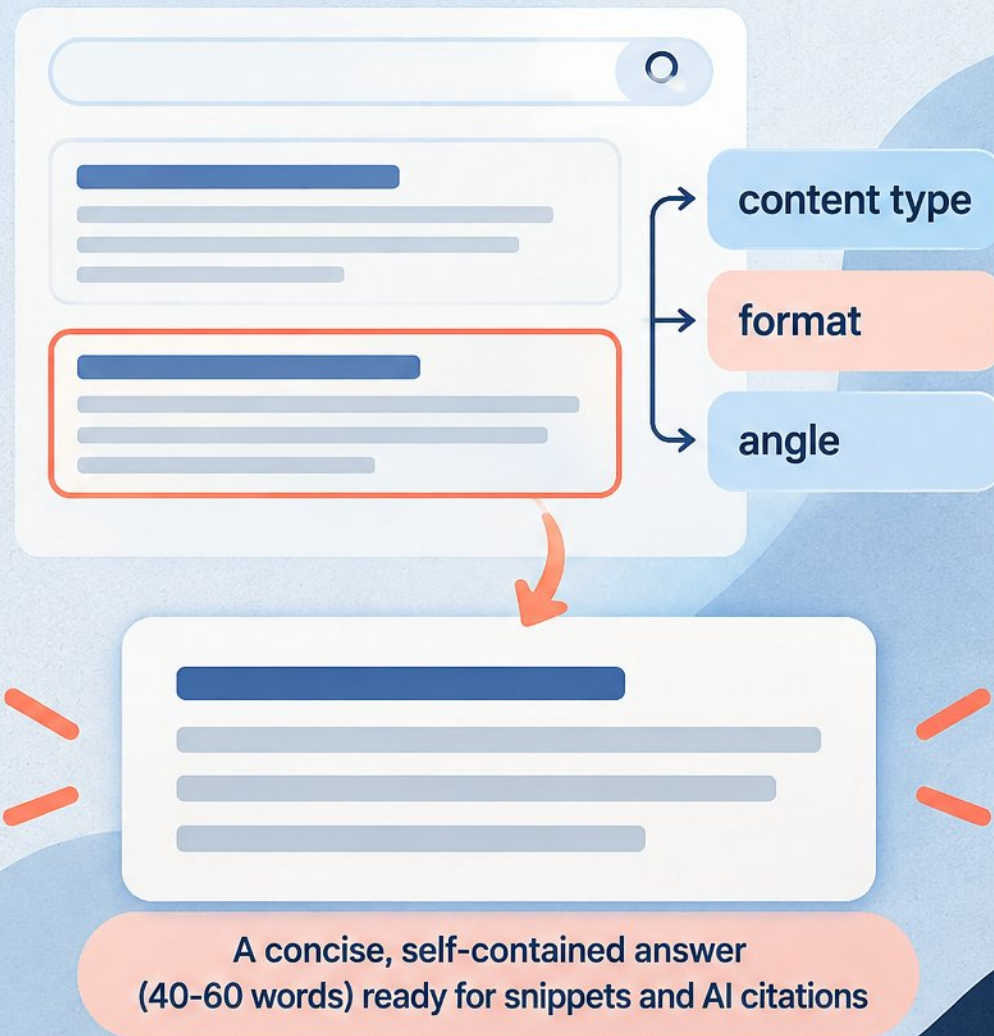
Structure for extractability:
self-contained sections,
40-60 word answer blocks



Add schema markup where it
accurately describes the page



Diagnose format mismatch
first: prose can't beat tools
or comparison pages



Distribution and Content Repurposing

ONE IDEA. MANY OPPORTUNITIES.

CREATE > REPURPOSE > DISTRIBUTE > GROW



Publishing without distribution is broadcasting to an empty room



Extract 10–15 self-contained fragments from one anchor asset



Thesis, contrarian claim, top-line number, process summary, common mistake, FAQ pair



