

A BIG RED JELLY WORKBOOK

How to build a content strategy

A practical, research-backed guide for business owners and solo marketers who want content that actually works.

BRAND. BUILD. GROW.

[BIGREDJELLY.COM](https://bigredjelly.com)

FOR FOUNDERS, MARKETERS, DESIGNERS.

2026

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INTRODUCTION

WHY MOST BUSINESSES GET CONTENT MARKETING WRONG

Most small business owners know they should be doing content marketing. They hear the same advice over and over: start a blog, post on LinkedIn, stay consistent. They try it for a few weeks. Nothing happens. They stop.

This is not a failure of effort. It is a **failure of expectations**. Content marketing does not produce results the way a paid ad does. It does not spike when you post and disappear when you stop. It builds slowly, then compounds. The businesses that understand that go on to generate leads from content they wrote two years ago. The ones who do not quit at month two and conclude it does not work.

This guide is for anyone starting from scratch or starting over. It covers what content marketing actually is, how to build a strategy you can maintain and what free tools will make the job easier. Work through it in order. Come back to it when you get stuck.

3X

Content marketing generates over three times as many leads as traditional outbound marketing and costs 62% less to produce.

SOURCE: DEMAND METRIC / HUBSPOT



01

WHAT CONTENT MARKETING ACTUALLY IS

Content marketing is the practice of creating and sharing useful information to attract the people most likely to buy from you. Not ads. Not promotions. Actual information that helps someone solve a problem, make a decision or understand something they did not before.

The Content Marketing Institute defines it as a strategic marketing approach focused on creating and distributing valuable, relevant and consistent content to attract and retain a clearly defined audience, and ultimately to drive profitable customer action. In plain terms: you help people first. You sell second. Trust is the mechanism that connects the two.

82%

Of marketers use content marketing to attract and convert leads, while 69% say it strengthens customer retention after the initial sale.

SOURCE: HUBSPOT STATE OF MARKETING REPORT, 2024

CONTENT MARKETING VS. ADVERTISING: THE KEY DIFFERENCE

Advertising rents attention. You pay, someone sees your message, you stop paying and the visibility disappears. Content marketing builds an asset. A blog post that ranks on Google keeps driving traffic six months after you wrote it. A newsletter you send every week keeps you in front of past clients between purchases. The work compounds over time in a way that ad spend simply does not.

This distinction matters because it changes how you invest and how you measure success. A paid ad campaign you can evaluate in two weeks. A content strategy you should evaluate over twelve months. The timelines are fundamentally different, and confusing them is the most common reason small businesses walk away from content too early.



THE THREE FORMATS THAT MATTER MOST FOR SMALL BUSINESSES

Content marketing covers a wide range of formats: blog posts, videos, podcasts, newsletters, social media, case studies and more. For a small business or a solo marketer, trying to do all of it at once is a reliable path to doing none of it well. Start with the formats that match where your clients already spend time.

- Blog posts and articles are the foundation. They live on your website, build your search presence and serve as the source material for everything else you distribute.
- Email newsletters reach your warmest audience. People who hand over their email address are more interested in what you do than any follower on any platform.
- Short-form social content keeps you visible. LinkedIn posts, Instagram carousels and Google Business Profile updates help you stay in front of people between purchases.

WORTH KNOWING

Short-form video generates the highest ROI of any content format in 2025 at 104%. Blog posts are among the top five highest-ROI formats and are the channel small businesses are 23% more likely than average to see returns from.

SOURCE: HUBSPOT STATE OF MARKETING REPORT, 2026

WHAT CONTENT MARKETING IS NOT

It is not posting for the sake of posting. Random content with no audience or search intent behind it is a time cost with no return. It is not a replacement for a clear offer. Content can bring people to your door, but if what you are selling is unclear or the wrong fit, no volume of blog posts will fix that. And it is not a short-term play. Businesses that approach content marketing as a three-month experiment will almost always conclude it failed, because the results at three months rarely reflect what the strategy will produce at twelve.



