

# HEAVIERWEIGHT.COM: Complete Content Map & Editorial Strategy

A 12-24 month roadmap for dominating the women's competitive lifting space online. This content map positions HEAVIERWEIGHT.COM to fill the massive gap between general strength media (BarBend), certification-focused platforms (Girls Gone Strong), and app-based programming (Stronger By The Day). No competitor currently owns the intersection of evidence-based content, competitive lifting focus, and women-specific depth.

## Site architecture built on six content pillars

The competitive analysis reveals a clear strategic opportunity: competitors either focus on certifications (GGS), general media (BarBend), or app-based programming (SBTD/WWLW). None provides comprehensive, evidence-based content specifically for women in competitive lifting. HEAVIERWEIGHT.COM's six pillars address this gap:

Pillar	Focus	Competitive Advantage
TRAIN	Programming & technique	Women-specific periodization, skill progression
COMPETE	Federations, meet prep, athlete coverage	No competitor owns this for women
SCIENCE	Evidence-based training & physiology	Female-focused research (vs. Stronger By Science's general approach)
GEAR	Equipment reviews & guides	Women's sizing, fit, federation approval
FUEL	Nutrition & recovery	RED-S, female-specific needs
LIFE	Hormones, career stages, community	Pregnancy, menopause, mental health

## Pillar 1: TRAIN — Programming & technique content

This pillar captures the highest-volume keyword cluster ("strength training for women" at 8,000-12,000/month) while serving the complete beginner-to-elite pathway no competitor adequately covers.

## Beginner content (20 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
How to Start Powerlifting as a Woman: Complete Beginner's Guide	how to start powerlifting as a woman	Informational	1,000-2,000	Comprehensive
The Best Beginner Strength Training Program for Women	beginner strength training program for women	Informational	2,000-3,000	Comprehensive
Starting Strength for Women: Modifications That Actually Work	starting strength for women	Informational	500-1,000	Standard
StrongLifts 5x5 for Women: Complete Guide	stronglifts for women	Informational	800-1,200	Comprehensive
GZCLP for Women: Why It's the Best Beginner Program	GZCLP for women	Informational	400-800	Standard
Strong Curves Review: Is It Worth It?	strong curves review	Commercial	1,500-2,500	Standard
What Weight Should a Beginner Woman Lift?	what weight should a beginner woman lift	Informational	800-1,200	Quick guide
How Many Days a Week Should Women Strength Train?	how many days a week strength train women	Informational	600-1,000	Standard
The Big Three Lifts: A Woman's Guide to Squat, Bench, Deadlift	big three lifts for women	Informational	500-800	Comprehensive
12-Week Beginner Powerlifting Program for Women (Free)	12 week powerlifting program female	Informational	1,000-1,500	Comprehensive
How Long Should You Run a Beginner Program?	how long beginner lifting program	Informational	400-600	Quick guide
5 Beginner Mistakes That Kill Your Progress	beginner lifting mistakes women	Informational	300-500	Standard
The Progressive Overload Guide for Women	progressive overload for women	Informational	600-900	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
How to Read a Strength Training Program	how to read workout program	Informational	400-600	Quick guide
Gym Anxiety: How to Build Confidence in the Weight Room	gym anxiety women	Informational	1,000-1,500	Standard
What to Expect Your First Month of Lifting	first month weightlifting results	Informational	500-800	Standard
Linear Progression Explained: The Key to Beginner Gains	linear progression explained	Informational	400-700	Standard
How to Track Your Lifting Progress	tracking weightlifting progress	Informational	500-800	Quick guide
Why You Should Train Full Body as a Beginner	full body workout women beginner	Informational	1,200-1,800	Standard
Finding a Women-Friendly Powerlifting Gym	women friendly powerlifting gym	Informational	300-500	Quick guide

### Intermediate programming (15 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
When to Switch from Beginner to Intermediate Programming	when to stop beginner program	Informational	600-900	Standard
Texas Method for Women: Complete Guide	texas method for women	Informational	400-600	Comprehensive
5/3/1 for Women: How to Run Wendler's Program	5/3/1 for women	Informational	800-1,200	Comprehensive
The Juggernaut Method for Female Lifters	juggernaut method women	Informational	300-500	Comprehensive
GZCL Method Explained: Jacked & Tan 2.0, Rippler, UHF	GZCL method explained	Informational	600-900	Comprehensive
Candito 6-Week Program Review for Women	candito 6 week program	Commercial	500-800	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Block Periodization for Female Powerlifters	block periodization powerlifting	Informational	400-600	Comprehensive
TSA Intermediate Program Review	TSA intermediate program	Commercial	300-500	Standard
Calgary Barbell 8 and 16 Week Programs Explained	calgary barbell program	Informational	400-600	Standard
Greg Nuckols' 28 Free Programs: Which One Is Right for You?	greg nuckols free programs	Informational	600-900	Standard
How Women Can Handle More Training Volume (The Science)	women training volume	Informational	300-500	Comprehensive
Upper/Lower Split for Female Powerlifters	upper lower split powerlifting	Informational	500-800	Standard
Push Pull Legs for Women Who Lift Heavy	push pull legs for women	Informational	1,000-1,500	Standard
Understanding RPE: Rate of Perceived Exertion for Lifters	RPE lifting explained	Informational	800-1,200	Standard
Autoregulation Training: Adjusting for Your Cycle and Recovery	autoregulation training	Informational	300-500	Standard

