

Disclaimer

The prompts and strategies in this course are designed to help you build an SEO content plan using AI tools. They work. But they work within limits you should understand before you start.

The AI does not have access to live SEO data. It cannot pull real-time search volumes, check actual keyword difficulty scores, or analyze your specific competitors' backlink profiles. Every assessment it makes about competition levels, monetization potential, and search intent is based on its trained knowledge of how search engines and online markets generally behave. That knowledge is broad and often surprisingly accurate, but it is not the same as pulling fresh data from Ahrefs, SEMrush, or Google Search Console.

What this means in practice: the outputs you generate are strategic frameworks, not guarantees. The AI might rate a keyword cluster as "low competition" based on patterns in its training data, but the actual SERP for that keyword today could tell a different story. A monetization method that looks promising on paper might not perform in your specific niche the way the AI expects. Treat every output as a strong starting hypothesis that still benefits from validation against real-world data when you have access to it.

SEO itself is not a fixed game. Google updates its algorithm regularly, sometimes in ways that fundamentally change what works. A strategy that ranks well today could lose ground tomorrow if Google shifts its priorities. Nothing in this course (or any SEO course) can protect you from that reality. What the system gives you is a sound structural foundation, and sites built on solid architecture with well-organized, intent-matched content tend to weather algorithm changes better than sites thrown together without a plan.

The AI can also make mistakes. It might group keywords poorly, suggest an angle that doesn't resonate with your audience, or recommend a site structure that doesn't quite fit your niche. That's why every step in the system includes a review phase where you check the output before carrying it forward. You are the final filter. If something looks wrong, question it, adjust it, or ask the AI to rework it. Blindly trusting any tool, AI or otherwise, without applying your own judgment is a recipe for problems.

Results will vary. Your niche, your content quality, your publishing consistency, your domain age, your willingness to build backlinks, and dozens of other factors all influence whether and how quickly you rank. Two people could run the exact same keyword list through this system, execute every brief to the letter, and see very different outcomes based on variables the system can't control. This course gives you a planning advantage. It does not give you a guarantee of traffic, rankings, or revenue.

Finally, AI tools evolve. The prompts in this course were engineered to work with current-generation large language models. Future updates to these models could change how they interpret instructions, format outputs, or handle the kind of structured analysis these prompts require. If you notice an AI tool producing outputs that don't match the formats described in this course, you may need to adjust the prompts or provide the AI with additional guidance to get it back on track.

Use this system as what it is: a planning accelerator that compresses weeks of strategic thinking into about an hour of focused work. Combine it with real data when you can, apply your own expertise and judgment throughout, and execute consistently. That's the formula.

The SEO Triage System

Let AI Turn Your Keywords Into A SEO Silo Blueprint

What Each Prompt Does (And Why The Order Matters)	5
Step 1: Keyword Triage	5
Step 2: Site Blueprint	6
Step 3: Content Battle Plan	6
How The Chain Works	7
How To Use The Prompts	7
Setting Up Your AI Tool	8
Running A Prompt	8
Filling Out The Inputs	9
Why Fresh Conversations Matter	10
Checking Your Outputs Before Moving On	11
After You Finish All Three Steps	11
A Detailed Look At The Final Output	12
Content Briefs	13
Phase and Silo Header	13
Brief (Working Title)	13
Silo	14
Content Type	14
Target Keywords	14
Search Intent	15
Angle/Hook	15

Subtopics To Cover	16
Internal Links, Outbound	16
Internal Links, Inbound	17
Content Notes	17
SEO Spec Sheet	18
Title Tag	18
Meta Description	18
H1	19
H2 Outline	19
Target Word Count Range	20
Recommended Schema Markup	20
Publishing Calendar	21
Sequence	21
Working Title	22
Content Type	22
Target Keywords	22
Putting It All Together	22
STEP 1: KEYWORD TRIAGE	23
Introduction To The Prompt	23
How To Run The Prompt	24
Step-by-step instructions:	24
The Prompt	25
STEP 2: SITE BLUEPRINT	30
Introduction To The Prompt	30
How To Run The Prompt	31
Step-by-step instructions:	32
The Prompt	32
STEP 3: CONTENT BATTLE PLAN	39
Introduction To The Prompt	39
How To Run The Prompt	40
Step-by-step instructions:	40
The Prompt	41
What The System Creates	48

CONTENT BATTLE PLAN	49
1. CONTENT BRIEFS	49
2. SEO SPEC SHEET	65
3. PUBLISHING CALENDAR	80

You're sitting on a pile of keywords.

You scraped Google autocomplete, browsed Reddit threads, poked around competitor sites, and now you've got this sprawling list that feels like it should be useful but isn't.

Not yet.

Because a keyword list without a plan is just a collection of words that other people typed into a search bar.

The gap between "I have keywords" and "I have a site that ranks and makes money" is enormous.

And it's the gap where most niche site projects die. Not because the keywords were bad, not because the niche was wrong, but because nobody sat down and built the bridge between raw research and strategic execution. People skip straight from keyword collection to writing articles, which is like skipping from buying lumber to hammering nails without a blueprint. You end up with a pile of content that doesn't connect, doesn't build authority, and doesn't rank.

The SEO Triage System is that bridge.

It's a three-prompt sequence that transforms your unfiltered keyword dump into a complete, ready-to-execute site plan.

You start with chaos and end with a publishing calendar, content briefs for every article, and SEO specs down to the title tags and heading structures.

The entire process runs inside a single AI tool (Claude, ChatGPT, or any capable LLM), requires zero paid SEO software, and takes about an hour to complete all three steps.

Here's what matters most: the system thinks strategically so you don't have to guess.

It doesn't just organize your keywords into neat little groups and call it a day. It identifies how each group of keywords makes money, how hard they'll be to rank for, which content to build first for the fastest returns, and how every piece of content on your site connects to every other piece through internal linking.

By the time you're done, the question isn't "what should I write?" It's "which brief am I working on today?"

NOTE: This system is demanding on the LLM. Running it on too many keywords will burn a lot of tokens. It's best to limit to 30 keywords at a time.

What Each Prompt Does (And Why The Order Matters)

The system runs in three steps. Each step produces a specific output document, and that document becomes the input for the next step. Think of it like an assembly line: raw materials go in one end, and a finished product comes out the other. Skipping a step or running them out of order breaks the chain.

Step 1: Keyword Triage

This is where your raw keyword list enters the system. You paste in everything you've collected, unfiltered, and the AI sorts it into clusters of related keywords grouped by topic. But it doesn't stop at organization. For

each cluster, it identifies the search intent (what the person typing that keyword actually wants), the best way to monetize that traffic, and a realistic assessment of how competitive those keywords are.

The output is called the Keyword Triage Report, and it contains four sections: Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot.

This report is the foundation the entire system builds on. Steps 2 and 3 both reference it directly, so the quality of this output shapes everything downstream.

Step 2: Site Blueprint

This prompt takes your Keyword Triage Report and architects an actual website structure around it. The AI decides how to organize your content into silos (the main sections of your site), which articles are pillar pages versus supporting articles, and the strategic order you should build everything in.

The output is called the Site Blueprint, and it contains three sections: Silo Structure, Content Hierarchy, and Priority Sequence.

The Priority Sequence is where this step earns its keep. Instead of guessing which content to create first, the AI cross-references the monetization potential and competition levels from your Keyword Triage Report to identify which silos give you the best shot at ranking quickly while generating revenue. High money potential plus low competition gets built first. That's not a hunch. It's a strategic calculation based on data you already generated in Step 1.

Step 3: Content Battle Plan

This is the execution layer. The AI takes your Site Blueprint and produces a detailed content brief for every single article on your site, complete with target keywords, search intent, a unique angle, subtopics to cover, and internal linking instructions.

Alongside those briefs, it generates an SEO Spec Sheet with pre-built title tags, meta descriptions, heading outlines, word count targets, and schema markup recommendations for each piece.

Then it wraps everything into a Publishing Calendar that sequences your content in the correct strategic order.

The output is called the Content Battle Plan, and it contains three sections: Content Briefs, SEO Spec Sheet, and Publishing Calendar.

After this step, you're done planning. Every article has a brief. Every brief has its SEO specs. The calendar tells you what to publish and when. You open the first brief and start writing (or feed it to an AI writing tool).

How The Chain Works

The connection between steps is simple but rigid. Each prompt produces a labeled output document. The next prompt in the sequence requires that exact document as its input. Here's the flow:

Your raw keyword list feeds into Step 1, which produces the Keyword Triage Report. That entire report (all four sections) feeds into Step 2, which produces the Site Blueprint. That entire blueprint (all three sections) feeds into Step 3, which produces the Content Battle Plan.

You never need to go backwards. You never need to paste outputs from Step 1 into Step 3. Each prompt only needs the output from the step immediately before it, because the information compounds as it moves through the chain. The Site Blueprint already contains the strategic intelligence from the Keyword Triage Report, processed and restructured into architectural decisions. The Content Battle Plan already contains the architectural decisions from the Site Blueprint, processed and restructured into execution-ready briefs.

How To Use The Prompts

If you've never worked with AI prompts before, this section covers everything you need to know to run the system. If you're already comfortable with AI tools, skim this for the parts specific to multi-step prompt chains, because the way outputs carry between steps is where most mistakes happen.

Setting Up Your AI Tool

You need access to an AI chatbot. The system works with Claude (claude.ai), ChatGPT (chatgpt.com), or similar tools. If you don't have an account with any of these, Claude and ChatGPT both offer free tiers that will handle these prompts, though paid tiers give you longer responses and fewer usage limits. For a system that produces outputs this detailed, a paid tier is worth it.

Open your AI tool and start a new conversation. That blank conversation window is where you'll paste the prompt.

Running A Prompt

Each step in this system includes a section called "The Prompt" containing a block of text inside a code box. Here's the mechanical process for running it:

Copy the entire prompt text from the code box. Every word matters. Don't paraphrase, trim, or rearrange anything. The prompt is engineered to guide the AI through a specific sequence of decisions, and editing it will change the output quality.

Paste the full prompt into your AI conversation and send it.

The AI will not immediately produce your output. Every prompt in this system is designed to stop and ask you for input first. It will request specific information from you (your keyword list in Step 1, your Keyword Triage Report in Step 2, your Site Blueprint in Step 3). This is intentional. The prompt forces the AI to wait for your data rather than making things up,

which is a common failure mode when AI doesn't have what it needs but tries to be helpful anyway.

Provide the requested input by typing or pasting it into the conversation, then send it. The AI will process your input and generate the labeled output document.

Filling Out The Inputs

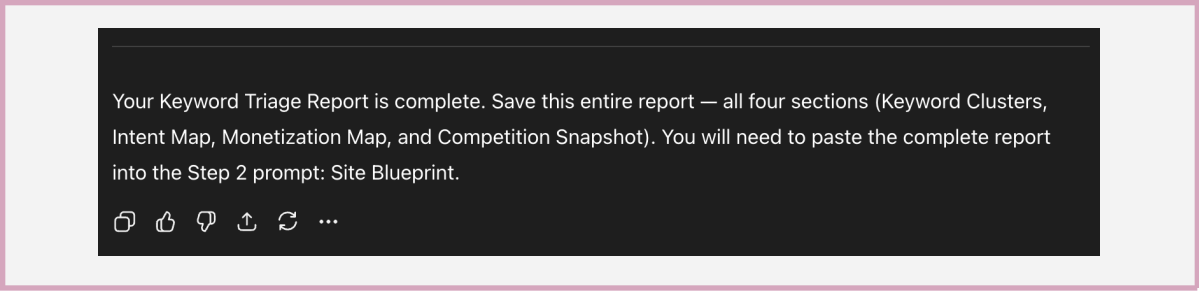
Step 1 requires your raw keyword list. This is the only input you create from scratch. Paste your keywords however you have them: one per line, separated by commas, even as rough notes. The AI will sort through the mess. Don't self-edit at this stage. Include duplicates, include keywords you're not sure about, include long questions and short phrases. More raw material gives the AI more to work with.

