



CHECKLIST

Content pillar starter checklist

- ☐ List everything your business does and what your audience asks about

- ☐ Group similar questions and services into themes

- ☐ Name each theme in two or three words

- ☐ Choose three to five themes that appear most often in your work

- ☐ Draft ten post ideas for each theme

- ☐ Map your pillars onto a two-week posting schedule

- ☐ Post for a month and track which pillar performs best

- ☐ Adjust pillars that feel forced or underperform