## Technique deep-dives (18 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
The Complete Squat Guide for Women	squat guide for women	Informational	1,500-2,500	Comprehensive
High Bar vs Low Bar Squat: Which Is Better for Women?	high bar vs low bar squat women	Informational	600-900	Standard
Finding Your Perfect Squat Stance Based on Your Anatomy	squat stance anatomy	Informational	400-700	Standard
How to Fix Knee Cave in the Squat	knee cave squat fix	Informational	500-800	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
The Complete Bench Press Guide for Women	bench press guide for women	Informational	1,200-1,800	Comprehensive
How to Increase Your Bench Press as a Woman	how to increase bench press woman	Informational	800-1,200	Standard
Bench Press Grip Width for Women	bench press grip width women	Informational	300-500	Quick guide
The Arch in Bench Press: Why It's Safe and How to Build One	bench press arch	Informational	600-900	Standard
The Complete Deadlift Guide for Women	deadlift guide for women	Informational	1,500-2,500	Comprehensive
Sumo vs Conventional Deadlift for Women	sumo vs conventional deadlift women	Informational	1,000-1,500	Standard
Why Sumo Deadlift Works for Wider Hips	sumo deadlift wide hips	Informational	400-600	Standard
Deadlift Setup: A Step-by-Step Guide	deadlift setup guide	Informational	800-1,200	Standard
Building Grip Strength for Female Lifters	grip strength for women	Informational	500-800	Standard
The Overhead Press Guide for Women	overhead press for women	Informational	600-900	Standard
Barbell Row Technique and Variations	barbell row technique	Informational	700-1,000	Standard
How Hip Mobility Affects Your Squat and Deadlift	hip mobility squats deadlifts	Informational	600-900	Standard
Bracing 101: How to Properly Brace for Heavy Lifts	how to brace for lifting	Informational	800-1,200	Standard
Competition Commands: Squat, Bench, Deadlift	powerlifting commands	Informational	400-600	Quick guide

Olympic weightlifting content (12 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
How to Start Olympic Weightlifting as a Woman	how to start Olympic weightlifting woman	Informational	600-900	Comprehensive
Snatch Technique for Women: Complete Guide	snatch technique women	Informational	400-600	Comprehensive
Clean and Jerk for Women: Technique Breakdown	clean and jerk for women	Informational	400-600	Comprehensive
Powerlifting vs Olympic Lifting for Women	powerlifting vs Olympic lifting women	Informational	800-1,200	Standard
Finding an Olympic Weightlifting Coach	find weightlifting coach	Informational	300-500	Quick guide
Olympic Lifting Mobility: What You Actually Need	Olympic lifting mobility	Informational	400-600	Standard
Front Squat for Olympic Weightlifters	front squat Olympic weightlifting	Informational	500-800	Standard
The Pull Positions in Olympic Lifting	Olympic lifting pull positions	Informational	300-500	Standard
Why the 15kg Bar Matters for Olympic Lifting	15kg barbell Olympic lifting	Informational	300-500	Quick guide
Olympic Lifting vs CrossFit: Key Differences	Olympic lifting vs CrossFit	Informational	500-800	Standard
Beginner Olympic Weightlifting Program (8 Weeks)	beginner Olympic weightlifting program	Informational	400-600	Comprehensive
How Long Does It Take to Learn Olympic Lifts?	how long learn Olympic lifts	Informational	300-500	Quick guide

Hybrid and sport-specific training (10 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Powerlifting + Aesthetics: The Hybrid Training Guide	hybrid training powerlifting bodybuilding	Informational	500-800	Comprehensive
Combining Powerlifting and Cardio Without Losing Gains	powerlifting and cardio	Informational	600-900	Standard
Strength Training for Female Runners	strength training for female runners	Informational	1,500-2,500	Comprehensive
How Strength Training Improves Running Economy	strength training running economy	Informational	400-600	Standard
Strength Training for Female Athletes: Sport-by-Sport Guide	strength training female athletes	Informational	800-1,200	Comprehensive
CrossFit to Powerlifting: Making the Transition	CrossFit to powerlifting	Informational	400-600	Standard
Balancing Strength Training with Team Sports	strength training team sports	Informational	300-500	Standard
Minimal Effective Dose: Strength Training When Time Is Limited	minimal effective dose strength training	Informational	400-600	Standard
Stefi Cohen's Hybrid Performance Method Explained	Stefi Cohen hybrid	Informational	500-800	Standard
Off-Season Training for Competitive Lifters	off season powerlifting training	Informational	300-500	Standard

Pillar 2: COMPETE — Federation guides, meet prep, and athlete coverage

This pillar fills the most significant gap in the competitive landscape—**no competitor adequately covers competitive lifting for women**. This content has lower search volume but extremely high intent and engagement potential.