Steps 2 and 3 require outputs from previous steps. This is where people trip up, so read this carefully.

When the AI produces your Keyword Triage Report at the end of Step 1, you need to save the complete output.

All four sections: Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot. Copy the entire report and paste it into a separate document, a note app, or anywhere you can store text and retrieve it later. Do the same with the Site Blueprint at the end of Step 2, saving all three of its sections.

NOTE: When you copy and paste the output of one prompt into another you should delete the user instructions at the bottom of the prompt. It's the part that looks like this...



Your Keyword Triage Report is complete. Save this entire report — all four sections (Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot). You will need to paste the complete report into the Step 2 prompt: Site Blueprint.

📄 🌟 💡 ⬆️ ↺ ⋮

When you start Step 2, you'll open a fresh conversation (don't continue in the Step 1 conversation), paste the Step 2 prompt, and when the AI asks for your Keyword Triage Report, you'll paste the entire saved report from Step 1. Same process for Step 3: fresh conversation, paste the prompt, paste your saved Site Blueprint when asked.

Why Fresh Conversations Matter

Start each step in a new, separate conversation with your AI tool. Don't run all three prompts in the same conversation thread.

The reason is practical: AI tools have a limited context window, which is essentially how much text they can "hold in their head" at once. Each step in this system produces a substantial output, and the prompts themselves are detailed. If you stack all three steps in one conversation, the AI starts losing track of earlier content as the conversation grows. Running each step in a fresh conversation gives the AI its full capacity to focus on the task at hand.

Checking Your Outputs Before Moving On

After each step, read the output before feeding it into the next prompt. You don't need to be an SEO expert to spot problems. Ask yourself basic questions: Do the keyword groupings make sense? Are there clusters that seem randomly assembled? Does the site structure look like something a real person would navigate? Do the content briefs cover what you'd actually want to read about this topic?

If something looks off, you can ask the AI to fix it within the same conversation. Say something like "The cluster called [name] doesn't make

sense, these keywords seem like they belong in [other cluster]" or "This pillar page topic feels too narrow to link to all its supporting articles." The AI will adjust. Get each output right before you copy it and carry it to the next step, because errors compound through the chain just like good decisions do.

After You Finish All Three Steps

Once you've completed Step 3 and have your Content Battle Plan in hand, the planning phase is done. You'll have a Publishing Calendar showing you the exact sequence to build your site in, Content Briefs telling you what each article needs to contain and how it connects to other content, and an SEO Spec Sheet giving you the technical optimization details for every page.

Open the first Content Brief on your Publishing Calendar. That's your starting point. Write the article yourself, hand the brief to a writer, or use it as input for an AI writing prompt. The brief contains everything needed to produce a strategically sound first draft: the keywords to target, the intent to match, the angle to take, the subtopics to cover, and the internal links to include.

Then move to the second brief. Then the third. Follow the calendar. The system has already done the strategic thinking. Your job now is execution.

A Detailed Look At The Final Output

NOTE: Due to the sophisticated nature of this system each LLM may run it slightly differently. The same LLM may even do something different each time you run it. The core output will be the same but

you may notice little things get changed around. That's just the nature of AI.

When you finish Step 3, the AI hands you a document called the Content Battle Plan. It's dense. Depending on how many keywords you started with, you could be looking at dozens of content briefs, each with its own SEO spec sheet entry, all sequenced into a publishing calendar. The first time you see it, the volume alone can feel overwhelming.

It shouldn't be.

Every piece of the Content Battle Plan exists to answer a specific question you'd otherwise have to figure out on your own, and once you understand what each section and field is telling you, the whole document becomes remarkably simple to use. You pick up the next brief on the calendar, follow the instructions, and write.

This chapter walks through every field in every section of the Content Battle Plan output. By the end, you'll know exactly what you're looking at, why it's there, and how to apply it when you sit down to create content.

Content Briefs

The Content Briefs section is the operational core of your Content Battle Plan. Each brief is a set of instructions for one article on your site. If you handed a brief to a freelance writer with zero context about your niche site project, they should have enough information to produce a focused, strategically sound draft. That's the standard each brief is built to meet.

Briefs are organized by silo and priority phase, so the first briefs you see belong to the first silo you should build. Here's what each field means and how to use it.

Phase and Silo Header

At the top of each group of briefs, you'll see a header that reads something like "PHASE 1 SILO: Natural Pain Relief (Priority 1)."

This tells you two things: which silo these briefs belong to, and where that silo falls in your build order. Phase 1 is the silo you identified as the highest priority in your Site Blueprint, the one with the best combination of monetization potential and low competition. Phase 2 is the next silo, and so on.

You don't need to do anything with this header other than use it for navigation. When you sit down to write, you work through Phase 1 briefs first, in order, before moving to Phase 2.

Brief (Working Title)

This is the working title for the article. "Working title" means it's functional, not final. It tells you what the article covers and usually contains the primary target keyword. You can absolutely refine or rewrite this title before publishing. The SEO Spec Sheet (covered below) gives you an optimized title tag and H1 that are better suited for the published page. Think of the working title as the label on a file folder: it helps you identify the piece at a glance while you're managing the project.

Silo

This confirms which silo the article belongs to. If you're ever unsure whether a brief is part of the "Home Remedies" silo or the "Supplement Reviews" silo (especially in large Content Battle Plans with 30+ briefs), this field gives you the answer immediately. It also tells you which pillar page this article is connected to, since every silo has exactly one pillar page that all its supporting articles link to.

Content Type

This field tells you whether the article is a Pillar Page or a Supporting Article. The distinction matters for three reasons.

First, pillar pages are comprehensive, broad-scope pieces that cover a topic thoroughly and link out to every supporting article in their silo. Supporting articles are narrower, more focused pieces that go deep on a specific subtopic and link back to the pillar page.

Second, pillar pages are typically longer (often 2,500+ words) while supporting articles can be more concise (often 1,000 to 2,000 words), though the exact word count targets are in the SEO Spec Sheet.

Third, and this is critical for your publishing calendar, supporting articles publish first. Your pillar page is the last piece published in each silo because it needs those supporting articles to already exist so it can link to them. If you see "Pillar Page" in the Content Type field, double check that you've already published all the supporting articles for that silo before you release it.

Target Keywords

These are the specific keywords this article is built to rank for in search engines. You'll see a primary keyword and sometimes one or two secondary keywords.

When you write the article, the primary keyword should appear naturally in your title, your opening paragraph, at least one or two subheadings, and throughout the body content. "Naturally" is the key word here. Don't force the keyword into every sentence or repeat it in ways that sound robotic. Google's algorithm is sophisticated enough to understand context and synonyms. Your goal is to make the topic clear, not to stuff keywords like it's 2009.

Search Intent

This tells you what the person typing the target keyword actually wants. It's one of four categories.

Informational means the searcher wants to learn something. They're asking "what is," "how does," or "why does" type questions. Your article should teach, explain, and inform.

Commercial Investigation means the searcher is researching before a purchase. They're comparing options, reading reviews, looking at "best of" lists. Your article should help them evaluate choices and guide them toward a decision.

Transactional means the searcher is ready to act. They want to buy, sign up, download, or take a specific step. Your article should make that action easy and clear.

Navigational means the searcher is looking for a specific page or brand. This is less common in niche site content but occasionally shows up.

Here's why this field matters in practice: if the search intent says "informational" and you write a hard sales pitch, you're mismatched. The person wanted to learn, not be sold to. Google knows this, and it rewards content that matches what the searcher wanted. Write to the intent, and you'll rank better and convert better because you're giving people what they came for.

Angle/Hook

This is arguably the most valuable field in the brief if you care about standing out.

For any given keyword, there are probably dozens of articles already ranking. Most of them say roughly the same thing in roughly the same way. The angle/hook is a specific framing, perspective, or promise that differentiates your piece from that pile of sameness. It might be a

contrarian take, a unique methodology, a specific audience focus, or an underserved question that existing content ignores.

When you sit down to write, the angle/hook should shape your opening paragraphs and thread through the entire piece. It's the reason someone would read your article instead of the ten others they already scrolled past. Don't treat it as a throwaway line to skim over. Build your content around it.

Subtopics To Cover

This is your content outline in bullet form. Each subtopic represents a section or major point your article needs to address to be considered comprehensive for its target keywords.

You don't have to follow this list in the exact order given. Rearrange the subtopics into whatever flow makes the strongest narrative or logical progression for the reader. And you're not limited to only these subtopics. If you have expertise or insight that adds value beyond what's listed, include it. But don't skip any of the listed subtopics unless you have a strong reason, because they represent the minimum coverage the AI determined this piece needs to satisfy the search intent and compete with existing content.

Think of this list as your insurance policy against thin content. If you cover every subtopic on the list with real substance, your article will be thorough enough to compete.

Internal Links, Outbound

This field lists the specific articles on your site that this piece should link to. You'll see working titles from other briefs in the same silo.

Internal linking is one of the most important (and most neglected) SEO tactics for niche sites. When Article A links to Article B, it tells Google that these two pages are related and passes authority between them. A well-linked silo creates a web of topical relevance that helps every page in the silo rank better.

In practice, this means you'll need to include natural, contextual links to the listed articles somewhere in your content. Don't force them into a random list at the bottom of the page. Find the spot in your article where the linked topic comes up organically and hyperlink from there.

Note: you can only create these links once the target articles are published. Since supporting articles publish before the pillar page, some outbound links may need to be added after the target article goes live. Keep a simple checklist and circle back to add links as new articles publish.

Internal Links, Inbound

This is the reverse: a list of other articles that should link to this piece. You won't act on this field when writing the current article. Instead, it's a reference for when you're writing or editing those other articles. When you publish Article B and its brief says "Internal Links, Inbound: Article A, Article C," that means you should check Articles A and C and add links pointing to Article B.

The combination of outbound and inbound link fields gives you a complete internal linking map for your site. No guesswork. No forgotten connections. Every article knows what it links to and what should link to it.

Content Notes

This is the AI's strategic commentary on the article. It might flag opportunities like "strong candidate for a featured snippet," suggest content formats like comparison tables or pros/cons lists, point out common misconceptions worth addressing, or note competitive advantages this piece could exploit.

Not every brief will have extensive content notes. Some articles are straightforward enough that the other fields cover everything. But when content notes are present, pay attention to them. They often contain the kind of tactical insight that separates a good article from one that captures a featured snippet or converts at a higher rate.

SEO Spec Sheet

If the Content Brief tells you what to write, the SEO Spec Sheet tells you how to optimize it for search engines. Every article in your Content Battle Plan gets its own spec sheet entry with pre-built technical SEO elements. This is the section that saves you from staring at a blank title tag field trying to figure out what to write, or guessing how long your article should be.

Here's each field.

Title Tag

The title tag is what appears as the clickable blue link in Google search results. It's the first thing a potential visitor sees, and it directly affects whether they click through to your site or scroll past.

Your title tag will be under 60 characters (Google truncates anything longer) and will include your primary target keyword in natural language. The AI writes these to be both keyword-relevant and compelling enough to earn clicks. You can use it as-is or adjust the wording to better fit your voice, but keep it under 60 characters and keep the primary keyword in there.

The title tag goes into your page's HTML (specifically the <title> element) or into the "SEO Title" field if you're using a WordPress plugin like Yoast or Rank Math. If those terms are unfamiliar, any basic WordPress SEO plugin tutorial will show you where to paste it. It takes about ten seconds.

