Expert Tips: Your 30-Day Content Plan

Turn the questions people already ask Google into a month of social posts and website answers. About two hours to set up, then 15 minutes a day.

1 Search like your customer

- [ ] Search your service plus your area
  Examples: "office catering Dorchester," "plumber in Quincy," "nail salon near me."
- [ ] Try two or three versions
  Add "how much," "best," "near me" or "for [an occasion]," for example "how much does office catering cost."

The searches I used:

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2 Open and close "People also ask"

- [ ] Scroll to the "People also ask" box in the results
- [ ] Click a question to open it, then click it again to close it
  Each time, Google adds two to four new questions under the box.
- [ ] Keep opening and closing until you have 30 questions
  Also look at the suggestions as you type, and "People also search for" at the bottom of the page.
- [ ] Keep only the questions your own customers would ask

3 Copy the 30 questions into Google Sheets

- [ ] Open a new sheet at sheets.new, or use our template
  Columns: Day, Date, Question, Search I used, My answer, Format, Platform, Website page, Posted.
- [ ] Paste one question per row, Day 1 to Day 30
- [ ] Write a short answer to each in your own words
  Two or three sentences, with your real prices, times and details. Never copy the answers from Google; they come from other websites.

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Expert Tips: Your 30-Day Content Plan (continued)

4 Plan one post a day

- [ ] Give each day a format, and rotate them
  For example: Monday a short video, Tuesday a carousel, Wednesday a photo, Thursday a story or poll, Friday a Google Business Profile post, Saturday behind the scenes, Sunday a quick recap.
- [ ] Batch the work
  Once a week, write and plan the next seven posts in one sitting.
- [ ] Start each post with the question, and answer it in the first line

5 Post every day for 30 days

- [ ] Post the day's question and answer, and mark it "Posted" in the sheet
- [ ] Add the best answers to your website
  A short FAQ on the right page, or a full page for a big question.
- [ ] Reply to every comment and message the same day

6 Review and repeat

- [ ] After 30 days, mark the posts with the most saves, shares, comments or messages
- [ ] Check Search Console for new searches that found your site
- [ ] Start again with new searches, and turn your best questions into new formats

My top three questions this month:

Maple Lane Bake Shop, week one
Day 1: "How much food do I need for a meeting of 40?" as a short video of real trays. Day 2: "How far ahead should I order catering?" as a carousel. Day 3: "Do caterers bring plates and napkins?" as a photo. Day 5: the same answer as a Google Business Profile post.

Keep it honest
Use only true details, real photos and your own words. Google's questions change from day to day, so you may see different ones each time.

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