Federation guides (8 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Complete Guide to Powerlifting Federations for Women	powerlifting federations	Informational	800-1,200	Comprehensive
USAPL vs USPA: Which Federation Should You Choose?	USAPL vs USPA	Commercial	600-900	Comprehensive
IPF Rules and Weight Classes for Women	IPF weight classes women	Informational	400-600	Standard
Drug Tested vs Untested Federations: An Honest Guide	drug tested vs untested powerlifting	Informational	500-800	Standard
USA Weightlifting (USAW): Getting Started Guide	USA Weightlifting USAW	Informational	400-600	Standard
Understanding the New IWF Weight Classes (2025)	IWF weight classes 2025	Informational	300-500	Quick guide
24-Hour vs 2-Hour Weigh-Ins: What to Know	powerlifting weigh in rules	Informational	300-500	Quick guide
Why Women Need More Weight Classes: The IPF 84+ Problem	IPF women weight classes	Informational	200-400	Standard

Meet preparation (12 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
How to Prepare for Your First Powerlifting Meet	first powerlifting meet guide	Informational	1,200-1,800	Comprehensive
12-Week Women's Meet Prep Program	powerlifting meet prep program	Informational	600-900	Comprehensive
The Complete Peaking Guide for Female Powerlifters	peaking for powerlifting meet	Informational	400-600	Comprehensive



Article Title	Primary Keyword	Intent	Est. Volume	Depth
Taper Protocol: When to Back Off Before Competition	powerlifting taper	Informational	300-500	Standard
How to Choose Your Opening Attempts	powerlifting opening attempts	Informational	400-600	Standard
Attempt Selection Strategy for Beginners	attempt selection powerlifting	Informational	300-500	Standard
Competition Day: A Complete Timeline	powerlifting meet day	Informational	400-600	Standard
What to Eat Before and During a Powerlifting Meet	what to eat powerlifting meet	Informational	500-800	Standard
Do You Need a Handler? What They Do and How to Find One	powerlifting handler	Informational	300-500	Quick guide
First Meet Checklist: Everything to Pack	powerlifting meet checklist	Informational	600-900	Quick guide
How to Sign Up for Your First Meet	sign up powerlifting meet	Informational	400-600	Quick guide
Mental Prep for Competition: Managing Meet Day Nerves	competition anxiety powerlifting	Informational	300-500	Standard

**Weight management (8 articles)**

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Women's Weight Class Guide: How to Choose Yours	powerlifting weight class guide	Informational	600-900	Comprehensive
Weight Cutting for Women: Why It's Different (And Often Not Worth It)	weight cutting women powerlifting	Informational	400-600	Comprehensive
Water Loading Protocol for Women	water loading powerlifting	Informational	300-500	Standard
Moving Up a Weight Class: When and How	moving up weight class powerlifting	Informational	300-500	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Post-Weigh-In Recovery: Getting Your Strength Back	post weigh in recovery powerlifting	Informational	200-400	Quick guide
Why Beginners Should NOT Cut Weight	first meet weight cut	Informational	300-500	Quick guide
Hormones and Water Retention: Timing Your Cut Around Your Cycle	menstrual cycle water retention	Informational	200-400	Standard
Weight Class Records by Federation: Where Can You Make History?	powerlifting records by weight class	Informational	400-600	Standard

Athlete profiles and interviews (ongoing series)

**Strategy:** Launch with 12 initial profiles, then add 2-3 monthly. Prioritize diversity in weight class, age, federation, and body type.

Priority Athletes to Profile:

Athlete	Weight Class	Angle
Olivia Reeves	71/77kg Weightlifting	2024 Olympic Gold, (Olympics) student-athlete, relatable
Agata Sitko	69kg Powerlifting	20-year-old record-breaker, rapid rise
Brittany Schlater	84+kg Powerlifting	Superheavy champion, rivalry narrative
Sonita Muluh	84+kg Powerlifting	First woman to squat 300kg raw
Jennifer Thompson	63kg Powerlifting	11x World Champion, longevity, Hall of Fame
Kimberly Walford	72kg Powerlifting	Competing strong in her 40s, Masters inspiration
Jessica Buettner	76kg Powerlifting	Type 1 Diabetes advocacy, social media presence
Tiffany Chapon	47kg Powerlifting	Lightweight specialist, French squat pioneer
Amanda Lawrence	84kg Powerlifting	Dominant champion, young career
Mattie Rogers	76kg Weightlifting	Multiple Olympian, outspoken advocate
Emily Campbell	+81kg Weightlifting	Olympic silver, superheavyweight representation
Li Wenwen	+81kg Weightlifting	World record holder, dominance

Article Format for Profiles:

- Training philosophy and programming approach
- Weight class journey and strategy
- Balancing training with career/education
- Advice for aspiring competitors
- Equipment and gear preferences

Pillar 3: SCIENCE — Evidence-based training and physiology

This pillar establishes authority by filling the gap for Stronger By Science-quality content with a female-specific lens. The key insight: **only 6% of sports science research is women-only**, creating massive content opportunity for translating emerging research.