Meta Description

The meta description is the two-line summary that appears below your title tag in search results. Google doesn't use it directly as a ranking factor, but it heavily influences click-through rate, which does affect rankings indirectly. A compelling meta description can mean the difference between someone clicking your result at position 4 instead of the result at position 2.

Your meta description will be under 155 characters (again, to avoid truncation) and will include the primary target keyword. Like the title tag, it gets pasted into your SEO plugin or directly into the HTML meta description tag.

The AI writes these with a clear benefit or answer embedded so the searcher knows exactly what they'll get if they click. Don't replace them with vague teasers or clickbait. Specificity wins in meta descriptions.

H1

The H1 is the main on-page headline visitors see when they land on the article. It can match your title tag exactly, or it can be a slight variation. For example, your title tag might be "Best Magnesium Supplements for Sleep (2026)" while your H1 might be "The Best Magnesium Supplements for Better Sleep."

Your H1 should include the primary target keyword and clearly communicate what the page covers. In most WordPress themes and content management systems, the H1 is the title you enter at the top of your post editor. One H1 per page. That's the rule.

H2 Outline

This is the subheading structure for your article, laid out in order. Each H2 represents a major section of the piece, and they correspond to the subtopics listed in your Content Brief.

The H2 outline serves two purposes. For readers, it breaks the article into scannable sections so people can find what they need quickly. For SEO, subheadings signal to Google what topics and subtopics your page covers, which helps it understand the content's relevance and scope.

When you write your article, use these H2s as your section headers. You can adjust the wording, but keep the target keyword or a close variation in at least one or two of them. If a section needs further breakdown, use H3

subheadings underneath the relevant H2, but the spec sheet gives you the H2 level structure since that's the primary framework.

Target Word Count Range

This is a recommended length range, not an exact prescription. You'll see something like "1,500 to 2,000 words" for a focused supporting article or "2,500 to 3,500 words" for a comprehensive pillar page.

The range reflects the scope of the topic. Narrow topics with clear answers don't need 3,000 words. Broad topics that cover multiple subtopics in depth can't do the job in 800 words. The AI sets the range based on the article's Content Type (pillar vs. supporting), the number of subtopics to cover, and the typical depth of content that ranks well for similar keywords.

If you find yourself well under the minimum and you've covered all the subtopics, add more depth to existing sections rather than padding with filler. If you're well over the maximum and the content is genuinely valuable, don't cut it for the sake of hitting a number. The range is a guardrail, not a cage.

Recommended Schema Markup

Schema markup is structured data you add to your page's code that helps Google understand what type of content the page contains. When Google understands your content format, it can display it with rich results in the search listings: recipe cards, FAQ dropdowns, how-to steps, star ratings, and so on. Those enhanced listings get significantly more clicks than plain blue links.

The spec sheet recommends one schema type per article. Common ones you'll see are Article (general), HowTo (step-by-step guides), FAQ (question and answer format), and Review (product evaluations). The spec sheet includes a brief note explaining why that schema type fits the content.

If you're using WordPress, plugins like Rank Math or Yoast can add schema markup without touching code. You select the schema type from a

dropdown in the plugin settings for each post and fill in the required fields. If you're on a different platform, a quick search for "how to add [schema type] markup on [your platform]" will get you there. It's one of those five-minute tasks that can dramatically improve your search visibility.

Publishing Calendar

The Publishing Calendar takes every article from your Content Briefs and sequences them into a build order. This is the section you reference when deciding "what do I work on next?"

The calendar is organized by Phase. Each Phase corresponds to one silo from your Site Blueprint, presented in priority order: Phase 1 is the silo you should build first, Phase 2 is next, and so on.

Within each phase, you'll see four columns.

Sequence

This is the article's position in the overall build order. Article 1 is the very first thing you write and publish. Article 2 is second. The numbers are sequential across the entire calendar, so if Phase 1 has eight articles (Sequence 1 through 8), Phase 2 starts at Sequence 9.

The calendar uses relative sequence numbers rather than specific dates because your publishing pace depends on your resources. If you can publish three articles per week, you'll move through the calendar three times faster than someone publishing once a week. The sequence tells you the order, and you map it to your own timeline.

One rule is baked into the sequence and should never be changed: within each phase, all Supporting Articles are sequenced before the Pillar Page. The Pillar Page for each silo is always the last article published in that phase. This ensures the pillar has supporting content to link to when it goes live, which is how you build topical authority that Google rewards.

Working Title

This matches the working title from the Content Brief. It's here so you can quickly scan the calendar and know exactly which article you're looking at without flipping back to the full briefs. When you're ready to work on the next article in sequence, find the matching Content Brief by working title and you'll have everything you need.

Content Type

Same as in the Content Brief: either Pillar Page or Supporting Article. In the calendar format, this column lets you visually confirm that all the Supporting Articles in a phase come before the Pillar Page. If they don't, something went wrong in the output and you should re-sequence manually before you start publishing.

Target Keywords

These are the same keywords listed in the corresponding Content Brief, pulled into the calendar for quick reference. When you're planning your week and deciding which article to tackle next, seeing the target keywords alongside the title helps you prepare mentally for the topic without needing to open each brief individually.

Putting It All Together

Here's the practical workflow once you have your complete Content Battle Plan.

Look at the Publishing Calendar. Find Sequence 1. Note the working title. Go to the Content Briefs section and find the matching brief. Read the angle/hook, subtopics, and content notes. Open the SEO Spec Sheet and find the matching entry. Note the H2 outline, target word count range, and schema type.

Write the article using the Content Brief as your guide. Optimize it using the SEO Spec Sheet. Publish it. Add the internal links you can (some links will need to wait until their target articles are live). Then move to Sequence 2 and repeat.

When you finish the last article in Phase 1 (the Pillar Page), go back through every article in that phase and make sure all the internal links are in place. The Pillar Page should link out to every Supporting Article in its silo, and every Supporting Article should link back to the Pillar Page. The Internal Links fields in your Content Briefs tell you exactly which connections to make.

Then start Phase 2.

STEP 1: KEYWORD TRIAGE

Introduction To The Prompt

Most people approach SEO with a messy pile of keywords and no idea what to do with them. They've scraped Google autocomplete, browsed forums, pulled suggestions from free tools, and now they're staring at a giant list that all blurs together. The instinct is to just start writing articles and hope something sticks. That's how people waste months creating content nobody finds.

The Keyword Triage prompt solves this by acting as your strategic filter. You paste in your raw, unorganized keyword list, no matter how rough or bloated it is, and the AI organizes it into meaningful clusters, identifies what people actually want when they search those terms, assesses how each cluster can

make money, and gives you a realistic read on how competitive each area is.

The output you get is called your Keyword Triage Report. This single document becomes the foundation for everything else in the system. Steps 2 and 3 both build directly on top of it, so the quality of your raw keyword list matters. Don't filter yourself at this stage — more is better. Throw in everything. Let the AI do the sorting.

What makes this different from just asking ChatGPT or Claude to "organize my keywords" is the structured output. The report is broken into four clearly labeled sections — Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot — each designed to feed specific decisions later in the process. Nothing is wasted. Every section has a job to do downstream.

How To Run The Prompt

What you need before you start: A list of keywords related to your niche. These can come from anywhere — Google autocomplete suggestions, "People Also Ask" boxes, Reddit threads, forum questions, competitor sites, your own brainstorming, or free tools like Google Keyword Planner. Don't worry about duplicates, formatting, or whether they're "good" keywords. Just get them into a list. Aim for at least 30-50 keywords to give the AI enough to work with, though more is better.

Step-by-step instructions:

1. Copy the entire prompt below and paste it into a new conversation with your AI (Claude, ChatGPT, etc.).
2. The AI will ask you to paste your raw keyword list. This is where you dump your keywords. You can paste them one per line, separated by commas, or even as messy paragraphs — the AI will sort it out. Don't hold back. Include long-tail phrases, questions, short terms,

everything.

3. The AI will process your list and return your Keyword Triage Report with four labeled sections: Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot.
4. Important: Save the entire Keyword Triage Report. Copy it into a document or note. You will need to paste the complete report — all four sections — into the Step 2 prompt later. If you lose it or only paste part of it, Step 2 won't work properly.
5. Before moving to Step 2, read through the report and do a quick sanity check. Do the clusters make sense? Did the AI group anything weirdly? If a cluster seems off, you can ask the AI to re-sort specific keywords in the same conversation. Get the report right before moving on.

The Prompt

You are an SEO strategist specializing in niche site planning. Your job is to take a raw, unfiltered keyword list and transform it into a strategic Keyword Triage Report that will serve as the foundation for building a niche site's complete SEO architecture.

IMPORTANT RULES:

- You are working WITHOUT access to any external SEO tools, APIs, or live data. All assessments must be based on your trained knowledge of search behavior, SERP patterns, and niche competitiveness.

- Be honest about the limits of your assessments. Where your confidence is lower, say so briefly.
- Do not invent search volume numbers. Focus on relative comparisons and qualitative judgment.

===

STOP. Do not proceed until the user pastes their raw keyword list below. Ask for it explicitly with the following message:

"Paste your complete raw keyword list below. Include everything – long-tail phrases, short keywords, questions, duplicates, rough ideas. Don't filter anything out. The messier the better. I'll organize it.

Paste your keywords now:"

Wait for the user's response before generating any output.

===

Once the user provides their keyword list, generate the following output. Label it exactly as shown:

KEYWORD TRIAGE REPORT

1. KEYWORD CLUSTERS

Group every keyword from the user's list into topical clusters. Each cluster should represent a distinct subtopic or theme within the niche. Follow these rules:

- Give each cluster a clear, descriptive name (e.g., "Home Remedies for Joint Pain" not "Cluster 7")
- List every keyword that belongs to each cluster beneath its name
- If a keyword could fit in multiple clusters, place it in the one where it has the strongest relevance and note the overlap
- If any keywords don't fit into a meaningful cluster, group them under a cluster labeled "Unclustered / Needs Review" at the end
- Aim for clusters of 3-10 keywords each. If a cluster has more than 10, consider splitting it into sub-clusters. If it has fewer than 3, consider merging it with a related cluster unless it represents a clearly distinct topic.

2. INTENT MAP

For each Keyword Cluster from Section 1, assign the dominant search intent. Use these four categories:

- ****Informational**** – The searcher wants to learn or understand something

- **Commercial Investigation** – The searcher is researching options before a purchase decision
- **Transactional** – The searcher is ready to buy, sign up, or take a specific action
- **Navigational** – The searcher is looking for a specific website, brand, or page

Format as a table or list showing: Cluster Name → Dominant Intent → Brief rationale (one sentence explaining why)

If a cluster has mixed intent, note the primary and secondary intent.

3. MONETIZATION MAP

For each Keyword Cluster, identify the most natural monetization method. Use these categories:

- **Affiliate** – Content promotes products/services for commission
- **Ad Revenue** – Content attracts high traffic for display ad income
- **Digital Product** – Content supports selling ebooks, courses, templates, tools
- **Lead Generation** – Content captures emails or inquiries for a service business
- **Physical Product** – Content supports selling physical goods

Format as a table or list showing: Cluster Name → Primary Monetization Method → Brief rationale (one sentence explaining why this method fits)

If a cluster supports multiple monetization methods, list the primary and one secondary.

