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Content Generation Process

Creating good SEO content requires balancing the needs of both human and digital bot audiences. Writing for bots ensures the content is discoverable by search engines and ranks for a potential customers most commonly searched phrases. Writing for humans ensures that the visitor gains trust for the brand, and is incentivized to read more articles or contact the business. Every step in the process, ensures alignment between the needs of humans and bots, to outperform competition and maximize brand reach.

Content Management Process
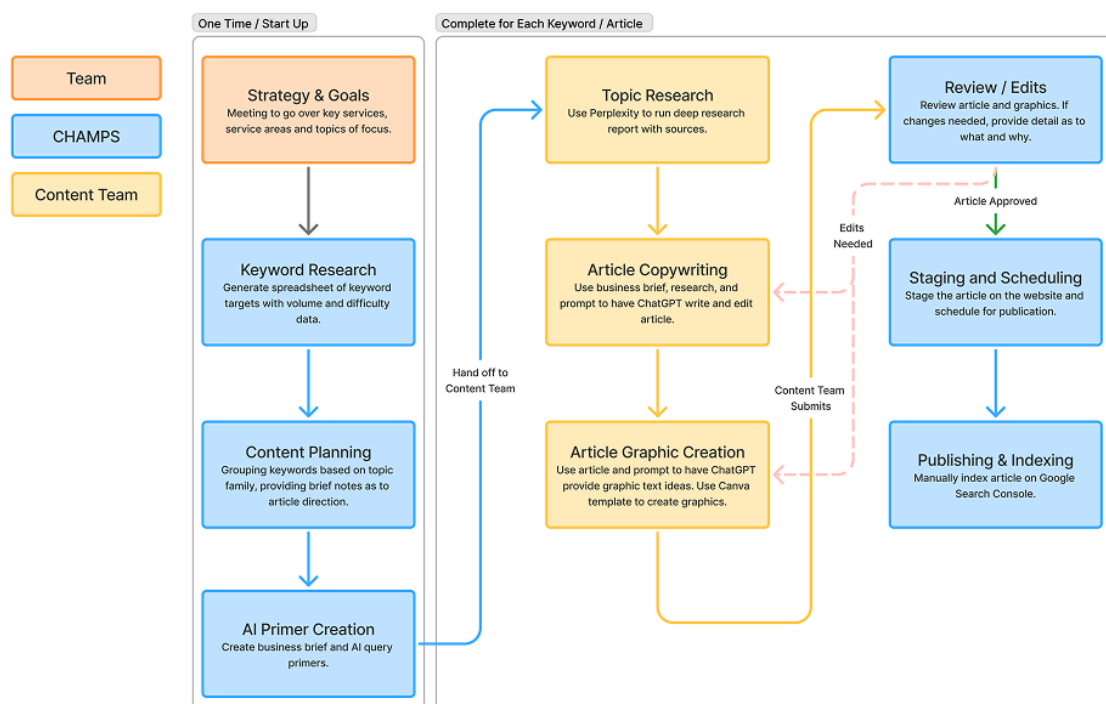
The Process
▼ 1. Keyword Research

This step ensures the article has a clear purpose and target. By researching keywords, we identify what potential customers are actually searching for and how competitive those terms are. This helps the content align with real-world search demand so it can reach readers who are already interested in the topic. It is important to know keywords are not a single word. It is a phrase or string of words that a person searches in a search engine. There are many keyword variants for a given topic with different search volume and competition level.

1. Use a keyword research tool (We use SemRush) to identify keywords for blog writing.

   a. Filter keywords by: intent = informational, Searches > 20/mo, Keyword Difficulty <35

      i. Find local keywords with location modifiers, as well as general national scope keywords.

      ii. In most cases, we complete the keyword research for you to identify the best targets for blog writing. We like to target words sub 35 difficulty as small businesses do not have the domain authority to rank in the top 10 pages for more difficult words.

   b. Similar variations of the same keyword should be assumed to be all one keyword. Google recognizes them as the same topic. Choose the variation that has the best mix of high vol, low KD for the official target. Incorporate all commonly searched variants into the blog text, especially the headings.

2. Add keywords to a list, and categorize by general topic theme. Try to get a relatively even distribution of keywords by theme.

▼ 2. Content Planning

Content planning ensures efficiency, consistency, and strategic topic coverage. Using the **pillar-spoke method**, topics are organized into main **pillar pages** (broad, high-value subjects) supported by **spoke articles** (niche subtopics). This structure creates a clear internal linking network that guides readers through related content and signals topical authority to search engines. By mapping keywords into these interconnected categories, planning helps align every article with a broader strategy; improving navigation, reinforcing expertise, and ultimately increasing visibility for key services.