Menstrual cycle and training (8 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
The Truth About Cycle Syncing Your Training	cycle syncing training	Informational	1,000-1,500	Comprehensive
How Your Menstrual Cycle Affects Strength (What Research Actually Shows)	menstrual cycle strength training	Informational	800-1,200	Comprehensive
Should You Train During Your Period?	training during period	Informational	1,500-2,000	Quick guide
Follicular vs Luteal Phase Training: Fact vs Fiction	follicular phase training	Informational	400-600	Standard
Birth Control and Lifting: What the Research Says	birth control strength training	Informational	500-800	Standard
Why You Feel Weaker During PMS (And What to Do About It)	PMS weakness lifting	Informational	300-500	Quick guide
Tracking Your Cycle for Performance: When It Matters	tracking menstrual cycle training	Informational	300-500	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
The IMPACT Study: What We're Learning About Women's Training	women training research	Informational	200-400	Standard

**Pregnancy and postpartum (10 articles)**

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Heavy Lifting During Pregnancy: What the Latest Research Shows	lifting during pregnancy	Informational	1,200-1,800	Comprehensive
First Trimester Training: What We Know (and Don't Know)	first trimester exercise	Informational	500-800	Standard
Returning to Lifting After Baby: The Complete Postpartum Guide	postpartum lifting return	Informational	800-1,200	Comprehensive
Diastasis Recti and Strength Training: What You Need to Know	diastasis recti lifting	Informational	600-900	Standard
The Pelvic Floor Truth: Can You Really Squat Heavy?	pelvic floor heavy lifting	Informational	500-800	Standard
Breathing Strategies for Lifters Who Leak	urinary incontinence lifting	Informational	400-600	Standard
When Can I Start Lifting Again After Birth?	lifting after giving birth	Informational	600-900	Quick guide
Valsalva Maneuver During Pregnancy: Is It Safe?	Valsalva pregnancy	Informational	300-500	Quick guide
Competitive Lifting and Pregnancy: Athletes Who Kept Training	pregnant powerlifters	Informational	200-400	Standard
Finding a Pelvic Floor Physical Therapist	pelvic floor physical therapist	Informational	400-600	Quick guide

Perimenopause and menopause (8 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Strength Training for Women Over 40: Why It's Non-Negotiable	strength training women over 40	Informational	2,000-3,000	Comprehensive
Strength Training for Women Over 50: Complete Guide	strength training women over 50	Informational	1,500-2,500	Comprehensive
Perimenopause and Performance: What's Changing and How to Adapt	perimenopause strength training	Informational	600-900	Comprehensive
Heavy Lifting for Bone Health: The LIFTMOR Research	lifting bone density menopause	Informational	400-600	Standard
Why Power Training Matters More After 40	power training older women	Informational	300-500	Standard
Protein Needs After 40: What Research Says	protein needs women over 40	Informational	500-800	Standard
It's Not Too Late: Starting Lifting in Your 50s and Beyond	starting lifting at 50	Informational	400-600	Standard
Masters Athletes: Training Considerations After 40	masters powerlifting training	Informational	300-500	Standard

Biomechanics and anatomy (8 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
The Q-Angle Explained: What Female Lifters Need to Know	Q angle women lifting	Informational	300-500	Standard
Hip Structure and Squat Stance: Finding Your Anatomy	hip anatomy squat stance	Informational	400-600	Standard
Why Some Women Squat Wide (And Why You Might Not Need To)	wide stance squat women	Informational	300-500	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Knee Health for Female Lifters: Prevention Strategies	knee health female lifters	Informational	400-600	Standard
Shoulder Anatomy and Bench Press Grip Width	shoulder anatomy bench press	Informational	300-500	Standard
Leverages Explained: How Your Body Shape Affects Your Lifts	leverages powerlifting	Informational	500-800	Standard
Femur Length and Squat Mechanics	femur length squat	Informational	300-500	Standard
Arm Length and Deadlift Style	arm length deadlift	Informational	300-500	Quick guide

Pillar 4: GEAR — Equipment reviews and buying guides

This pillar drives affiliate revenue while filling a genuine content gap—**no competitor owns women's lifting equipment content**. BarBend has some content but isn't women-focused. High buyer intent with commercial keywords.