02

WHY CONTENT MARKETING WORKS AND WHY MOST PEOPLE QUIT TOO EARLY

The businesses that quit content marketing and the businesses that build real audiences from it are often doing the same things. The difference is almost always time. One group stops at month three. The other runs the same strategy to month twelve and discovers they have built something that generates leads without a media budget.

Understanding why this gap exists is not just motivational. It changes how you should measure results and how long you should give a strategy before drawing conclusions.

THE COMPOUNDING PROBLEM MOST BUSINESSES IGNORE

A business running paid ads and a business building content are playing fundamentally different games. The ad-dependent business pays for every visit. The content-driven business earns visits on an asset it already built. Over a two to three year period, the economics of content almost always win. But the first six months can look like nothing is happening, because they often are.

Google does not rank content from websites it has not yet learned to trust. Trust is built through consistency, quality and time. None of that can be bought or rushed. A new website publishing solid content for the first time will not rank on day one. It will rank, on average, four to six months later.

4-6
MONTHS

The typical range before new content begins to show measurable SEO results. Significant compounding usually begins between nine and twelve months of consistent publishing. (SEO Discovery / Search Engine Land)

SOURCE: SEO DISCOVERY / SEARCH ENGINE LAND



This timeline is not a flaw. It is how search engines build confidence in a source. Every month of consistent publishing is a deposit into an account that starts paying interest later. Businesses that withdraw early lose the balance.

WHAT SUCCESS LOOKS LIKE AT EACH STAGE

Measuring content marketing with the same timeline as paid advertising is like planting a tree and checking for fruit the next morning. Each phase of a content strategy has its own indicators.

- **Months 1 to 3:** Are you publishing consistently? Is the content genuinely useful? Are you targeting topics your audience is actually searching for?
- **Months 4 to 6:** Are organic impressions growing in Google Search Console? Are keywords beginning to appear in your top queries?
- **Months 7 to 9:** Is organic traffic increasing? Are you seeing the first leads or inquiries attributed to content?
- **Months 10 to 12:** Are you able to tie revenue to specific posts? Is content reducing friction in your sales conversations?

The content you publish today is not for the people who need you right now. It is for the people who will need you in eight months and will find you because you were already there.

THE THREE THINGS CONTENT DOES FOR A SMALL BUSINESS

- **It builds trust before a conversation happens.** A potential client who has read three of your posts before reaching out has already made up their mind. They are not vetting you. They have already decided. The sales conversation is shorter, warmer and more likely to close.
- **It keeps you visible between purchases.** Most service businesses sell something clients only need every few years. Content keeps you in front of past clients, warm leads and referral partners during the long gaps. When the timing becomes right, you are the first name they think of.
- **It answers questions at scale.** Every question you answer in a blog post is a question you do not have to answer individually on every sales call. Your website does the educating. You do the closing.



03

FINDING TOPICS WORTH WRITING ABOUT

The most common content mistake is writing about things that interest you rather than things your audience is actively searching for. Businesses naturally want to talk about their services, their team and their achievements. The problem is that very few people search for those things. People search for answers to problems. Your job is to figure out which problems your potential clients are trying to solve and then be the clearest, most useful answer available.

START WITH YOUR SALES CONVERSATIONS

The fastest way to find good topics is to write down every question a prospect has ever asked before buying from you. Not the questions on your FAQ page. The real ones from discovery calls. The hesitations people voice when they are on the fence. The comparisons they draw between you and a competitor they looked at first.

Every one of those questions is a potential blog post. If one person asked it out loud, hundreds more are typing it into Google and not finding a satisfying answer.

- What do clients ask before they commit to working with you?
- What objections come up most often in your sales process?
- What do clients wish they had known before coming to you?
- What do you have to explain every time you onboard a new client?
- What does your industry get wrong that you have to correct regularly?

USE KEYWORD RESEARCH, BUT KEEP IT SIMPLE

Keyword research tells you whether people are actually searching for a topic and how competitive it is to rank for. You do not need expensive tools to get started. Google's autocomplete, the People Also Ask section and the related searches at the bottom of any results page give you a clear picture of what people want to know around any topic.