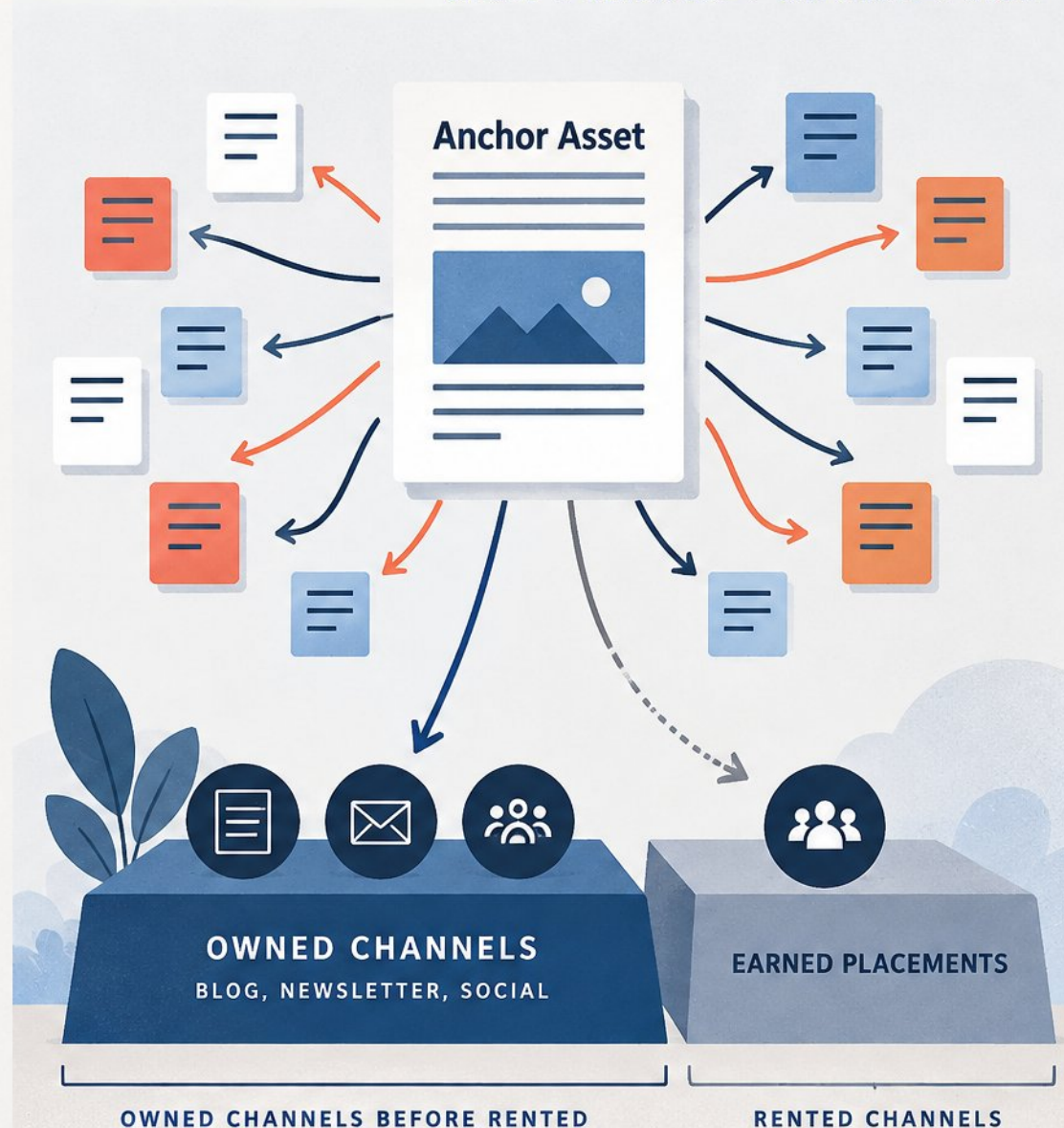
Owned channels before rented: blog, newsletter, social, then earned placements



Choose deliberately: refresh, expand, split, transform, or syndicate



Track reach per hub, hub traffic, and AI citation appearances



Measurement, Analytics, and Continuous Improvement



Match metrics to content's job:

reach, engagement, conversion, retention, revenue influence



Pick 3-5 KPIs plus one north-star metric; track fewer, trust more



Fix tracking first: consistent UTMs, GA4 events, CRM connection



ROI = (content revenue – content cost) ÷ content cost × 100



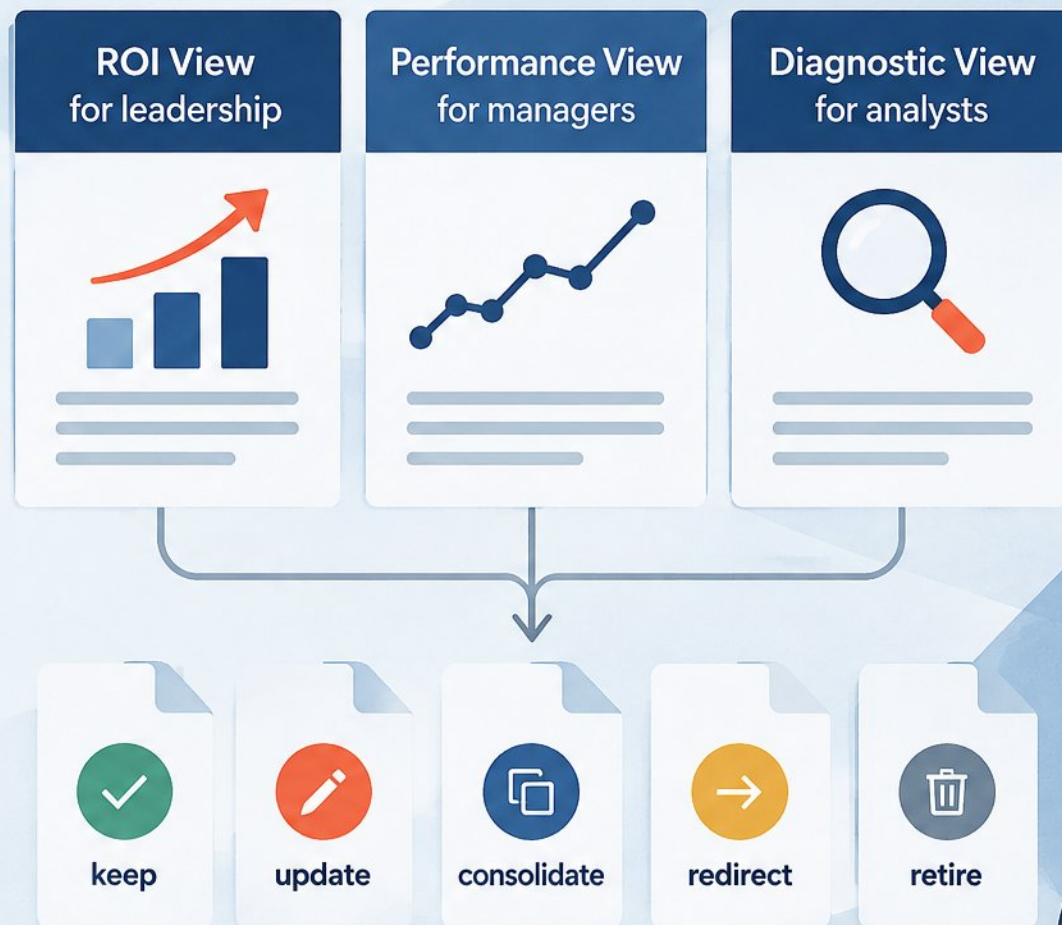
Audit quarterly: keep, update, consolidate, redirect, or retire each page



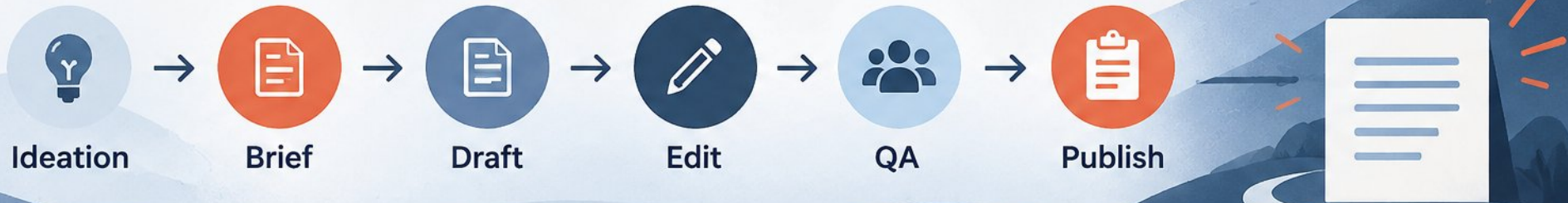
Refresh triggers: 20%+ traffic drop, ranking slide, stale stats



Report with a narrative: ROI view, performance view, diagnostic view



Practice Lab: From Brief to Published Piece



Apply the full workflow to one realistic scenario



Build four artifacts: brief, draft, edited version, distribution plan



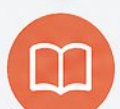
Run the seven-pass AI edit and log what changed



Peer review: intent, facts, voice, structure, accessibility, links



Defend one measurement plan with a named refresh trigger



Write a 30-day personal improvement plan



Professional Growth, Ethics, and Team Collaboration

BETTER
IDEAS
BRIGHTER
WORK



Build a portfolio of four to six mini case studies



Lead each one with a headline number, not adjectives



Show process: research, audience analysis, decisions you skipped



Prove AI-era visibility with citation screenshots and before/after data



Disclose AI involvement proportionally; keep a named human accountable



Name owners for briefs, drafts, edits, and final approval



Run one experiment per month and keep a feedback loop

PRACTICE
BUILDS
PROGRESS

Mini Case Studies

Content Brief

- ☒ Research
- ☒ Audience analysis
- ☒ Decisions you skipped
- ☒ AI involvement
- ☒ Named owners
- ☒ Feedback loop



PersonWise.

PersonWise • AI digital-human course platform



Scan the code or click anywhere to watch this course live, with voice Q&A

personwise.ai/t/d51cf1d8/public