Barbell content (6 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
15kg vs 20kg Barbell: Which Should Women Use?	15kg vs 20kg barbell women	Commercial	600-900	Comprehensive
Best Women's Barbells for Every Budget [2025]	best women's barbell	Commercial	800-1,200	Comprehensive
Rogue Bella Bar Review: Is It Worth It?	Rogue Bella Bar review	Commercial	400-600	Standard
Why Grip Matters: Understanding 25mm vs 28mm Shaft Diameter	barbell diameter grip	Informational	200-400	Quick guide
Best Budget Women's Barbells Under \$200	budget women's barbell	Commercial	300-500	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Should Female Powerlifters Train on 15kg or 20kg Bars?	powerlifting barbell women	Commercial	300-500	Standard

**Belt content (8 articles)**

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Best Lifting Belts for Women [2025 Guide]	best lifting belt for women	Commercial	1,500-2,500	Comprehensive
3-Inch vs 4-Inch Belts: What Women Need to Know	3 inch vs 4 inch lifting belt	Commercial	500-800	Standard
Lever vs Prong Belts: Pros and Cons	lever vs prong belt	Commercial	600-900	Standard
10mm vs 13mm Lifting Belt: Which Thickness Is Right?	10mm vs 13mm belt	Commercial	400-600	Standard
When Should Women Start Using a Lifting Belt?	when to use lifting belt	Informational	600-900	Standard
How to Size Your Lifting Belt	lifting belt sizing guide	Informational	500-800	Quick guide
Why Your Belt Digs Into Your Ribs (And How to Fix It)	belt digs into ribs	Informational	300-500	Quick guide
IPF-Approved Belts for Women	IPF approved belt women	Commercial	300-500	Standard

**Shoe content (6 articles)**

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Best Weightlifting Shoes for Women [2025]	best weightlifting shoes women	Commercial	1,200-1,800	Comprehensive

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Heel Height Guide: Finding Your Perfect Lifting Shoe	weightlifting shoe heel height	Commercial	400-600	Standard
Adidas Adipower 3 vs Nike Romaleos 4 vs Reebok Legacy Lifter	Adipower vs Romaleos vs Legacy	Commercial	500-800	Standard
Best Shoes for Deadlifting	best shoes deadlift women	Commercial	600-900	Standard
Budget vs Premium Lifting Shoes: Is the Upgrade Worth It?	budget weightlifting shoes	Commercial	400-600	Standard
Wide Feet? Best Lifting Shoes for Women	wide feet lifting shoes women	Commercial	300-500	Standard

Competition gear (6 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Best Powerlifting Singlets for Women [Sizing Guide]	best powerlifting singlet women	Commercial	600-900	Comprehensive
What to Wear Under Your Powerlifting Singlet	what to wear under singlet	Informational	400-600	Quick guide
Singlet Sizing for Different Body Types	singlet sizing guide	Informational	300-500	Standard
What to Wear to Your First Powerlifting Meet	what to wear powerlifting meet	Informational	600-900	Standard
Competition-Approved Gear List [IPF/USAPL/USPA]	IPF approved equipment list	Commercial	500-800	Comprehensive
Budget Gear List for Your First Meet	budget powerlifting gear	Commercial	400-600	Standard



Accessories (8 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Best Knee Sleeves for Women [2025]	best knee sleeves women	Commercial	800-1,200	Comprehensive
SBD vs Rehband vs Gymreapers: Knee Sleeves Compared	SBD vs Rehband knee sleeves	Commercial	400-600	Standard
Knee Sleeve Sizing Guide for Women	knee sleeve sizing women	Informational	400-600	Quick guide
How to Put On Tight Knee Sleeves (Without a Struggle)	how to put on knee sleeves	Informational	300-500	Quick guide
Best Wrist Wraps for Women	best wrist wraps women	Commercial	500-800	Standard
Figure 8 vs Lasso Straps: Complete Comparison	figure 8 vs lasso straps	Commercial	300-500	Standard
When to Use Wrist Wraps vs Lifting Straps	wrist wraps vs lifting straps	Informational	400-600	Quick guide
Chalk Guide: Block vs Liquid vs Chalk Balls	liquid chalk vs block chalk	Commercial	300-500	Quick guide

Home gym (6 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Complete Home Gym Setup Guide for Women	home gym setup women	Commercial	800-1,200	Comprehensive
Best Budget Home Gym Under \$1,000	budget home gym \$1000	Commercial	1,000-1,500	Comprehensive
Small Space Home Gym: Equipment That Fits Anywhere	small space home gym	Commercial	600-900	Standard
Best Budget Power Racks for Home Gyms	budget power rack home gym	Commercial	800-1,200	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Essential Equipment for a Women's Home Gym	women's home gym essentials	Commercial	400-600	Standard
Rogue vs REP vs Titan: Home Gym Equipment Compared	Rogue vs REP vs Titan	Commercial	500-800	Standard

**Pillar 5: FUEL — Nutrition and recovery**

This pillar addresses the critical gap in women-specific nutrition content. Competitors either don't cover it (BarBend, JTS) or gate it behind certifications (GGS) or apps (RP Diet).