The goal for a small business is not to compete on the most popular searches. Those go to sites with years of authority and large content teams. The goal is to find specific, lower-competition searches where you can genuinely be the most useful result.

THE LONG-TAIL ADVANTAGE

A search like "branding agency" returns millions of competing pages. A search like "how to choose a branding agency for a service business" returns far fewer. The more specific the search, the more qualified the person behind it. Start specific. Broaden over time as your site's authority grows.

BUILD A TOPIC CLUSTER, NOT A RANDOM LIST

Google rewards depth on a subject. A site with twenty posts on twenty different topics looks scattered. A site with twenty posts all covering different aspects of one core subject, each linking to the others, signals expertise. This is called a topic cluster.

Pick one pillar topic and write a thorough guide on it. Then write shorter posts that go deeper on specific aspects of that topic, all linking back to the pillar. Over time, Google recognizes your site as a credible source on that subject and surfaces your content more often.

55%

Businesses that blog regularly get 55% more website visitors than those that do not. The gap widens significantly after twelve months of consistent publishing.

SOURCE: HUBSPOT

EVERGREEN VS. TIMELY: WHICH TO PRIORITIZE

Evergreen content answers questions that stay relevant for years. Timely content responds to current events, trends or seasonal topics. For a solo marketer or business owner doing this without a team, start with evergreen. It keeps working long after you publish it. Timely content demands more volume to stay relevant and has a shorter shelf life. Build the foundation with evergreen topics, then layer in timely content as your capacity grows.



04

HOW TO WRITE A BLOG POST THAT ACTUALLY RANKS

Most blog posts fail not because they are poorly written but because they were never built to succeed. A post that does not match what the reader was looking for, does not hold attention past the first paragraph or lacks basic optimization will attract very little traffic regardless of how much work went into it. This chapter is a practical framework for giving your content the best possible chance of doing what you want: get found and get read.

MATCH THE INTENT BEHIND THE SEARCH

Before writing a single word, ask what someone actually wants when they search for this topic. Search intent falls into four types. Informational means they want to learn something. Navigational means they are looking for a specific brand or page. Commercial means they are comparing options. Transactional means they are ready to act.

Your content has to match the intent of the search it is targeting. An educational post aimed at a transactional search will not rank. A sales page aimed at someone who just wants to learn will not convert. Figure out which mode your reader is in before you start.

STRUCTURE THE POST FOR HOW PEOPLE ACTUALLY READ ONLINE

People do not read online content the way they read a book. They scan for headings that signal whether this page contains what they came for. If nothing grabs them in the first few seconds, they leave. This does not mean dumbing things down. It means organizing the page so someone can navigate it.

- **Open with the problem.** Do not start with a definition or your company's history. Start with the problem. Make the reader feel understood in the first two or three sentences.
- **Use headings generously.** Every major section should have a clear heading. Headers help readers navigate and tell search engines what the page covers.



- **Match your reader's language.** Write at the level your clients use when they describe the problem themselves. Not simpler. Not more technical.
- **End with a clear next step.** Tell the reader what to do after finishing: contact you, download something, read another post. Do not let them reach the end of useful content and have nowhere to go.

A post that ranks for a specific, well-chosen question and actually answers it will consistently outperform a post that tries to cover everything and satisfies no one.

THE SEO BASICS THAT ACTUALLY MOVE THE NEEDLE

- **Page title:** Keep the page title under 60 characters and include the topic or keyword naturally.
- **Meta description:** Write a 150-character summary of what the post contains. It does not affect ranking directly but it determines whether someone clicks.
- **URL:** Keep it short and descriptive. Use hyphens between words. Avoid dates on evergreen posts.
- **Image alt text:** Describe what is in each image. This supports accessibility and gives search engines more context about the page.
- **Internal links:** Link to at least two other relevant pages on your website within each post. This helps search engines understand your content structure and keeps readers on the site longer.
- **Word count:** Write as much as the topic genuinely needs. For most informational posts, 1,000 to 1,800 words is a reasonable range. Pillar posts are typically longer.