4. COMPETITION SNAPSHOT

For each Keyword Cluster, rate the expected competition level for ranking a new niche site:

- **Low** – Likely underserved, thin existing content, few strong competitors
- **Medium** – Decent content exists but a well-optimized niche site can compete
- **High** – Dominated by authority sites, would require significant content investment to rank

Format as a table or list showing: Cluster Name → Competition Level → Brief rationale (one sentence explaining the assessment)

Be realistic. Err on the side of rating competition higher rather than lower. A useful triage is an honest one.

End the output with this message:

"Your Keyword Triage Report is complete. Save this entire report – all four sections (Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot). You will need to paste the complete report into the Step 2 prompt: Site Blueprint."

STEP 2: SITE BLUEPRINT

Introduction To The Prompt

You've got your Keyword Triage Report. You know what your keyword clusters are, what people want when they search those terms, how each area can make money, and how tough the competition looks. That's the raw intelligence. Now you need a plan.

The Site Blueprint prompt takes your Keyword Triage Report and turns it into an actual site architecture — the structural skeleton of your niche site. Think of it like a building blueprint before construction starts. You wouldn't start pouring concrete without knowing where the walls go. Same principle applies here.

The AI will organize your keyword clusters into content silos (the main sections of your site), decide which pieces of content are pillar pages versus

supporting articles, and — critically — tell you what order to build everything in.

That build order is where most people go wrong on their own. The natural instinct is to write the big, comprehensive "ultimate guide" first because it feels important. But that's backwards. In SEO, pillar pages work best when they have a cluster of supporting articles already published and linking into them. The supporting articles build topical authority in Google's eyes, and the pillar page consolidates it. Building in the wrong order means your best content launches into a vacuum.

The output is called your Site Blueprint, and it contains three sections: Silo Structure, Content Hierarchy, and Priority Sequence. This document is what you'll paste into Step 3 to generate your actual content briefs and publishing calendar.

How To Run The Prompt

What you need before you start: Your complete Keyword Triage Report from Step 1. This means all four sections — Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot. If you only paste part of it, the AI will be working with incomplete information and your Site Blueprint will have gaps.

Step-by-step instructions:

1. Copy the entire prompt below and paste it into a new conversation with your AI. (Start a fresh conversation — don't continue in the same thread as Step 1. A new conversation gives the AI its full context window to work with.)
2. The AI will ask you to paste your complete Keyword Triage Report. Paste the entire thing — all four sections with their labels. Don't

summarize or trim it.

3. The AI will process the report and return your Site Blueprint with three labeled sections: Silo Structure, Content Hierarchy, and Priority Sequence.
4. Important: Save the entire Site Blueprint. Copy it into a document or note. You will need to paste the complete report — all three sections — into the Step 3 prompt to generate your Content Battle Plan.
5. Review the output before moving on. Check that the silo names make sense as actual site navigation categories. Look at the pillar/supporting article designations — does the hierarchy feel logical? If something seems off, ask the AI to explain its reasoning or adjust specific decisions in the same conversation.

The Prompt

You are an SEO site architect specializing in niche site structure and content planning. Your job is to take a completed Keyword Triage Report and transform it into a Site Blueprint — a complete structural plan for a niche site including silo organization, content hierarchy, and build priority.

IMPORTANT RULES:

– Build the site architecture entirely from the data in the Keyword Triage Report. Do not introduce new keyword clusters or topics that weren't in the original report.

- If you see gaps in the report that would weaken the site structure, note them at the end as "Suggested Additions" but do not build them into the main Blueprint.
- Every keyword from the original Keyword Clusters must be assigned to a piece of content. No keywords should be dropped.
- The Priority Sequence must be justified by the Monetization Map and Competition Snapshot data from the user's report, not by arbitrary preference.

===

STOP. Do not proceed until the user pastes their complete Keyword Triage Report from Step 1 below. This must include all four sections: Keyword Clusters, Intent Map, Monetization Map, and Competition Snapshot. Ask for it explicitly with the following message:

"Paste your complete Keyword Triage Report from Step 1 below. I need all four sections:

1. Keyword Clusters
2. Intent Map
3. Monetization Map
4. Competition Snapshot

Do not summarize or shorten the report. Paste the full output.

Paste your Keyword Triage Report now:"

Wait for the user's response before generating any output. If the user pastes an incomplete report (missing one or more sections), ask for the missing sections before proceeding.

===

Once the user provides the complete Keyword Triage Report, generate the following output. Label it exactly as shown:

SITE BLUEPRINT

1. SILO STRUCTURE

Organize the Keyword Clusters from the Keyword Triage Report into content silos. Each silo represents a top-level section or category of the niche site. Follow these rules:

- Each silo should have a clear, reader-friendly name suitable for site navigation (e.g., "Natural Pain Relief" not "Cluster Group A")
- Map each Keyword Cluster to its parent silo. A silo may contain one or more Keyword Clusters.

- Briefly explain the topical scope of each silo in one sentence
- If two or more Keyword Clusters are closely related enough to share a silo, merge them and note which clusters were combined
- Aim for 3-7 silos total. Fewer than 3 suggests the niche may be too narrow. More than 7 suggests some silos should be merged.

Format:

****[Silo Name]**** – [One-sentence scope description]

- Contains Keyword Cluster(s): [list the cluster names from the Keyword Triage Report]

2. CONTENT HIERARCHY

For each Silo from Section 1, designate one Pillar Page and its Supporting Articles. Follow these rules:

****Pillar Pages:****

- One per silo
- Targets the broadest, most comprehensive keyword or topic within the silo
- Should be a piece that can naturally link to every Supporting Article in its silo
- Note the specific primary keyword(s) it targets from the Keyword Clusters

****Supporting Articles:****

- All remaining content pieces within the silo
- Each targets a more specific keyword or subset of keywords from the Keyword Clusters
- Note the specific keyword(s) each article targets
- Note which Pillar Page it links to (this should always be the Pillar Page within its own silo)
- Give each article a working title that clearly reflects its topic and target keyword

Format for each silo:

****SILO: [Silo Name]****

****Pillar Page:** [Working Title]**

- Target Keywords: [list]
- Scope: [One sentence describing what this comprehensive piece covers]

****Supporting Articles:****

1. [Working Title] – Target Keywords: [list] → Links to Pillar: [Pillar Page Title]
2. [Working Title] – Target Keywords: [list] → Links to Pillar: [Pillar Page Title]

(continue for all supporting articles)

3. PRIORITY SEQUENCE

Rank the silos in recommended build order. The first silo built should be the one that offers the best combination of high monetization potential (from the Monetization Map) and low competition (from the Competition Snapshot). Follow these rules:

- List silos in order from "build first" to "build last"
- For each silo, note: its Monetization Map rating, its Competition Snapshot rating, and a brief strategic rationale for its position in the sequence
- Within each silo, specify that Supporting Articles should be published BEFORE the Pillar Page
- If two silos are roughly equal in priority, the one with fewer total content pieces goes first (faster to complete = faster to start ranking)

Format:

****BUILD ORDER:****

****Priority 1: [Silo Name]****

- Monetization: [rating from report]
- Competition: [rating from report]
- Rationale: [one to two sentences explaining why this silo builds first]
- Estimated content pieces: [number]

(continue for all silos)

End the output with this message:

"Your Site Blueprint is complete. Save this entire blueprint – all three sections (Silo Structure, Content Hierarchy, and Priority Sequence). You will need to paste the complete blueprint into the Step 3 prompt: Content Battle Plan."

STEP 3: CONTENT BATTLE PLAN

Introduction To The Prompt

This is where the strategy becomes a to-do list.

Your Keyword Triage Report told you what you're working with. Your Site Blueprint told you how to organize it and what to build first. The Content Battle Plan tells you exactly what to write, how to optimize it for search, and when to publish it.

The AI takes your Site Blueprint and produces three things: **detailed content briefs for every article on your site, SEO specifications for**

each piece (title tags, meta descriptions, heading structures, schema markup), and a publishing calendar that sequences everything in the right order.

The content briefs are designed to be immediately usable — either as instructions you follow yourself, as briefs you hand to a writer, or as inputs you feed into an AI writing prompt. Each brief includes the target keywords, the search intent behind the piece, a specific angle or hook to differentiate it from existing content, the subtopics it needs to cover, and which other articles on your site it should link to and from.

The SEO Spec Sheet handles the technical optimization that most people forget or do inconsistently. Instead of guessing at title tags or writing meta descriptions as an afterthought, you get them pre-built for every article alongside a structured heading outline and schema markup recommendations.

The Publishing Calendar takes the Priority Sequence from your Site Blueprint and breaks it into a concrete schedule. It respects the critical rule that supporting articles publish before their pillar page, and it's structured so you can adapt it to whatever your actual publishing capacity is — whether that's one article a week or five.

This is the final output of the SEO Triage System. After this step, you're done planning and ready to start producing.

How To Run The Prompt

What you need before you start: Your complete Site Blueprint from Step 2. This means all three sections — Silo Structure, Content Hierarchy, and Priority Sequence. Do not paste your Keyword Triage Report from Step 1 — the information from that report has already been processed into the Site Blueprint. The AI only needs the Blueprint for this step.

Step-by-step instructions:

1. Copy the entire prompt below and paste it into a new conversation with your AI. (Again, start a fresh conversation to give the AI maximum working space.)
2. The AI will ask you to paste your complete Site Blueprint. Paste the entire thing — all three sections with their labels.
3. The AI will process the blueprint and return your Content Battle Plan with three labeled sections: Content Briefs, SEO Spec Sheet, and Publishing Calendar.
4. Save the complete Content Battle Plan. This is your execution document — the thing you'll reference every time you sit down to write, assign, or produce a piece of content for your site.
5. A note on the Publishing Calendar: The calendar will be sequenced in the correct strategic order, but the time intervals between articles depend on your personal publishing capacity. If the calendar shows 30 articles and you can publish twice a week, you're looking at roughly 15 weeks. If you can publish daily, it's a month. Adjust the dates to match your reality — the order is what matters, not the speed.
6. Using the Content Briefs with AI writing tools: Each Content Brief is structured to work as a standalone input for an AI writing prompt. You can copy an individual brief and paste it into a conversation with your AI alongside a writing prompt, and the AI will have everything it needs — target keywords, intent, angle, subtopics, and internal linking instructions — to produce a well-targeted first draft. You will still need to review and edit that draft, but the brief eliminates the blank-page

problem.

The Prompt

You are an SEO content strategist specializing in niche site execution planning. Your job is to take a completed Site Blueprint and produce a Content Battle Plan – a complete set of content briefs, SEO specifications, and a publishing calendar ready for execution.

IMPORTANT RULES:

- Build every content brief and SEO spec from the data in the Site Blueprint. Do not introduce new articles, silos, or keywords that weren't in the Blueprint.
- Every article listed in the Content Hierarchy of the Site Blueprint must receive its own Content Brief and SEO Spec Sheet entry. No articles should be skipped.
- The Publishing Calendar must follow the Priority Sequence from the Site Blueprint exactly. Do not reorder silos.
- Within each silo, Supporting Articles must be scheduled BEFORE their Pillar Page. No exceptions.
- Do not fabricate search volume numbers or click-through rate estimates. Focus on qualitative strategic guidance.

===

STOP. Do not proceed until the user pastes their complete Site Blueprint from Step 2 below. This must include all three

sections: Silo Structure, Content Hierarchy, and Priority Sequence. Ask for it explicitly with the following message:

"Paste your complete Site Blueprint from Step 2 below. I need all three sections:

1. Silo Structure
2. Content Hierarchy
3. Priority Sequence

Do not summarize or shorten the blueprint. Paste the full output.

Paste your Site Blueprint now:"

Wait for the user's response before generating any output. If the user pastes an incomplete blueprint (missing one or more sections), ask for the missing sections before proceeding.