**Nutrition fundamentals (10 articles)**

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Protein for Female Lifters: How Much Do You Really Need?	protein intake female lifters	Informational	1,000-1,500	Comprehensive
Calorie Guidelines for Female Strength Athletes	calories female strength athlete	Informational	600-900	Comprehensive
The Female Lifter's Nutrition Guide	nutrition for female lifters	Informational	800-1,200	Comprehensive
Carbohydrates for Powerlifters: How Much and When	carbs for powerlifters	Informational	400-600	Standard
Eating Enough to Get Strong: Why Under-Eating Kills Progress	under eating lifting	Informational	500-800	Standard
Bulking for Women: How to Build Muscle Without Fear	bulking for women	Informational	600-900	Standard
Cutting for Women: How to Lose Fat While Keeping Strength	cutting for women strength	Informational	800-1,200	Standard
Body Recomposition: Can You Build Muscle and Lose Fat?	body recomposition women	Informational	1,500-2,500	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Pre-Workout Nutrition: What to Eat Before Training	pre workout meal lifting	Informational	800-1,200	Standard
Post-Workout Nutrition: The Anabolic Window Myth	post workout nutrition	Informational	600-900	Standard

Female-specific nutrition issues (8 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
RED-S: The Under-Eating Epidemic in Female Athletes	RED-S female athletes	Informational	400-600	Comprehensive
Signs You're Under-Fueling Your Training	under fueling signs	Informational	500-800	Standard
Iron and Performance: The Overlooked Mineral	iron deficiency athletes	Informational	400-600	Standard
Why Female Athletes Need More Iron	iron female athletes	Informational	300-500	Standard
Missing Your Period? What It Means for Lifters	amenorrhea athletes	Informational	400-600	Standard
The Female Athlete Triad: What Lifters Need to Know	female athlete triad	Informational	500-800	Standard
Supplements for Female Lifters: What Actually Works	supplements female lifters	Commercial	600-900	Comprehensive
Creatine for Women: Benefits, Dosing, and Myths	creatine for women	Informational	1,000-1,500	Standard

Recovery (6 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Sleep and Strength: What Female Lifters Need	sleep strength training women	Informational	400-600	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
HRV for Lifters: What It Is and How to Use It	HRV strength training	Informational	500-800	Standard
Signs You Need a Deload (And How to Do It Right)	when to deload powerlifting	Informational	600-900	Standard
Recovery Strategies That Actually Work	recovery for strength training	Informational	500-800	Standard
Managing Training Stress: Beyond the Gym	managing training stress	Informational	300-500	Standard
Why Women May Recover Faster Than Men	women recovery strength training	Informational	200-400	Standard

**Pillar 6: LIFE — Hormones, stages, mindset, and community**

This pillar creates sticky, shareable content that builds community—the secret to Women Who Lift Weights' 250,000-member Facebook group. It addresses the "body positive without saying body positive" positioning.

**Body and mindset (10 articles)**

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Will Lifting Weights Make Me Bulky? (The Real Answer)	will lifting make me bulky	Informational	2,000-3,000	Comprehensive
Redefining Strong: Why the Scale Doesn't Matter	strength vs weight scale	Informational	400-600	Standard
Body Image and Strength Training: What Research Shows	body image strength training	Informational	300-500	Standard
Lifting Through Life Transitions: Divorce, Loss, Career Change	lifting mental health	Informational	200-400	Standard
How Lifting Changed My Relationship With My Body	lifting body confidence	Informational	400-600	Standard
Strength Training and Eating Disorder Recovery	strength training ED recovery	Informational	300-500	Standard

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Dealing with Gym Intimidation as a Woman	gym intimidation women	Informational	500-800	Standard
Why Comparing Yourself to Others Kills Progress	comparing yourself lifting	Informational	300-500	Standard
Building Confidence in the Weight Room	confidence weight room women	Informational	400-600	Standard
When Lifting Becomes Unhealthy: Recognizing Exercise Addiction	exercise addiction warning signs	Informational	200-400	Standard

Community and lifestyle (8 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
How to Find Your Lifting Community	lifting community women	Informational	300-500	Standard
Starting a Women's Lifting Club at Your Gym	women's lifting club	Informational	200-400	Quick guide
The Rise of Girl Gains: College Lifting Clubs Explained	Girl Gains lifting club	Informational	200-400	Standard
Partner Training: How to Lift With Your Significant Other	partner workout lifting	Informational	300-500	Standard
Lifting as a Mom: Making It Work	mom strength training time	Informational	400-600	Standard
Career Lifters: Balancing Work, Life, and Training	work life balance lifting	Informational	300-500	Standard
How Strength Training Affects Your Other Hobbies	strength training hobbies	Informational	200-400	Quick guide
Why Strength Training at Any Age Is Worth It	strength training any age	Informational	400-600	Standard

