

WEBFORLESS ACADEMY

Content Strategy Guide

Build a content system around audience questions, business evidence, search intent, editorial ownership and continuous improvement.

Practical workbook · Version 2.1.0 · July 2026

How to use this workbook

Work through each section with the people who own the website, content and operations. Record evidence, decisions, owners and review dates. A documented decision is easier to maintain than an assumption.

1. Content strategy is a system

Content strategy decides what information should exist, why it matters, who owns it, where it belongs and how it will stay accurate. Writing is one part of that system. Without strategy, teams produce disconnected pages, repeat the same promises and allow important information to become outdated.

Question	Notes / evidence
What is true today?	
What needs to change?	
Who owns the next action?	

2. Start with audience decisions

A good page helps someone understand, compare, verify or act. Map the questions that appear before a purchase, during evaluation and after the service begins. Interview sales, support and operations teams because they hear language that keyword tools may miss. Search data is useful, but it should be combined with direct customer evidence.

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Implementation checklist

■	Content strategy is a system: Publishing more is not automatically progress. Useful coverage and maintenance matter more than volume.
■	Start with audience decisions: Build around decisions people need to make, not merely phrases they type.
■	Connect expertise to evidence: Authority is demonstrated through specificity and support, not self-declared adjectives.
■	Design a content architecture: Information architecture is editorial strategy expressed through URLs and links.
■	Create an editorial workflow: A smaller sustainable publishing rhythm is better than a burst followed by neglect.
■	Measure usefulness and improve: Content strategy includes subtraction. A cleaner library can outperform a larger one.

Review record

Date	Reviewer	Decision or change