**Content Strategy Plan**

**Project Title: Comprehensive SEO Audit & Optimization for Organic Traffic Growth**

**Website:** [**www.gofrugal.com**](https://www.gofrugal.com)

**1. Objectives**

* **Increase Organic Traffic**: Leverage high-volume keywords to attract more visitors.
* **Enhance User Engagement**: Create valuable content that addresses user needs and questions.
* **Establish Authority**: Position GoFrugal as a thought leader in the ERP and business management software space.

**2. Target Audience**

* **Small to Medium Enterprises (SMEs)**: Business owners and decision-makers looking for ERP solutions.
* **Industry Professionals**: Individuals seeking insights on business management and optimization.
* **IT Managers**: Professionals evaluating software solutions for their organizations.

**3. Content Types and Topics**

|  |  |  |
| --- | --- | --- |
| Content Type | Topics | Frequency |
| Blog Posts | - Benefits of ERP for SMEs - ERP implementation guides - Comparison of ERP solutions | Weekly |
| Case Studies | - Success stories from existing clients - Industry-specific case studies highlighting challenges and solutions | Monthly |
| Infographics | - Visual representation of ERP benefits - Steps in the ERP selection process | Quarterly |
| Webinars | - Live Q&A on ERP implementation - Expert panels discussing industry trends | Bi-Monthly |
| E-books/Guides | - Comprehensive guide to choosing ERP software - E-book on optimizing inventory management | Quarterly |
| Video Content | - Tutorials on using GoFrugal products - Customer testimonials and reviews | Monthly |

**4. Keyword Focus**

Based on the keyword research report, the following keywords will be the focus for content creation:

* **High-Priority Keywords**: "ERP software," "inventory management software," "business management software."
* **Long-Tail Keywords**: "best ERP solutions for small businesses," "cloud ERP advantages," "how to implement inventory tracking systems."

**5. Content Promotion Strategy**

* **Social Media**: Regularly share blog posts, infographics, and case studies on platforms like LinkedIn, Twitter, and Facebook to drive traffic.
* **Email Marketing**: Develop a monthly newsletter featuring recent blog posts, product updates, and upcoming webinars.
* **Partnerships**: Collaborate with industry influencers and bloggers for guest posts and content sharing.

**6. Measurement and Evaluation**

* **Traffic Analytics**: Use Google Analytics to monitor page views, bounce rates, and user engagement metrics.
* **Keyword Rankings**: Track the rankings of targeted keywords using SEO tools like Ahrefs or SEMrush.
* **User Feedback**: Collect user feedback through surveys and comments to gauge content effectiveness and areas for improvement.