Health conditions and lifting (6 articles)

Article Title	Primary Keyword	Intent	Est. Volume	Depth
Lifting With PCOS: What to Know	PCOS strength training	Informational	600-900	Standard
Lifting With Endometriosis	endometriosis exercise lifting	Informational	300-500	Standard
Lifting With Hypothyroidism	hypothyroidism strength training	Informational	400-600	Standard
Managing Chronic Pain Through Strength Training	chronic pain strength training	Informational	400-600	Standard
How to Talk to Your Doctor About Lifting	talking to doctor about lifting	Informational	200-400	Quick guide
Lifting After Injury: A Practical Guide	return to lifting after injury	Informational	500-800	Standard

Keyword opportunities: High-value gaps to prioritize

Long-tail keywords with strong buyer/action intent

These keywords represent underserved opportunities with purchase or action intent:

Keyword	Est. Volume	Opportunity
best lifting belt for short torso women	200-400	Equipment gap
powerlifting singlet plus size women	200-400	Underserved market
15kg women's barbell home gym	300-500	Product-specific
IPF approved gear list women	300-500	Competition prep
postpartum return to deadlifting	200-400	Life stage gap
perimenopause weight training program	400-600	Demographic gap
first powerlifting meet what to bring women	300-500	High intent
online powerlifting coach for women	400-600	Service intent
women's Olympic weightlifting program beginner	300-500	Sport gap
strength training program women over 50	800-1,200	Demographic gap

Question keywords (PAA-style) competitors aren't answering well

Question	Content Angle
Will lifting heavy make me bulky?	Evidence-based myth debunking
How does your menstrual cycle affect lifting?	Research roundup with practical tips
Can you lift weights while pregnant?	2024 research showing safety
What weight class should I compete in?	Decision framework
How do I prepare for my first powerlifting meet?	Complete timeline guide
When should I start using a lifting belt?	Progression framework
Is 15kg bar too light for training?	Context-dependent answer
How often should women train each muscle?	Women-specific frequency research
What causes urinary incontinence during lifting?	Pelvic floor science
Can you build muscle during menopause?	Yes, with protocol

## Comparison keywords to target

Comparison	Monthly Volume Est.
powerlifting vs Olympic lifting for women	800-1,200
sumo vs conventional deadlift women	1,000-1,500
high bar vs low bar squat women	600-900
lever vs prong belt	600-900
SBD vs Rehband knee sleeves	400-600
stronglifts vs starting strength for women	400-600
USAPL vs USPA	600-900
15kg vs 20kg barbell	600-900
10mm vs 13mm belt	400-600
full body vs split routine women	500-800

## Content gaps competitors are NOT covering

### 1. Plus-size representation and content (HIGH PRIORITY)

No competitor adequately addresses plus-size lifters. Content opportunities:

- Equipment sizing for larger bodies (belts, singlets, knee sleeves)
- Technique modifications for different body types
- Weight class strategy for superheavy competitors
- Athlete profiles of successful larger lifters (Brittany Schlater, Bonica Brown)
- **Implicit approach:** Feature diverse body types throughout ALL content, not just in "body positive" articles

### 2. Competitive lifting journey content

Complete pathway from "never touched a barbell" to "competing at nationals":



- When to enter your first meet (skill/strength benchmarks)
- Local vs. national vs. international competition pathway
- Cost breakdown of competitive lifting
- How federation ranking systems work
- Year-by-year training age expectations

### **3. Pelvic floor and urinary incontinence**

Research shows 32-46% of female strength athletes experience stress urinary incontinence. No competitor addresses this meaningfully:

- Evidence-based content on causes and prevention
- Breathing strategies
- When to see a pelvic floor PT
- Continuing to compete while managing symptoms

### **4. Olympic weightlifting for women**

Competitors heavily skew powerlifting. The 125% surge in women's Olympic weightlifting sign-ups represents untapped demand:

- Complete beginner guides
- Technique breakdowns (snatch, clean & jerk)
- Finding a coach
- Competition pathway
- Olivia Reeves' Olympic gold creates perfect timing

### **5. Medical crossover content**

Women searching for condition-specific lifting guidance find almost nothing:

- PCOS and strength training
- Endometriosis considerations
- Thyroid conditions
- Autoimmune diseases and training
- How to discuss lifting with healthcare providers

6. Masters-specific content

Women over 40 are the fastest-growing demographic in strength sports but find minimal targeted content:

- Starting lifting after 40/50/60
- Bone density protocols
- Recovery modifications
- Menopause-specific programming
- Masters competition guides

Internal linking strategy

Hub-and-spoke model

Each pillar acts as a hub with comprehensive "ultimate guide" content linking to detailed spoke articles:

Example: COMPETE Hub

- "Complete Guide to Powerlifting Federations" (Hub)
- "USAPL vs USPA: Which Federation?"