THE CASE FOR UPDATING OLD CONTENT

One of the most underused tactics in content marketing is updating and republishing existing posts. A post from two years ago that is still relevant but has slipped in rankings can often recover by refreshing the data, adding new sections and updating the date. Before writing something new, ask whether an existing post deserves an update first. A well-maintained library of quality content will usually outperform a constant stream of new posts that get published once and never revisited.



05

REPURPOSING: ONE PIECE OF CONTENT, FIVE PLATFORMS

The most common misconception about content marketing is that more channels require more original content. They do not. They require a smarter distribution system, one where a single well-researched piece of content becomes the source material for everything else you publish that week.

This is what separates the content marketers who burn out after six months from those who sustain a consistent presence for years. They are not creating more. They are creating once and distributing many times.

94%

Of marketers already repurpose their content across platforms. The remaining 6% say they intend to start. Repurposing is no longer a differentiator. It is a baseline expectation.

SOURCE: REFERRALROCK

THE PILLAR-AND-SPOKES MODEL

Think of your content as a pillar-and-spokes system. The pillar is one thorough, well-researched piece, typically a blog post or long-form guide. The spokes are the smaller, platform-specific pieces you extract from it. The pillar requires the most effort. But it holds more insight, more examples and more useful detail than any single social post or email. The spokes are just different windows into the same room.

WHAT EACH PLATFORM ACTUALLY NEEDS

The mistake people make when repurposing is copying and pasting. Every platform has its own format, its own tone and its own audience behavior. Repurposing means rewriting for context, not recycling without thought.



PLATFORM	FORMAT	WHAT WORKS HERE
Blog post	Long-form article	The pillar. Comprehensive, structured and optimized for search. Everything else comes from here.
LinkedIn	Text post or carousel	One strong insight or contrarian take from the post. No link in the body. Conversational, first-person. The goal is engagement, not immediate clicks.
Instagram	Carousel or Reel	A visual breakdown of one framework or list from the post. Carousels outperform single images for saves and shares. Keep text minimal.
Email newsletter	Short summary + link	A three to five paragraph teaser with the core takeaway and an invitation to read the full post. Your warmest audience with the highest intent.
Google Business Profile	Weekly short post	A useful tip from the post, published weekly. Improves local search visibility and signals an active profile to Google.

ONE RULE WORTH KEEPING

Every piece of repurposed content should stand on its own. If someone reads your LinkedIn post and never clicks through, they should still have gotten something genuinely useful. Content that only works as a teaser trains your audience to ignore it.

06

BUILDING A PUBLISHING RHYTHM YOU CAN ACTUALLY KEEP

Consistency is the single most important variable in content marketing. Not quality alone, though quality matters. Not volume. Consistency. A website that publishes one solid post per month for two years will almost always outperform a website that published twenty posts in January and went silent.

The reason most small businesses fail at content is not a shortage of ideas or writing ability. It is a lack of systems. When content relies on motivation and available time, it becomes the first thing cut when things get busy. Which is exactly when maintaining visibility matters most.

13X

Marketers who prioritize blogging are 13 times more likely to see a positive return on their content investment. Consistency is the primary differentiator.

SOURCE: HUBSPOT

START WITH A FREQUENCY YOU CAN PROTECT

The right publishing schedule is the highest frequency you can maintain without letting quality slip. For a solo business owner, that might be one post per month. For someone with dedicated marketing time, it might be weekly. The number matters less than the commitment to it.

Put content creation in your calendar like a client meeting. It is not optional time that moves when something more pressing arrives. It is protected time for a business activity that pays returns for years.

BUILD A CONTENT CALENDAR THAT WORKS FOR YOU

A content calendar should help you stay ahead of your schedule. If you are spending more time maintaining the calendar than producing content, the system is too complicated. Keep it simple: a spreadsheet with the topic, target keyword, planned publish date and current status is enough to run a consistent content operation.