===

Once the user provides the complete Site Blueprint, generate the following output. Label it exactly as shown:

CONTENT BATTLE PLAN

1. CONTENT BRIEFS

Create one Content Brief for every article in the Content Hierarchy (both Pillar Pages and Supporting Articles). Organize the briefs by silo, following the Priority Sequence order. Each brief should follow this exact format:

****BRIEF:** [Working Title from Content Hierarchy]**

- ****Silo:**** [Silo Name]
- ****Content Type:**** [Pillar Page or Supporting Article]
- ****Target Keywords:**** [Keywords assigned to this article in the Content Hierarchy]
- ****Search Intent:**** [Informational / Commercial Investigation / Transactional / Navigational – inferred from the keywords and the article's role in the hierarchy]
- ****Angle/Hook:**** [A specific angle that differentiates this piece from generic content on the same topic. What's the unique framing, perspective, or promise? One to two sentences.]
- ****Subtopics To Cover:**** [Bulleted list of 4-8 specific subtopics or sections the article should address to be comprehensive for its target keywords]
- ****Internal Links – Outbound:**** [List the specific articles within the same silo that this piece should link TO, using their working titles from the Content Hierarchy]

- ****Internal Links – Inbound:**** [List the specific articles within the same silo that should link TO this piece, using their working titles from the Content Hierarchy]
- ****Content Notes:**** [Any strategic notes – e.g., "include a comparison table," "address common misconception about X," "this is a strong candidate for a featured snippet on the question Y"]

(Repeat for every article across all silos)

2. SEO SPEC SHEET

Create one SEO Spec entry for every article in the Content Hierarchy. Organize by silo, following the Priority Sequence order. Each entry should follow this exact format:

****SEO SPEC:** [Working Title from Content Hierarchy]

- ****Title Tag:**** [Under 60 characters. Must include the primary target keyword naturally. Should be compelling enough to earn clicks.]
- ****Meta Description:**** [Under 155 characters. Must include the primary target keyword. Should communicate a clear benefit or answer to drive click-through.]

- **H1:** [The on-page heading. Can match or slightly vary from the title tag. Must include the primary target keyword.]
- **H2 Outline:** [Ordered list of H2 subheadings that structure the article. Each should be clear, keyword-aware, and map to the subtopics listed in the Content Brief.]
- **Target Word Count Range:** [A recommended range, e.g., 1,500-2,000 words. Base this on the scope of the topic – broader topics and pillar pages get higher counts, narrow supporting articles get lower counts.]
- **Recommended Schema Markup:** [One schema type that fits this content – e.g., Article, HowTo, FAQ, Product Review, Listicle. Brief note on why it fits.]

(Repeat for every article across all silos)

3. PUBLISHING CALENDAR

Create a sequenced publishing calendar for all articles.
Follow these rules:

- Silos are built in the exact order specified in the Priority Sequence from the Site Blueprint
- Within each silo, all Supporting Articles are published BEFORE the Pillar Page
- The calendar should use relative sequencing (Article 1, Article 2, Article 3...) rather than specific dates, so the user can map it to their own publishing pace

- Group articles by publishing phase for clarity

Format:

****PHASE 1: [Silo Name] (Priority 1)****

Sequence	Working Title	Content Type	Target Keywords	
-----	-----	-----	-----	
1	[title]	Supporting Article	[keywords]	
2	[title]	Supporting Article	[keywords]	
...	...	...	...	
[last]	[title]	Pillar Page	[keywords]	

****PHASE 2: [Silo Name] (Priority 2)****

(continue same format)

(Repeat for all silos/phases)

After the calendar, include a brief ****Calendar Notes**** section with:

- Total number of content pieces across all phases
- A recommendation for minimum publishing frequency to maintain momentum

- A note that the user should adapt the sequence numbers to their actual publishing dates

End the output with this message:

"Your Content Battle Plan is complete. You now have everything you need to start building your niche site:

- Step 1 gave you your Keyword Triage Report (strategic intelligence)
- Step 2 gave you your Site Blueprint (structural plan)
- Step 3 gave you your Content Battle Plan (execution roadmap)

Start with Phase 1, Article 1. Use the Content Brief as your writing guide and the SEO Spec Sheet as your optimization checklist. Publish in sequence. Build momentum."

What The System Creates

Now let me show you the final output for a project about DIY home repair. Here's the keywords I used.

Note: *this was just a test so I quickly grabbed some keywords. If this was a real SEO project I would have taken the time to categorize them better and pick a group of keywords more closely related.*

diy home repair
diy house repairs
home repair do it yourself
easy home repairs
plumbing repairs do it yourself
diy appliance repair
diy gutter repair
foundation repair do it yourself
appliance repair do it yourself
diy home repair projects
drywall repair do it yourself
easy home fixes

Here's the finished output that Claude Haiku 4.5 created...

CONTENT BATTLE PLAN

1. CONTENT BRIEFS

BRIEF: Refrigerator Repair: Diagnosing and Fixing Common Problems

- **Silo:** Appliance Repair
 - **Content Type:** Supporting Article
 - **Target Keywords:** diy appliance repair
 - **Search Intent:** Informational + Transactional
 - **Angle/Hook:** Move beyond generic "how to fix a fridge" content by pairing diagnostic flowcharts with specific failure patterns, so homeowners can pinpoint exactly what's wrong before attempting repair. This saves time and prevents costly mistakes.
 - **Subtopics To Cover:**
 - Common refrigerator failure symptoms and what they indicate (not cooling, ice buildup, leaking, strange noises)
 - Diagnostic flowchart: how to systematically narrow down the problem
 - Top 5 DIY-fixable refrigerator issues (condenser coils, door seals, water filter, thermostat, drain pan)
 - Step-by-step repair instructions for each fixable issue
 - Essential tools and replacement parts needed
 - When to call a professional (compressor failure, electrical issues)
 - Safety considerations (unplugging, working with refrigerants if applicable)
 - **Internal Links — Outbound:** The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts
 - **Internal Links — Inbound:** The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts
 - **Content Notes:** Include a visual diagnostic flowchart or decision tree early in the article — this is a natural featured snippet candidate. Use before/after photos of common repairs to build credibility and improve engagement.
-

BRIEF: Washing Machine Repair: Step-by-Step Fixes for Leaks and Drainage Issues

- **Silo:** Appliance Repair
 - **Content Type:** Supporting Article
 - **Target Keywords:** appliance repair do it yourself
 - **Search Intent:** Informational + Transactional
 - **Angle/Hook:** Focus specifically on the two most common and DIY-accessible washing machine problems (leaks and drainage), with ultra-detailed step-by-step instructions that build confidence for first-time repairers. Include photos of internal components to demystify the machine.
 - **Subtopics To Cover:**
 - How washing machines work: basic internal anatomy for DIYers
 - Identifying the source of a leak (door seal, inlet hose, pump, tub)
 - Step-by-step leak repair instructions for each source
 - Drainage issues: identifying clogs, filter problems, and pump failures
 - Detailed drainage repair procedures with visual guides
 - Essential tools: what you actually need (vs. what's optional)
 - Replacement parts: where to source them and how to install
 - When drainage/leak issues require professional help
 - Preventive maintenance to avoid future leaks
 - **Internal Links — Outbound:** The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts
 - **Internal Links — Inbound:** The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts
 - **Content Notes:** This is a high-intent, high-value article. Include a parts compatibility section linking to affiliate resources. Use video embeds or detailed photo sequences for each repair step to reduce reader friction.
-

BRIEF: The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts

- **Silo:** Appliance Repair
- **Content Type:** Pillar Page
- **Target Keywords:** diy appliance repair, appliance repair do it yourself
- **Search Intent:** Informational + Commercial Investigation
- **Angle/Hook:** Position this as the definitive appliance repair resource that teaches homeowners the mental model for diagnosing ANY appliance problem, not just following recipes. This builds confidence and positions the site as the authority hub.
- **Subtopics To Cover:**
 - How to diagnose appliance problems: the universal framework (symptoms → potential causes → diagnostic tests)
 - Essential diagnostic tools every DIY repairer needs
 - Safety protocols for appliance repair (electrical, mechanical, chemical)
 - Where to find replacement parts and how to identify compatibility
 - How to use appliance manuals, model numbers, and part diagrams
 - Common appliance brands and their repair quirks
 - Understanding warranties and when DIY repair voids coverage
 - Building your appliance repair toolkit (budget vs. comprehensive)
 - Troubleshooting decision trees for common appliance types
 - Specific appliance repair guides (linking to supporting articles)
- **Internal Links — Outbound:** Refrigerator Repair: Diagnosing and Fixing Common Problems; Washing Machine Repair: Step-by-Step Fixes for Leaks and Drainage Issues
- **Internal Links — Inbound:** Refrigerator Repair: Diagnosing and Fixing Common Problems; Washing Machine Repair: Step-by-Step Fixes for Leaks and Drainage Issues
- **Content Notes:** This pillar page should serve as the hub for the appliance silo. It should be comprehensive and link naturally to the

supporting articles. Include a "Repair by Appliance Type" section that can expand as more articles are added. Consider a printable diagnostic checklist as a lead magnet.

BRIEF: How to Fix a Clogged Drain: Professional Techniques for DIY Success

- **Silo:** Plumbing Repairs
- **Content Type:** Supporting Article
- **Target Keywords:** plumbing repairs do it yourself
- **Search Intent:** Informational + Transactional
- **Angle/Hook:** Teach homeowners the professional plumber's approach to drain clogs — systematic diagnosis and escalating solutions — rather than jumping to chemical drain cleaners. This positions DIY repair as intelligent problem-solving, not guesswork.
- **Subtopics To Cover:**
 - Understanding drain systems: how water flows and where clogs form
 - Identifying clog location and severity (minor vs. major blockage)
 - Professional diagnosis technique: water backup patterns, gurgling sounds, and slow drains
 - DIY solution hierarchy: plunger technique, hand auger, enzymatic treatments, snake tools
 - Step-by-step plunging instructions for maximum effectiveness
 - How to safely use a drain snake or auger without damaging pipes
 - When to use chemical drain cleaners (and why professionals avoid them)
 - Preventing future clogs: maintenance and habits
 - Signs you need a professional plumber
 - Tools and materials cost breakdown
- **Internal Links — Outbound:** DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes

- **Internal Links — Inbound:** DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes
 - **Content Notes:** This is a high-search-volume topic. The plunging technique section is a natural featured snippet target — include a clear step-by-step or "best practice" format. Address the common misconception that chemical drain cleaners are the first solution; this differentiates your content and builds trust.
-

BRIEF: Fixing a Leaky Faucet: Step-by-Step Instructions and Parts Guide

- **Silo:** Plumbing Repairs
- **Content Type:** Supporting Article
- **Target Keywords:** plumbing repairs do it yourself
- **Search Intent:** Informational + Transactional
- **Angle/Hook:** Leaky faucets are the easiest plumbing repair for beginners, but most tutorials skip the confidence-building steps. Include detailed photos of internal components, exact part numbers to order, and troubleshooting for the most common mistakes first-timers make.
- **Subtopics To Cover:**
 - Types of faucets and how they work (compression, cartridge, ball, ceramic disk)
 - Identifying which type of faucet you have
 - Tools needed and where to get them (most people already have these)
 - Step-by-step repair for each faucet type
 - How to identify the exact replacement cartridge or valve you need
 - Where to order parts and cost expectations
 - Common mistakes that cause leaks to persist
 - Preventive maintenance for faucets
 - When a leaky faucet signals a bigger problem
 - Budget vs. premium replacement options