1. Analyze the keyword list by topic theme to identify the total search volume and average difficulty for each topic theme.

   a. Note the service associated with each topic theme, and ensure all intended services are represented.

   b. Add more keywords and topic themes to under represented services.

2. In each topic theme, identify the keyword that will serve as the target for the topic theme pillar article. This article will be longest and should link to the other "spoke articles" in the shared topic theme and the respective service page.

3. In each topic theme, identify the keywords that will be used as "spoke article" keyword targets. These article will link back to the pillar article and the respective service page.

4. The selected keywords are now the basis for your content plan. You will create one article for each keyword.

   a. For each keyword, write brief summary or bullets of what you would like included in the article. (optional, but helps to steer the research and copywriting if you have a specific directional focus)

▼ 3. AI Primer Creation

AI primer creation involves building **custom training prompts** tailored to each stage of the content process where AI is used. This includes detailed inputs covering **SEO guidelines**, **business overview and service details**, **topic research methods**, **copywriting standards**, **editing instructions**, and **text generation for graphics**. By training AI with brand-specific context and structured guidance, we ensure every AI-assisted output aligns with the company's expertise, messaging, and goals—producing content that is both accurate and authentically representative of the brand.

1. Create Brand Overview and Service Detail Primer which should include:

   a. General information: Business name, licenses, address, phone number, website URL, operating hours, service areas

   b. Company History: Founders, company story, history timeline, key stats including customers served, years in business, etc.

   c. Service Information: Detailed explainers of every service including what you do differently, how you like to talk about each service, key

selling points, deals and coupon information. etc.

    d. Brand Tone and Style Guide: Define tone of voice, verbiage, how you like to pitch the company.

2. Customize and Review other primer templates provided to you:

    a. Ensure optimized to your brand and customer targets

3. Save each as PDF and/or word doc for use in AI models.

▼ 4. Topic Research

Thorough topic research ensures that each article provides original value and depth rather than surface-level SEO filler. We recommend **Perplexity AI** for this stage due to its accuracy and ability to reference a high volume of credible sources. Guided by the **Research Primer**, AI tools gather and summarize relevant insights, ensuring that every article is built on authoritative, up-to-date information that reinforces trust and expertise. Once generated, download the file, or copy into a word doc for use in copywriting.

1. Upload Research Primer and prompt Perplexity to conduct deep research on the keyword topic, with a focus on customer target (service and geography).

2. Create a new folder in the Article Generation Folder in your shared Google Drive. Name the folder using the Keyword of the article. If multiple brands are in the same account, add the brand name to the folder name. Within that folder create a new Google Doc and name it the same as the folder.

3. Copy and paste the research from Perplexity into the Google Doc. Name the Tab "Research"

▼ 5. Article Copywriting

Copywriting brings together research, keywords, and brand tone into engaging, search-optimized content. Open the Blog Writer Module in the Champs App. This module is preloaded with brand training and SEO best practices. We just need to add in the keyword, focus, and the research from Perplexity.

Once in a good spot, put the text in a Google Doc, export to PDF. Upload the draft PDF, the research PDF, and the editor primer into ChatGPT and generate an edited version. Compare the edited version with the original and

choose which sections to use in the final draft. Put in a Google Doc and export in DOCX or word format.

1. Upload Topic Research, keyword, supporting keywords, and article direction to the AI chat and click submit button.

2. Output should be in html markdown with codes like <body> in the text. This is ideal for pasting into Google Docs, but you have to have the correct preferences checked in Google Docs.

   a. Open your Google Doc that your research is in and add a new Tab.

   b. In your Google Docs go to the Tools Menu → Preferences → Check Enable Markdown → Save Preferences

   c. Now right click on the document and you should see an option for "Paste from Markdown".

   d. Copy the AI output and paste in new Google Doc tab using this method. Name the tab "Draft".

3. Make any manual changes or re-query specific sections for rewriting if you wish.

4. Make sure the Google Doc is saved within the keyword's folder in the Google Drive. If not, move to the correct folder.

▼ 6. Article Graphic Creation

Strong visuals increase engagement, comprehension, and shareability. **Champs provides ready-to-use graphic templates for blogs**, making it easy to maintain consistent design across all articles. To customize these templates for each blog, we generate text content that fits the specific sections—such as pull quotes, bullet points, headlines, definitions, tables, and captions. Using the article draft and the **Graphic Text Creator Module in the Champs App**, AI produces these content snippets so they can be quickly added to the design templates for efficient, on-brand graphic creation. AI can also be used to generate supporting images when needed, though **real, in-house photography remains the preferred option for SEO performance and authenticity**. For Images, get a free account in ChatGPT's Sora.