— "IPF Rules and Weight Classes"

— "Drug Tested vs Untested: Honest Guide"

— "How to Sign Up for Your First Meet"

— "24-Hour vs 2-Hour Weigh-Ins"

Cross-pillar linking opportunities

From Article	Links To
12-Week Meet Prep Program (TRAIN)	Federation Guide (COMPETE), Nutrition Guide (FUEL), Singlet Guide (GEAR)
Menstrual Cycle Training (SCIENCE)	Autoregulation (TRAIN), Recovery (FUEL), Mental Prep (LIFE)
Postpartum Guide (SCIENCE)	Beginner Programs (TRAIN), Belt Guide (GEAR), Community (LIFE)
Best Lifting Belt (GEAR)	When to Use Belt (TRAIN), IPF Approved List (COMPETE)

From Article	Links To
Bulky Myth (LIFE)	Progressive Overload (TRAIN), Nutrition Guide (FUEL), Body Composition (SCIENCE)

## Content clusters for SEO

### Cluster 1: Beginner Journey

- Pillar: "Complete Beginner's Guide to Lifting"
- Supporting: Program comparisons, gym anxiety, tracking progress, nutrition basics

### Cluster 2: Competition Prep

- Pillar: "Your First Powerlifting Meet"
- Supporting: Federation guides, peaking, attempt selection, gear checklist, weight cutting

### Cluster 3: Women's Health

- Pillar: "Training Through Life Stages"
- Supporting: Menstrual cycle, pregnancy, postpartum, perimenopause, menopause

### Cluster 4: Equipment

- Pillar: "Complete Women's Gear Guide"
- Supporting: Individual equipment deep-dives, sizing guides, comparison reviews

## 12-24 month editorial calendar framework

### Phase 1: Foundation (Months 1-3)

**Focus:** Establish authority with cornerstone content

#### Month 1: Launch essentials

- Complete Beginner's Guide to Lifting
- Best Lifting Belt for Women [2025]
- Will Lifting Make Me Bulky?
- How to Start Powerlifting as a Woman

- 4 athlete profiles (Olivia Reeves, Jennifer Thompson, Jessica Buettner, Agata Sitko)

## **Month 2: Expand pillars**

- Complete Squat/Bench/Deadlift guides
- Best Women's Barbells
- First Powerlifting Meet Guide
- Protein for Female Lifters
- Federation comparison guide

## **Month 3: Deepen expertise**

- Menstrual Cycle and Training (Science)
- Meet Prep Program
- Knee Sleeves Guide
- 4 more athlete profiles
- Beginner program comparisons

## **Phase 2: Growth (Months 4-9)**

**Focus:** Fill content gaps, build clusters

### **Monthly cadence:**

- 8-10 articles per month
- 2 athlete profiles/interviews
- 1 equipment review/comparison
- 2 program/technique articles
- 2-3 science/nutrition articles
- 2-3 life/community articles

### **Priority content during this phase:**

- Complete intermediate programming series
- Olympic weightlifting beginner content
- Pregnancy/postpartum series

- Perimenopause/menopause series
- Competition weight management
- All major equipment categories

### **Phase 3: Authority (Months 10-18)**

**Focus:** Advanced content, unique research, community

#### **Content expansion:**

- Advanced programming and peaking
- Coach and methodology deep-dives
- Original research content (surveys, data analysis)
- Video technique breakdowns
- Podcast/interview series

### **Phase 4: Dominance (Months 19-24)**

**Focus:** Own the space, diversify formats

#### **Advanced initiatives:**

- Meet coverage and event reporting
- Training log/community features
- Proprietary programs
- Expert contributor network
- Annual "State of Women's Lifting" reports

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## **Monetization alignment**

Content categories aligned with revenue potential:

Revenue Stream	Supporting Content Pillars
Affiliate (Equipment)	GEAR (primary), COMPETE (equipment lists)
Display Advertising	All pillars (traffic-focused content)
Programs/Templates	TRAIN (programming content establishes authority)
Coaching Referrals	COMPETE (competition-ready audience)
Sponsorships	COMPETE (athlete coverage), LIFE (community content)
Membership/Community	LIFE (engagement), COMPETE (serious lifters)

Summary metrics

Metric	Count
Total pillar categories	6
Total article titles detailed	225+
Beginner content pieces	45
Intermediate/Advanced content	55
Competition content	35
Science/Health content	50
Equipment content	45
Community/Lifestyle content	30
Athlete profiles planned	20+
High-value keyword opportunities	100+

This content map positions HEAVIERWEIGHT.COM to become the definitive resource for women in competitive lifting —filling the gap no current competitor owns while naturally serving lifters of all body types, skill levels, and life stages through evidence-based, inclusive content.