- **Internal Links — Outbound:** DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes
 - **Internal Links — Inbound:** DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes
 - **Content Notes:** This is the most beginner-friendly plumbing repair. Use it to build confidence and affiliate relationships with parts suppliers. Include high-quality close-up photos of valve internals — visual clarity is critical. Include a "Faucet Type Identifier" section to help readers quickly determine which instructions apply to them.
-

BRIEF: DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes

- **Silo:** Plumbing Repairs
- **Content Type:** Pillar Page
- **Target Keywords:** plumbing repairs do it yourself
- **Search Intent:** Informational + Commercial Investigation
- **Angle/Hook:** Position plumbing as less intimidating than homeowners assume by teaching the diagnostic framework professional plumbers use. Emphasize that most common plumbing problems follow logical troubleshooting patterns, not mystery symptoms.
- **Subtopics To Cover:**
 - How home plumbing systems work: supply lines, drains, traps, venting
 - Universal plumbing troubleshooting framework
 - Essential plumbing tools and what each does
 - Safety protocols for plumbing work (shutoff valves, water damage prevention)
 - Materials and parts: PVC, copper, galvanized, PEX, and when each is used
 - Common plumbing problems and their causes (leaks, clogs, pressure issues, noises)
 - Identifying the problem before attempting repair
 - Specific repair guides (linking to supporting articles)

- When professional help is necessary (sewer line, water main, complex issues)
 - Building your plumbing toolkit
 - Sourcing parts and materials
 - **Internal Links — Outbound:** How to Fix a Clogged Drain: Professional Techniques for DIY Success; Fixing a Leaky Faucet: Step-by-Step Instructions and Parts Guide
 - **Internal Links — Inbound:** How to Fix a Clogged Drain: Professional Techniques for DIY Success; Fixing a Leaky Faucet: Step-by-Step Instructions and Parts Guide
 - **Content Notes:** This pillar should establish the site's authority in plumbing. It should feel approachable to beginners while comprehensive enough for someone considering multiple plumbing projects. Include a "Quick Decision: DIY or Call a Plumber?" framework.
-

BRIEF: Drywall Repair Do Yourself: Patching, Mudding & Finishing for Clean Results

- **Silo:** Structural & Exterior Home Repairs
- **Content Type:** Supporting Article
- **Target Keywords:** drywall repair do it yourself
- **Search Intent:** Informational + Transactional
- **Angle/Hook:** Drywall repair intimidates beginners because of the mudding and finishing steps, but the process is actually mechanical and learnable. Break it into discrete phases with detailed photos and realistic timelines so readers know exactly what to expect.
- **Subtopics To Cover:**
 - Types of drywall damage and appropriate repair methods (small holes, cracks, large sections)
 - Tools and materials needed for different damage types
 - Patch selection: self-adhesive patches vs. traditional patches vs. mesh tape

- Detailed step-by-step drywall patching process
 - Introduction to drywall mud/joint compound
 - Mudding technique: first coat, second coat, third coat (feathering)
 - Sanding between coats and final sanding
 - Priming and painting drywall repairs
 - Common mistakes that show (even after paint)
 - Professional vs. DIY finish quality expectations
 - When to call a professional (load-bearing issues, large sections)
 - **Internal Links — Outbound:** Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
 - **Internal Links — Inbound:** Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
 - **Content Notes:** This is a process-heavy article. Use video embeds or detailed photo sequences showing the progression from damage → patch → mudding → sanding → paint. Include a timeline expectation section (drying time between coats, total project duration). Address the emotional barrier: "This looks harder than it is" messaging builds confidence.
-

BRIEF: DIY Gutter Repair: Cleaning, Fixing Leaks, and Preventing Damage

- **Silo:** Structural & Exterior Home Repairs
- **Content Type:** Supporting Article
- **Target Keywords:** diy gutter repair
- **Search Intent:** Informational + Transactional
- **Angle/Hook:** Position gutter maintenance and repair as preventive home care, not emergency response. Teach the diagnostic approach that prevents costly water damage, positioning DIY gutter work as smart investment, not cheap fix.
- **Subtopics To Cover:**
 - How gutters work and why they fail

- Gutter system anatomy: gutters, downspouts, fascia, soffits
- Gutter cleaning: manual vs. power washing vs. vacuum systems
- Safety when working at height (ladder placement, harnesses)
- Identifying gutter damage: rust, holes, improper slope, separation
- Leak identification: where water is coming from, not where it appears
- DIY gutter repair options: sealing vs. patching vs. replacement sections
- Step-by-step gutter repair for common issues
- Gutter guards and prevention systems
- Downspout issues and fixes
- Seasonal maintenance to extend gutter life
- When professional gutter replacement is necessary
- **Internal Links — Outbound:** Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
- **Internal Links — Inbound:** Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
- **Content Notes:** Safety is paramount for this article (working at height). Include clear safety protocol sections. Address the prevention angle: proper gutter maintenance prevents foundation damage, basement leaks, and landscape erosion — frame gutter repair as protective, not reactive. Include a visual guide to identify different gutter materials and damage types.

BRIEF: When to Attempt Foundation Repair Yourself vs. Calling an Expert

- **Silo:** Structural & Exterior Home Repairs
- **Content Type:** Supporting Article
- **Target Keywords:** foundation repair do it yourself
- **Search Intent:** Informational + Commercial Investigation
- **Angle/Hook:** Rather than encouraging DIY foundation repair (which can be dangerous), position this article as the decision framework

that helps homeowners understand what they can safely handle vs. what requires professionals. This builds trust and positions the site as thoughtful, not reckless.

- **Subtopics To Cover:**
 - How foundations work and why they fail
 - Types of foundation issues: cracks, settling, water intrusion, bowing walls
 - Cosmetic vs. structural damage: the critical distinction
 - Foundation problem diagnosis: when a crack is just cosmetic and when it's serious
 - Minor DIY-appropriate foundation work: caulking small cracks, waterproofing exterior, drainage improvement
 - Step-by-step instructions for minor repairs
 - Signs that require immediate professional attention
 - Structural red flags that mean dangerous territory
 - Cost of professional foundation repair and why it's justified
 - Insurance and structural issues
 - Foundation prevention: proper grading, drainage, moisture control
 - What questions to ask a foundation specialist
- **Internal Links — Outbound:** Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
- **Internal Links — Inbound:** Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
- **Content Notes:** This article should be balanced and safety-focused. The goal is to educate readers so they can make smart decisions, not to sell them on unnecessary professional work or encourage them into unsafe DIY territory. Include clear visual guides showing cosmetic vs. structural cracks. This positions the site as trustworthy and expert.

BRIEF: Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide

- **Silo:** Structural & Exterior Home Repairs

- **Content Type:** Pillar Page
- **Target Keywords:** foundation repair do it yourself, diy gutter repair, drywall repair do it yourself
- **Search Intent:** Informational
- **Angle/Hook:** Serve as the authoritative hub for structural and exterior repairs, teaching homeowners which repairs are DIY-safe and which require professionals. Emphasize that smart decision-making is the key to avoiding costly mistakes.
- **Subtopics To Cover:**
 - When structural and exterior repairs matter: property value, home safety, water damage prevention
 - The DIY-safe repair assessment framework
 - Drywall repair overview and linking to detailed guide
 - Gutter repair overview and linking to detailed guide
 - Foundation issues overview and linking to detailed decision guide
 - Other exterior repairs: siding, trim, soffit/fascia basics
 - Safety protocols for exterior work (fall protection, electrical)
 - Tools and materials overview for structural repairs
 - Hiring professionals when needed: what to ask, how to vet contractors
 - Building inspector insights: what they look for in DIY repairs
 - Warranty and disclosure considerations
- **Internal Links — Outbound:** Drywall Repair Do Yourself: Patching, Mudding & Finishing for Clean Results; DIY Gutter Repair: Cleaning, Fixing Leaks, and Preventing Damage; When to Attempt Foundation Repair Yourself vs. Calling an Expert
- **Internal Links — Inbound:** Drywall Repair Do Yourself: Patching, Mudding & Finishing for Clean Results; DIY Gutter Repair: Cleaning, Fixing Leaks, and Preventing Damage; When to Attempt Foundation Repair Yourself vs. Calling an Expert
- **Content Notes:** This pillar anchors the highest-stakes repair category. Frame it as the responsible guide to structural decisions. Include a risk-assessment matrix that helps readers quickly understand safe

DIY territory vs. professional-only work. This positions the site as expert AND trustworthy.

BRIEF: Essential DIY Home Repair Tools Every Homeowner Should Own

- **Silo:** General Home Repair Fundamentals
- **Content Type:** Supporting Article
- **Target Keywords:** easy home repairs, easy home fixes
- **Search Intent:** Informational + Commercial Investigation
- **Angle/Hook:** Skip the "120 tools you might need someday" list. Focus on the 15-20 essential tools that handle 80% of common home repairs, with rationale for each. Include budget-friendly options and premium upgrades so readers can build a practical toolkit, not an overwhelming one.
- **Subtopics To Cover:**
 - The core 15: essential tools that solve most common repairs
 - Hammer types and when to use each
 - Screwdrivers and driver sets
 - Wrenches and adjustable wrenches
 - Pliers: slip-joint, needle-nose, locking
 - Measuring tools: tape measure, level, stud finder
 - Power tools: cordless drill, impact driver (budget vs. premium)
 - Safety equipment: gloves, goggles, dust mask, hearing protection
 - Storage and organization for your toolkit
 - Budget toolkit vs. comprehensive toolkit cost breakdown
 - Where to buy tools and quality considerations
 - Tool maintenance and longevity
 - When specialty tools are worth buying vs. renting
- **Internal Links — Outbound:** DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning
- **Internal Links — Inbound:** DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning

- **Content Notes:** This is a natural affiliate opportunity for tool retailers and Amazon. Include affiliate links strategically (budget options, premium versions, complete kits). Use product comparison tables for tools that have multiple options. This article should feel practical and budget-conscious, not pushy about upsells.
-

BRIEF: How to Assess a Home Repair Project: DIY vs. Professional Help

- **Silo:** General Home Repair Fundamentals
- **Content Type:** Supporting Article
- **Target Keywords:** home repair do it yourself
- **Search Intent:** Commercial Investigation + Informational
- **Angle/Hook:** Most homeowners make the DIY vs. hire decision emotionally or based on cost alone. Teach a rational framework that considers skill level, time, tools, and risk so readers make smart decisions that save money AND frustration.
- **Subtopics To Cover:**
 - The true cost of DIY: time, tools, materials, learning curve
 - Skill level assessment: honest self-evaluation framework
 - Time commitment reality: how long projects actually take
 - Tool requirements: do you have them or need to buy/rent?
 - Risk assessment: what happens if it goes wrong?
 - Common mistakes that make DIY projects more expensive than hiring out
 - The hidden costs of professional help
 - When DIY saves money vs. when it costs more
 - Hybrid approach: DIY some parts, hire others
 - Questions to ask before attempting any DIY repair
 - Red flags that signal "hire a professional"
 - Building skills over time: which repairs to learn first
 - Tracking your DIY projects and outcomes
- **Internal Links — Outbound:** DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning

- **Internal Links — Inbound:** DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning
 - **Content Notes:** This article should feel like practical life advice, not promotion of DIY or professional services. Include a decision matrix or checklist that readers can use for any repair project. Address the emotional aspect: fear of failure, desire to save money, pride in doing it yourself. This builds trust and credibility.
-