1. Copy the text of the most recent article draft into **Graphic Text Creator Module in the Champs App.**

2. Copy the output blog graphic text suggestions into a new tab in your article Google Doc. Name this tab "Graphic Text"

3. Open the Canva Blog Templates from the **Brand Assets Module in the Champs App**

4. Choose the best suggested blog graphic text and update a blog graphic template with the new text.

5. Use a company image or use AI to generate an image to add to the blog graphic if needed.

6. Export to PNG with max long edge width of 1200 px.

7. Use this PNG/JPG to WebP converter to change the file format. WebP is a next generation format for website speed. Upload the PNG and download the WebP. This is the one you will use in the website.

8. Upload Blog graphics into the Keyword's Google Drive Folder

▼ 7. Staging & Scheduling

Before publishing, each article is staged for review to confirm formatting, readability, and keyword alignment. The **Publishing Checklist** helps ensure all metadata, headings, and images are formatted for SEO. Scheduled releases follow a steady posting cadence, boosting SEO performance and signaling site activity and reliability to search engines.

1. Check over the blog article draft to make sure that no headings are set to Bold. No headings should be bold.

2. Stage the blog in Webflow CMS:

   a. Copy the title of blog into the Title field in Webflow.

      i. The URL slug is auto populated from the title, but should be shortened to only include the main keyword focus. For example if the title is "Top 10 Best Things to Do in Charlottesville VA", the auto generated url slug is "top-10-best-things-to-do-in-charlottesville-va". For this article, the likely targeted keyword is "things to do in charlottesville" so the url slug should be updated to "things-to-do-in-charlottesville"

   b. Copy the body of the article (without the title) from the Google Doc and paste into the Body field in Webflow.

i. Since the article already has proper HTML markdown in the Google Doc, it should be automatically formatted correctly when pasted into Webflow. To check:

1. Highlight a heading in the article. A bar will pop up with settings above the text. Main section headings should be labeled as H2. Any sub headings in an h2 section should be H3, and if there's any sub heading in an H3 section, they should be h4. NONE should be bold.

ii. Any blog graphics created for an article can be added by choosing the spot in the Body field where the graphic should go,

1. click to put your cursor at the end of the paragraph before the intended placement

2. Hit enter on your keyboard to bring to a new line. You should see a plus icon appear on that line. Click that.

3. Select the image icon from the menu that appears after the plus icon click.

4. Upload the WEBP formatted blog graphic image into the menu.

5. Click on the newly added image in the Body field, a menu should appear above it, select the full size image icon, then click the settings wrench icon.

6. In settings you will see a field for "alt text". For this describe the graphic and use relevant keywords when appropriate. Save this.

7. Click on the image again. A caption field should appear under the image. Put a caption of copy the same text from the "alt text"

8. Repeat for every image and save the blog as a draft or schedule for publication on a future date. (dropdown in top right of screen)

▼ 8. Indexing and Review

After publishing, each blog must be indexed by Google to appear in search results and start generating organic traffic. This process begins by visiting **Google Search Console**, using the **URL Inspection** tool, and requesting

indexing for the new post. Over the following one to two months, the page should be monitored in Search Console to ensure it's being crawled, indexed, and beginning to rank for target keywords. This review step verifies that all SEO elements—keywords, metadata, internal links, and graphics— are working together to drive visibility and performance.

1. Go to Google Search console and log in with your brand email

2. Click URL Inspection on the top of the screen (looks like a search bar)

3. Paste the full blog URL and search.

4. On the following screen, click ask Google to index

5. After 1-2 months, check back in on blog to ensure it is starting to rank and drive traffic.

▼ 9. Link Building

Link building strengthens a website's authority and visibility, helping content rank higher in search results. The best links often come naturally—**high-quality, well-researched content attracts backlinks on its own** because it ranks well and is discovered by other writers who reference it in their own articles. Over time, as more blogs are added to the site, the internal inventory grows, creating additional opportunities for **internal linking** between related posts and key service pages. Regularly reviewing the blog library to identify new linking opportunities ensures that traffic flows effectively throughout the site, improving user navigation, engagement, and overall SEO performance.

1. Every 5-10 blogs, check back to older ones to ensure they are current and internal linking to the other relevant blogs.