

Atlanta Local Master Content Plan

1. Business Visits (So Far)

- Hilton Hotel | Downtown Decatur
- Atl Exotics Westside (Smoke Shop)
- Mr. Everything Cafe (Restaurant)
- Pro Cuts Barber Shop (Barber Shop)
- Busy Bee Cafe (Soul Food Restaurant)
- Chick-fil-A | Vine City FSR (Fast Food)
- Walmart Neighborhood Market | Vine City (Department Store)
- Free Smoke Vape and Smoke Shop
- American Deli | Adamsville (Restaurant)
- gusto! - healthy bowls & wraps | West End
- Honeysuckle Gelato | West End
- Sakura Sake Bar & Bottles | West End
- Gekko Kitchen | West End
- Airbnb | Westside 1
- Airbnb | Westside 2
- Starbucks | Howell Mill
- Office Depot | Edgewood (Closed)
- Sevananda Natural Foods Market | Little 5 Points
- Starbucks | Little 5 Points
- Savage Pizza | Little 5 Points
- King Jai at Groomzmen Gentlemen's Refinery (Barber Shop)
- Supa Star | Hair Growth Oil | Little 5 Points
- Liquid Wizdom (Juice Shop)
- Thai 5 & Sushi Bar | Little 5 Points
- Cloud 9 Smoke, Vape & Hookah Co | Little 5 Points
- Xhale City | Little 5 Points | CBD & Wellness
- Tea'z Social | Little 5 Points
- Hudson Grille | Little 5 Points
- Planet Fitness | Kirkwood
- Publix Super Market | Howell Mill Village
- Planet Fitness | Midtown
- Salata (Salad Kitchen) | Ponce-Midtown
- Planet Fitness | Decatur
- Atlanta Real Estate | West Side
- Atlanta Auto Shop | West Side
- Hair Growth Products
- Mens Headwear
- Belt Line Trail
- Live Music | Kanise

2. Recurring TikTok Caption Template

🌟 Atlanta Local Spotlight 🌟

Mike (@IamMoneyMike404) stops by **[Business Name]** to give an honest review of their food, vibe, and service. 🏠👉

We're putting Atlanta businesses on the map — no fluff, just real experiences from real locals. Want to see more hidden gems, must-try eats, and Atlanta services? Tap in with us.

3. Recurring Branding Rules (Visuals)

- Animated version of Mike (modeled after real photos)
- Outfits always **ATL LOCAL colors** (#702E3B maroon, black, white)
- Consistent TikTok covers + Instagram carousels
- CTA always: **Visit ATLANTA-LOCAL.COM & Subscribe for Alerts + Deals**
- Add **QR code icon** on CTA bar
- Skyline & ATL Local logo placement consistent

4. TikTok + Instagram Keywords (Recurring Use)

- Atlanta restaurants
- Atlanta nightlife
- Atlanta brunch spots
- Atlanta food spots
- Atlanta date night
- Atlanta activities
- Atlanta things to eat

5. Hashtags (Recurring Use)

1. #atl
2. #thingstodoatlanta
3. #thingstodoinatl
4. #atlfoodies
5. #atleats
6. #atlantadatenight
7. #atlrestaurants
8. #atlantafood

6. SEO Keywords (Ahrefs Research)

(High volume + low difficulty prioritized)

- best wings in atlanta (1.6k)
- best coffee shops in atlanta (900)
- best fried chicken in atlanta (1.1k)
- best sushi in atlanta (1.2k)
- best pizza in atlanta (1.6k)
- best bbq in atlanta (1.2k)

- best brunch in atlanta (2.7k)
- best restaurants in atlanta (8.1k)
- best hotels in atlanta (2.1k)
- best neighborhoods in atlanta (1k)
- best steakhouse in atlanta (1.6k)
- best things to do in atlanta (1.6k)
- best breakfast in atlanta (1.2k)
- best tacos in atlanta (900)
- best seafood in atlanta (1k)
- best bars in atlanta (900)

7. Content Plan: Platforms

- **TikTok:** Covers + Short reviews (animated Mike + CTA).
- **Instagram:** Carousels mixing **animated covers + real photos** from Mike's visits.
- **Facebook:** Cross-post articles + photo posts.
- **YouTube Shorts:** Repurpose TikTok reviews.
- **X/Twitter + Threads:** Headlines + teaser graphics linking to ATL Local.
- **LinkedIn:** Business-owner angle → spotlighting entrepreneurship + ATL economy.

8. Next Steps

- Continue generating **cover art + captions** per business visit.
- Each visit =
 1. TikTok Cover (animated Mike)
 2. Instagram Carousel (real photos + cover)
 3. Optimized Caption
 4. Blog Post Snippet (SEO keyword integrated)