BRIEF: Home Repair Safety: Critical Guidelines for DIY Projects

- **Silo:** General Home Repair Fundamentals
- **Content Type:** Supporting Article
- **Target Keywords:** diy home repair
- **Search Intent:** Informational
- **Angle/Hook:** Safety isn't glamorous, but it's the foundation of successful DIY. Position this as the non-negotiable baseline that protects homeowners from injury, property damage, and voided warranties. Frame it as empowering, not restrictive.
- **Subtopics To Cover:**
 - Common DIY injuries and how to prevent them
 - Personal protective equipment (PPE) overview
 - Electrical safety for non-electricians
 - Water damage prevention and mold risks
 - Chemical safety: cleaners, solvents, adhesives
 - Proper tool use to prevent accidents
 - Ladder safety and working at heights
 - Dust and respiratory hazards
 - Lead paint, asbestos, and other hazardous materials
 - Permit and code requirements: when they matter
 - Insurance considerations for DIY work
 - Preventing property damage during repairs
 - Emergency protocols if something goes wrong
 - When to stop and ask for help

- **Internal Links — Outbound:** DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning
 - **Internal Links — Inbound:** DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning
 - **Content Notes:** This article should feel authoritative and protective, not alarmist. Use real examples and statistics where available. Include safety checklists for different repair types. Address the mindset: "Safety doesn't slow you down; it prevents costlier problems later."
-

BRIEF: DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning

- **Silo:** General Home Repair Fundamentals
- **Content Type:** Pillar Page
- **Target Keywords:** diy home repair, diy house repairs, home repair do it yourself, diy home repair projects, easy home repairs, easy home fixes
- **Search Intent:** Informational + Commercial Investigation
- **Angle/Hook:** Position this as the beginner's home base for the entire DIY home repair journey. Not about encouraging reckless DIY, but about teaching smart decision-making, foundational skills, and confidence-building so homeowners can tackle appropriate projects safely and successfully.
- **Subtopics To Cover:**
 - Why DIY home repair matters: cost savings, skill building, home knowledge
 - Honest assessment: which projects are realistic for beginners
 - Foundational skills all DIYers need: measuring, fastening, using power tools, following instructions
 - Essential tools overview (linking to detailed tools guide)
 - Safety fundamentals (linking to detailed safety guide)
 - The DIY decision framework: is this a DIY project for you? (linking to assessment guide)

- Project planning: from idea to execution
 - Common beginner mistakes and how to avoid them
 - Learning resources: manuals, videos, online communities
 - Building confidence through small wins
 - When to ask for help and how to find it
 - Specific repair categories (linking to specialized silos: appliance, plumbing, structural)
 - Building your DIY skills over time
 - **Internal Links — Outbound:** Essential DIY Home Repair Tools Every Homeowner Should Own; How to Assess a Home Repair Project: DIY vs. Professional Help; Home Repair Safety: Critical Guidelines for DIY Projects; The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts; DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes; Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
 - **Internal Links — Inbound:** Essential DIY Home Repair Tools Every Homeowner Should Own; How to Assess a Home Repair Project: DIY vs. Professional Help; Home Repair Safety: Critical Guidelines for DIY Projects
 - **Content Notes:** This is the main hub of the entire site. It serves beginners AND acts as an internal distribution hub linking to all specialized silos. Frame it as the confidence-builder and decision framework, not just a list of links. Include a "Your DIY Journey" section that helps readers map their progression from beginner to intermediate projects. This is the article that ties the entire site together.
-

2. SEO SPEC SHEET

SEO SPEC: Refrigerator Repair: Diagnosing and Fixing Common Problems

- **Title Tag:** Refrigerator Repair: Fix Common Problems Yourself

- **Meta Description:** Learn to diagnose and fix refrigerator issues at home. Step-by-step guide to common repairs you can do yourself without calling a technician.
 - **H1:** Refrigerator Repair: Diagnosing and Fixing Common Problems
 - **H2 Outline:**
 1. How Refrigerators Work: Basics for DIYers
 2. Common Refrigerator Problems and What They Mean
 3. Diagnostic Flowchart: Narrow Down Your Problem
 4. Top 5 DIY-Fixable Refrigerator Issues
 5. How to Fix Dirty Condenser Coils
 6. Replacing a Faulty Door Seal
 7. Fixing a Clogged Water Filter
 8. Adjusting a Malfunctioning Thermostat
 9. Clearing a Frozen or Clogged Drain Pan
 10. When to Call a Professional Repair Service
 11. Safety Considerations for Refrigerator Repair
 - **Target Word Count Range:** 2,000-2,500 words
 - **Recommended Schema Markup:** HowTo Schema — detailed step-by-step instructions with visual assets make this ideal for HowTo markup, which can appear in Google's "How to" rich results.
-

SEO SPEC: Washing Machine Repair: Step-by-Step Fixes for Leaks and Drainage Issues

- **Title Tag:** Washing Machine Repair: Fix Leaks & Drainage Issues
- **Meta Description:** DIY washing machine repair guide for leaks and drainage problems. Find the source, get parts, and fix it yourself with detailed step-by-step instructions.
- **H1:** Washing Machine Repair: Step-by-Step Fixes for Leaks and Drainage Issues
- **H2 Outline:**
 1. How Washing Machines Work: Understanding the System
 2. Identifying the Source of a Leak

3. Fixing a Leaking Door Seal
 4. Repairing Leaky Inlet Hoses
 5. Addressing a Faulty Water Pump
 6. Fixing Leaks from the Tub or Drum
 7. Diagnosing Drainage Problems
 8. How to Clean a Clogged Filter
 9. Unclogging a Drainage Pump
 10. Fixing Improper Drain Line Installation
 11. Replacement Parts and Where to Find Them
 12. Tools You'll Need for the Job
 13. When to Call a Washing Machine Specialist
- **Target Word Count Range:** 2,200-2,600 words
 - **Recommended Schema Markup:** HowTo Schema — this is a repair guide with specific steps, tools, and visual components that work well with HowTo structured data.
-

SEO SPEC: The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts

- **Title Tag:** DIY Appliance Repair Guide: Diagnose & Fix Any Appliance
- **Meta Description:** Master DIY appliance repair with our complete guide. Learn diagnosis techniques, essential tools, replacement parts, and when to call a professional.
- **H1:** The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts
- **H2 Outline:**
 1. Why Learning Appliance Repair Saves You Money and Frustration
 2. The Universal Appliance Diagnosis Framework
 3. Understanding Symptoms vs. Root Causes
 4. Essential Diagnostic Tools Every DIYer Needs
 5. Safety Protocols for Appliance Repair
 6. Understanding Appliance Safety Switches and Shutoffs

7. Finding and Interpreting Appliance Model Numbers
 8. Using Manuals and Part Diagrams Effectively
 9. Where to Source Replacement Parts
 10. Identifying Compatible Parts for Your Appliance
 11. Essential Tools and Equipment
 12. Building Your Appliance Repair Toolkit
 13. How Warranty Coverage Works with DIY Repair
 14. Specific Appliance Guides: Refrigerators, Washers, Dryers & More
 15. When Professional Repair Is Necessary
 16. Common Appliance Failures and Their Causes
- **Target Word Count Range:** 2,500-3,000 words
 - **Recommended Schema Markup:** Article Schema with FAQPage Schema — this pillar page acts as both a comprehensive guide and a resource page with multiple questions answered, making FAQPage schema valuable for featured snippets.
-

SEO SPEC: How to Fix a Clogged Drain: Professional Techniques for DIY Success

- **Title Tag:** How to Fix a Clogged Drain: Professional Techniques
- **Meta Description:** Unclog drains like a pro. Learn the systematic approach to diagnose clogs and fix them with DIY tools. Step-by-step guide with common mistakes to avoid.
- **H1:** How to Fix a Clogged Drain: Professional Techniques for DIY Success
- **H2 Outline:**
 1. Understanding Your Drain System
 2. How Clogs Form and Where They Happen
 3. Diagnosing Clog Severity and Location
 4. Signs You Have a Serious Drainage Problem
 5. The Professional Plumber's Approach to Clogs
 6. The Right Way to Use a Plunger

7. Step-by-Step Plunging Instructions
 8. How to Use a Hand Auger (Snake) Without Damage
 9. When to Try Enzymatic Drain Treatments
 10. Why You Should Avoid Chemical Drain Cleaners
 11. Prevention: Stop Clogs Before They Start
 12. Recurring Clogs: Signs of a Bigger Problem
 13. Tools and Materials You'll Need
 14. When to Call a Professional Plumber
- **Target Word Count Range:** 1,800-2,200 words
 - **Recommended Schema Markup:** HowTo Schema — the plunging technique and step-by-step instructions are perfect for HowTo markup, particularly the plunging section which could trigger a featured snippet.
-

SEO SPEC: Fixing a Leaky Faucet: Step-by-Step Instructions and Parts Guide

- **Title Tag:** Fix a Leaky Faucet: DIY Step-by-Step Instructions
- **Meta Description:** Learn to fix a leaky faucet with our detailed guide. Find the right parts, follow steps for compression, cartridge, and ball faucets. Save on repairs.
- **H1:** Fixing a Leaky Faucet: Step-by-Step Instructions and Parts Guide
- **H2 Outline:**
 1. How Faucets Work: Basic Anatomy
 2. Types of Faucets and How to Identify Yours
 3. Identifying a Compression Faucet
 4. Identifying a Cartridge Faucet
 5. Identifying a Ball Faucet
 6. Identifying a Ceramic Disk Faucet
 7. Tools You'll Need (Probably Already Have Them)
 8. Safety: Shutting Off the Water Supply
 9. Fixing a Compression Faucet Leak
 10. Replacing a Cartridge Faucet Valve

11. Repairing a Ball Faucet
 12. Fixing a Ceramic Disk Faucet
 13. Finding the Right Replacement Parts
 14. Common Mistakes That Keep Leaks Coming Back
 15. Preventive Maintenance for Faucets
 16. Estimated Costs: DIY vs. Professional Repair
- **Target Word Count Range:** 1,900-2,300 words
 - **Recommended Schema Markup:** HowTo Schema — multiple step-by-step repair procedures make this ideal for HowTo structured data.
-

SEO SPEC: DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes

- **Title Tag:** DIY Plumbing Repairs Guide: Fix Common Problems Yourself
- **Meta Description:** Complete DIY plumbing guide covering diagnosis, tools, materials, and step-by-step fixes for common problems. Learn when to DIY and when to call a plumber.
- **H1:** DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes
- **H2 Outline:**
 1. How Home Plumbing Systems Work
 2. Supply Lines, Drains, and Venting Explained
 3. Understanding Trap Systems
 4. The Universal Plumbing Troubleshooting Framework
 5. Common Plumbing Problems and Their Causes
 6. How to Diagnose a Plumbing Issue
 7. Essential Plumbing Tools and What They Do
 8. Plumbing Materials: PVC, Copper, PEX Explained
 9. Safety Protocols for Plumbing Work
 10. Locating and Using Shutoff Valves
 11. Finding Replacement Parts and Materials
 12. Sourcing Quality Plumbing Supplies
 13. Specific Repairs: Clogs, Leaks, and More
 14. Building Your Plumbing Toolkit

15. When Professional Help Is Necessary

16. Common Plumbing Mistakes That Cost Money

- **Target Word Count Range:** 2,400-2,900 words
 - **Recommended Schema Markup:** Article Schema with FAQPage Schema — comprehensive guide with embedded repair troubleshooting makes this suitable for both article and FAQ schema markup.
-

SEO SPEC: Drywall Repair Do Yourself: Patching, Mudding & Finishing for Clean Results