- Plan at least four weeks ahead so you are never writing under pressure.
- Batch similar tasks. Research in one block, writing in another, distribution in another.
- Keep a running list of ten or more topic ideas so no writing session starts with a blank page.
- Build in a monthly review to look at what performed well, what did not and what to adjust.

WHAT TO DO WHEN MOTIVATION DISAPPEARS

Every content program hits a wall. Posts are going out, but no one seems to care. Traffic is flat. It feels like shouting into an empty room. This is normal. It is also usually the six-month mark, the point just before compounding begins.

The answer is not to change strategy. It is to look at data rather than feeling. Are your posts being indexed? Are organic impressions growing even when clicks have not arrived yet? Are the right topics getting traction? If the fundamentals are in place, stay the course for another quarter before drawing any conclusions.

The content you want to quit on at month six is usually the content that will carry you at month eighteen. The gap between the two is just time.

Track your organic impressions in Google Search Console from day one. It is the earliest honest indicator of whether your content is being found. Impressions come before traffic. Traffic comes before leads. If impressions are growing, you are on the right track.



07

WHAT TO USE AND WHERE TO FIND IT

You do not need a large budget to run a solid content operation. The tools below are either completely free or have a free tier that is genuinely useful for small businesses. They are organized by what they help you do.

WRITING AND EDITING

Good writing tools do two things: they catch the mistakes you miss when you are too close to your own work and they help you write faster without losing clarity.

Hemingway Editor (Free)

Paste any draft in and it highlights sentences that are too long, passive voice, unnecessary adverbs and readability issues. It gives your writing a grade level score, which is a useful forcing function for clarity. Most business content reads better at Grade 8 or below.

Grammarly (Free tier available)

Catches grammar, spelling and punctuation errors in real time. The free version is enough for most writing tasks. The paid plan adds tone detection, clarity rewrites and engagement suggestions, which are useful if you are writing a high volume of content.

Google Docs (Free)

Where most small business content gets written. It is free, it saves automatically, it works anywhere and it lets you share drafts for feedback without attachments. It also integrates with everything else in the Google ecosystem your business likely already uses.



KEYWORD RESEARCH AND SEO

These tools help you find out whether people are actually searching for your topic and how competitive it is to rank. You do not need all of them. Start with Google Search Console and Google Keyword Planner before adding anything else.

Google Search Console (Free)

The most important free tool in your content stack. It shows which search queries are bringing people to your site, which pages are ranking, how many impressions your content is getting and where you are losing potential clicks. Set this up before you publish your first post and check it monthly.

Google Keyword Planner (Free)

Shows estimated search volumes and competition levels for any keyword. It was built for advertisers but works well for content planning. Use it to validate a topic before investing time in writing about it.

AnswerThePublic (Free tier available)

Enter any topic and it generates a visual map of all the questions, comparisons and prepositions people search for around it. Excellent for finding content angles your competitors have not covered and for understanding how your audience actually phrases their problems.

Semrush (Free tier available)

A comprehensive SEO platform with keyword difficulty scores, competitor research, backlink analysis and a site audit tool. The free plan is limited to ten searches per day but that is enough for monthly topic research.

Ubersuggest (Free tier available)

Similar to Semrush in scope but simpler to navigate. Keyword ideas, search volumes, SEO difficulty and basic competitor analysis. The free version is enough for a small business doing monthly content planning.



CONTENT PLANNING AND SCHEDULING

The tool you use to plan your content matters less than whether you actually use it. Pick one and stick with it. A consistent system in a free spreadsheet beats an abandoned premium platform every time.

Google Sheets (Free)

A content calendar in a spreadsheet is genuinely all most small businesses need. Columns for topic, target keyword, publish date, status and distribution channel give you full visibility into your pipeline without any learning curve.

Notion (Free tier available)

A more flexible planning tool that works well for teams or for anyone who wants to combine their content calendar with topic research notes, briefs and a ideas backlog in one place. The free personal plan covers most of what a solo marketer needs.

Trello (Free tier available)

A kanban-style board where content moves through columns: idea, in progress, written, scheduled, published. If you think visually and prefer moving cards to updating a spreadsheet, Trello is a good fit.
trello.com

DESIGN AND VISUALS

You do not need to hire a designer to produce professional-looking content. These tools give you access to templates, stock photography and basic design capability without any design background required.

Canva (Free tier available)

The go-to tool for small business content design. Templates for social media posts, carousels, blog headers, presentations and more. The brand kit feature stores your logo, colors and fonts so every piece of content stays consistent. The free plan covers most use cases well.

Unsplash (Free)

A library of high-quality, professionally photographed images available free with no attribution required for most uses. Significantly cleaner and less generic than most stock photo sites.

Pexels (Free)

A second free stock photo and video library. Worth bookmarking alongside Unsplash for when you need a broader search.



ANALYTICS AND PERFORMANCE

You cannot improve what you are not measuring. These two tools together give you a complete picture of how your content is performing. Both are free and both should be installed before you publish anything.

Google Analytics 4 (Free)

Tracks website traffic, where visitors come from, which pages they read, how long they stay and what they do next. Free for almost all small businesses. Connect it to Search Console for a full picture of organic content performance.

Google Business Profile (Free)

Manages your presence in Google Search and Maps. The insights section shows how many people found your profile, clicked to your website or called your business directly from the listing. Posting weekly to your profile is also one of the easiest content habits to maintain.

EMAIL MARKETING

Email is the highest-converting content channel for most service businesses. These platforms handle list management, campaign creation and basic automation. All three have generous free plans that are enough to get started.

Mailchimp (Free tier available)

The most widely used email platform for small businesses. Drag-and-drop campaign builder, list management, basic automation and performance reporting. The free plan supports up to 500 contacts and 1,000 sends per month.

Kit (formerly ConvertKit) (Free tier available)

Built specifically for content creators and small businesses that want to grow an audience. The free plan is more generous than most, covering up to 10,000 subscribers with unlimited email sends.

Brevo (formerly Sendinblue) (Free tier available)

A solid alternative with a free tier of up to 300 emails per day and no contact limit. Also includes a lightweight CRM, which is useful if you want to manage client relationships and email in one place.



08

SCORE YOUR CONTENT STRATEGY

Work through each question. Answer honestly. Give yourself one point for every yes. This is not a performance review. It is a diagnostic tool designed to show you where the gaps are so you can fix the right things first. There is space after each question to write your answer and one action you will take.

Give yourself 1 point for each yes. Track your total at the end.

Q1

DO YOU HAVE A CLEAR ANSWER FOR WHY YOU ARE INVESTING IN CONTENT MARKETING AND WHAT SUCCESS LOOKS LIKE AT 3, 6 AND 12 MONTHS?

Why it matters:

Most businesses start without defining what they are measuring. Without that, you will quit before the results arrive. Not because the strategy failed, but because you could not tell it was working.

Q2

HAVE YOU COMMITTED TO AT LEAST 12 MONTHS BEFORE DECIDING WHETHER YOUR CONTENT STRATEGY IS WORKING?

Why it matters:

Content marketing is a compounding investment. Businesses that evaluate it on a 90-day cycle will almost always conclude it does not work, even when the foundation they are building is exactly right.

Q3

DO YOU HAVE AT LEAST 12 CONTENT TOPICS BASED ON QUESTIONS YOUR CLIENTS ACTUALLY ASK, NOT JUST SUBJECTS YOU FIND INTERESTING?

Why it matters:

A plan built on audience intent will always outperform one built on personal interest. If you cannot fill a quarterly calendar with audience-driven topics, that is the first thing to fix.



Q4

DO YOU HAVE AT LEAST 12 CONTENT TOPICS BASED ON QUESTIONS YOUR CLIENTS ACTUALLY ASK, NOT JUST SUBJECTS YOU FIND INTERESTING?

Why it matters:

A plan built on audience intent will always outperform one built on personal interest. If you cannot fill a quarterly calendar with audience-driven topics, that is the first thing to fix.

Q5

DO YOU HAVE ONE CLEAR PILLAR TOPIC THAT YOU OWN, A SUBJECT WHERE YOU ARE PUBLISHING DEPTH RATHER THAN BREADTH?

Why it matters:

Search engines reward authority on a subject, not variety across subjects. Twelve interlinked posts on one topic will rank faster and higher than twelve posts covering twelve different topics.

Q6

IS EVERY PIECE OF CONTENT YOU PUBLISH GENUINELY MORE USEFUL THAN THE TOP THREE RESULTS CURRENTLY RANKING FOR THAT SEARCH?

Why it matters:

This is the real quality bar. Not is this well-written, but is this the best answer available for this specific question. If the answer is no, the post is competing at a disadvantage from day one.

Q7

DOES EVERY POST HAVE A TARGET KEYWORD, A META DESCRIPTION AND INTERNAL LINKS TO AT LEAST TWO OTHER PAGES ON YOUR SITE?

Why it matters:

These are not advanced tactics. They are the baseline every piece of content needs to have a realistic chance of being found. Missing them is one of the most common and most fixable content mistakes.



Q8

DOES EVERY BLOG POST GET DISTRIBUTED IN AT LEAST TWO OTHER FORMATS BEFORE YOU MOVE ON TO THE NEXT TOPIC?

Why it matters:

Content that only lives on your blog reaches the smallest possible slice of your audience. Repurposing is how you make the same investment pay off across multiple channels without producing more from scratch.

Q9

DO YOU HAVE A FIXED, CALENDAR-BLOCKED TIME FOR CONTENT CREATION EACH MONTH THAT DOES NOT MOVE WHEN THINGS GET BUSY?

Why it matters:

Motivation-dependent content breaks down exactly when it should be ramping up. Protected time is the system that separates businesses that maintain a content presence from those that cycle through starts and stops.

Q10

ARE YOU TRACKING ORGANIC IMPRESSIONS IN GOOGLE SEARCH CONSOLE AND REVIEWING THE DATA AT LEAST ONCE PER MONTH?

Why it matters:

Impressions are the earliest signal that your content is being found. If you are not measuring them, you are making decisions about whether to continue without the most important early indicator available to you.

YOUR SCORE: ___ / 10



WHAT YOUR SCORE MEANS

9-10

YOUR FOUNDATION IS SOLID

You have the strategic and operational basics in place. Focus on patience and optimization. Look at which posts are gaining impressions but not yet ranking and prioritize improving those.

6-8

YOU ARE ON THE RIGHT TRACK BUT THERE ARE GAPS WORTH CLOSING

Look at which questions you answered no to and pick one to address this month. One system improvement per month compounds faster than attempting a full overhaul.

3-5

YOUR CONTENT PROGRAM NEEDS A REBUILD BEFORE IT NEEDS A REFRESH

Start with topic selection and a publishing calendar. Without those two things working, everything else is built on uncertain ground. Get the basics right before worrying about distribution or optimization.

0-2

YOU ARE AT THE STARTING LINE, AND THAT IS THE RIGHT PLACE TO BE

The gap between no content strategy and a working one is smaller than it looks. Pick one chapter from this guide and implement it this month. A single well-researched post published consistently will outperform a complex strategy that never launches.



FANTASTIC WORK. YOU'VE FINISHED!

What's next?

If you have worked through this guide and want help putting a content strategy into practice, this is what we do at Big Red Jelly. We work with small businesses to build brand, web and marketing systems that generate real, measurable growth.

Content works best when it has a strong website to land on and a clear brand behind it. If either of those is missing, we can help.

TAKE THE NEXT STEP

Get a free brand audit.[BIGREDJELLY.COM](https://bigredjelly.com)**Schedule a discovery call.**[BIGREDJELLY.COM/SALES-LANDING-PAGE](https://bigredjelly.com/sales-landing-page)**BRAND. BUILD. GROW.**[BIGREDJELLY.COM](https://bigredjelly.com)

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