- **Title Tag:** Drywall Repair DIY: Patch, Mud & Finish Like a Pro
- **Meta Description:** Learn drywall repair basics: patching holes, applying mud, sanding, and finishing. Step-by-step guide for professional-looking results at home.
- **H1:** Drywall Repair Do Yourself: Patching, Mudding & Finishing for Clean Results
- **H2 Outline:**
 1. Types of Drywall Damage and Repair Methods
 2. Assessing Small Holes vs. Large Damage
 3. Tools and Materials for Different Repairs
 4. Using Self-Adhesive Patches
 5. Traditional Patching with Mesh Tape
 6. Introduction to Drywall Joint Compound (Mud)
 7. The Three-Coat Mudding System Explained
 8. Applying the First Coat Properly
 9. Allowing Proper Drying Between Coats
 10. Applying the Second and Third Coats
 11. Feathering Edges for Invisibility
 12. Sanding Between Coats
 13. Final Sanding for Smoothness
 14. Priming Drywall Repairs
 15. Painting Over Repairs

- 16. Common Mistakes That Show Even After Paint
 - 17. When to Call a Professional
 - 18. Timeline and Expectations
 - **Target Word Count Range:** 2,100-2,600 words
 - **Recommended Schema Markup:** HowTo Schema — this is a step-by-step repair process with multiple stages, perfect for HowTo structured data including visual assets.
-

SEO SPEC: DIY Gutter Repair: Cleaning, Fixing Leaks, and Preventing Damage

- **Title Tag:** DIY Gutter Repair: Clean, Fix Leaks & Maintain Gutters
- **Meta Description:** Complete gutter repair guide covering cleaning, leak fixes, and maintenance. DIY solutions to protect your home from water damage.
- **H1:** DIY Gutter Repair: Cleaning, Fixing Leaks, and Preventing Damage
- **H2 Outline:**
 1. How Gutters Work and Why They Fail
 2. Gutter System Components Explained
 3. Signs Your Gutters Need Attention
 4. Gutter Cleaning: Preparation and Safety
 5. Manual Gutter Cleaning Techniques
 6. Power Washing Gutters Safely
 7. Gutter Vacuum Systems
 8. Identifying Gutter Rust, Holes, and Damage
 9. Assessing Improper Slope and Drainage
 10. Why Gutters Separate from the House
 11. Finding the Source of Gutter Leaks
 12. Patching Small Gutter Holes
 13. Sealing Gutter Seams and Joints
 14. When Gutter Replacement Is Necessary
 15. Gutter Guards and Prevention Systems

- 16. Downspout Problems and Solutions
 - 17. Seasonal Gutter Maintenance
 - 18. Safety When Working at Height
 - 19. Estimated Costs and Timeline
 - **Target Word Count Range:** 2,200-2,700 words
 - **Recommended Schema Markup:** HowTo Schema and LocalBusiness Schema — multiple repair steps with safety protocols make HowTo ideal; local homeowners may also find this useful with LocalBusiness context.
-

SEO SPEC: When to Attempt Foundation Repair Yourself vs. Calling an Expert

- **Title Tag:** Foundation Repair: When DIY Is Safe vs. When to Call Expert
- **Meta Description:** Learn to assess foundation damage. Understand which repairs are DIY-safe and which require professional help. Protect your home investment.
- **H1:** When to Attempt Foundation Repair Yourself vs. Calling an Expert
- **H2 Outline:**
 1. How Foundations Work and Why They Fail
 2. Types of Foundation Issues
 3. Recognizing Cosmetic vs. Structural Damage
 4. Understanding Foundation Cracks
 5. Hairline Cracks vs. Serious Breaks
 6. Settling, Bowing, and Structural Movement
 7. Water Intrusion and Moisture Problems
 8. DIY-Safe Foundation Work
 9. Caulking Cosmetic Cracks
 10. Waterproofing Exterior Foundation Walls
 11. Improving Drainage Around the Foundation
 12. Sealing Penetrations and Gaps
 13. Red Flags That Require Professional Help

14. What Structural Engineers Look For
 15. Evaluating Professional Foundation Repair Quotes
 16. Insurance and Structural Issues
 17. Foundation Prevention and Maintenance
 18. Questions to Ask Foundation Specialists
 19. Cost of Professional Foundation Repair
 20. Protecting Your Home's Foundation Long-Term
- **Target Word Count Range:** 2,300-2,800 words
 - **Recommended Schema Markup:** FAQPage Schema — this decision-based article naturally fits the FAQ format with questions about when to DIY vs. hire, making FAQPage schema appropriate.
-

SEO SPEC: Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide

- **Title Tag:** DIY Foundation, Drywall & Gutter Repairs: Complete Guide
- **Meta Description:** Master structural repairs. Learn drywall, gutter, and foundation basics. Know when DIY is safe and when to hire professionals. Protect your home.
- **H1:** Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide
- **H2 Outline:**
 1. Why Structural and Exterior Repairs Matter
 2. Impact on Property Value and Home Safety
 3. The Cost of Ignoring Repair Needs
 4. The DIY-Safe Repair Assessment Framework
 5. Drywall Issues and Repair Overview
 6. When Drywall Repair Is DIY-Appropriate
 7. Drywall Repair Guide (Linking to Detailed Article)
 8. Gutter Maintenance and Repair Overview
 9. When Gutter Work Is DIY-Safe
 10. Gutter Repair Guide (Linking to Detailed Article)
 11. Foundation Problems and Assessment
 12. Understanding Cosmetic vs. Structural Foundation Issues

13. Foundation Repair Decision Guide (Linking to Detailed Article)
 14. Other Exterior Repairs: Siding, Trim, Soffit/Fascia
 15. Safety Protocols for Exterior Work
 16. Fall Protection and Equipment
 17. Electrical Hazards When Working Outside
 18. Tools and Materials for Structural Repairs
 19. Hiring Contractors When DIY Isn't Appropriate
 20. What Building Inspectors Look For
 21. Warranty and Disclosure Considerations
 22. Long-Term Maintenance Planning
- **Target Word Count Range:** 2,600-3,200 words
 - **Recommended Schema Markup:** Article Schema with FAQPage Schema — this is a comprehensive hub article with multiple decision-based questions, suitable for both article and FAQ schema markup.
-

SEO SPEC: Essential DIY Home Repair Tools Every Homeowner Should Own

- **Title Tag:** Essential DIY Tools: The 15 You Really Need for Home Repairs
- **Meta Description:** Build your DIY toolkit. Learn the essential tools every homeowner needs for common repairs. Budget-friendly and premium options included.
- **H1:** Essential DIY Home Repair Tools Every Homeowner Should Own
- **H2 Outline:**
 1. Building Your DIY Toolkit: Start Smart
 2. Budget vs. Premium Tools: What You Actually Need
 3. The Core 15: Tools That Handle 80% of Repairs
 4. Claw Hammer: Selection and Use
 5. Hammer Types You Might Need
 6. Screwdrivers and Driver Sets
 7. Phillips vs. Flathead: When Each Matters

8. Adjustable Wrenches and Wrench Sets
 9. Pliers: Slip-Joint, Needle-Nose, and Locking
 10. Essential Measuring Tools
 11. Tape Measures and Marking Tools
 12. Levels and When You Need Them
 13. Stud Finders and Electrical Testers
 14. Cordless Drill and Impact Driver
 15. Power Tools: Budget vs. Premium Considerations
 16. Circular Saws and Other Power Equipment
 17. Personal Protective Equipment (PPE)
 18. Safety Gloves and Work Gloves
 19. Eye and Hearing Protection
 20. Dust Masks and Respiratory Protection
 21. Organizing Your Toolkit
 22. Storage Solutions for Easy Access
 23. Tool Maintenance and Longevity
 24. When Specialty Tools Are Worth Buying vs. Renting
 25. Where to Buy Tools: Quality vs. Price
- **Target Word Count Range:** 2,000-2,500 words
 - **Recommended Schema Markup:** Product Schema or ComparisonTable Schema — multiple tool comparisons and affiliate-friendly product recommendations make Product schema or comparison tables valuable for rich snippets.

SEO SPEC: How to Assess a Home Repair Project: DIY vs. Professional Help

- **Title Tag:** DIY vs. Pro: How to Decide on Home Repair Projects
- **Meta Description:** Make smart home repair decisions. Assess skill, time, cost, and risk. Learn when DIY saves money and when professional help is worth it.
- **H1:** How to Assess a Home Repair Project: DIY vs. Professional Help
- **H2 Outline:**

1. The True Cost of DIY: More Than Just Materials
 2. Time Investment and Timeline Reality
 3. Tool Requirements and Hidden Costs
 4. The Learning Curve Factor
 5. Skill Level Honest Self-Assessment
 6. Beginner, Intermediate, Advanced: Where Do You Fit?
 7. Evaluating Your Mechanical Aptitude
 8. Risk Assessment: What Happens If It Goes Wrong?
 9. Financial Risk vs. Time and Frustration
 10. Property Damage Risk
 11. Personal Safety and Injury Risk
 12. Common Mistakes That Make DIY More Expensive
 13. Rework Costs: Fixing DIY Mistakes
 14. Hidden Professional Repair Costs
 15. The Hybrid Approach: Some DIY, Some Pro
 16. When DIY Actually Saves Significant Money
 17. When Professional Help Costs Less Than DIY
 18. Decision Framework: Questions to Ask First
 19. Building Skills Over Time
 20. Which Repairs to Learn First
 21. Tracking Your DIY Projects and Outcomes
 22. Learning from Your Successes and Failures
- **Target Word Count Range:** 2,100-2,600 words
 - **Recommended Schema Markup:** FAQPage Schema — this decision-based article works well with FAQ schema since it answers the key question "Should I DIY or hire a pro?"

SEO SPEC: Home Repair Safety: Critical Guidelines for DIY Projects

- **Title Tag:** Home Repair Safety: Essential Guidelines for DIY Projects
- **Meta Description:** Stay safe during DIY repairs. Learn critical safety protocols, hazard recognition, and when to stop. Protect yourself and your home.

- **H1: Home Repair Safety: Critical Guidelines for DIY Projects**
- **H2 Outline:**
 1. Why Home Repair Safety Matters
 2. Common DIY Injuries and Prevention
 3. Personal Protective Equipment (PPE) Overview
 4. Eye and Hearing Protection
 5. Respiratory Protection: Dust and Fumes
 6. Hand Protection and Cut Prevention
 7. Electrical Safety for Non-Electricians
 8. Understanding Electrical Hazards
 9. When to Avoid Electrical Work
 10. Ground Fault Circuit Interrupters (GFCIs)
 11. Water and Electricity Hazards
 12. Water Damage Prevention
 13. Mold and Health Risks
 14. Proper Water Mitigation
 15. Chemical Safety in the Home
 16. Cleaners, Solvents, and Adhesives
 17. Ventilation When Using Chemicals
 18. Safe Tool Use and Prevention
 19. Power Tool Safety
 20. Proper Lifting and Strain Prevention
 21. Ladder Safety and Working at Heights
 22. Fall Protection Equipment
 23. Proper Ladder Placement
 24. Lead Paint, Asbestos, and Hazardous Materials
 25. Testing for Hazardous Materials
 26. Professional Removal When Necessary
 27. Permits and Code Requirements
 28. When Permits Protect You
 29. Insurance Considerations
 30. Emergency Protocols
 31. When to Stop and Get Help
- **Target Word Count Range: 2,300-2,800 words**

- **Recommended Schema Markup:** Article Schema with FAQPage Schema — safety guidelines are educational content best served with article schema, with FAQ elements for specific safety questions.
-

SEO SPEC: DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning

- **Title Tag:** DIY Home Repair for Beginners: Start With Confidence
- **Meta Description:** Learn home repair basics as a beginner. Master essential skills, build your toolkit, and tackle projects safely. Complete guide for getting started.
- **H1:** DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning
- **H2 Outline:**
 1. Why DIY Home Repair Skills Matter
 2. Cost Savings and Financial Benefits
 3. Building Confidence and Self-Reliance
 4. Understanding Your Home Better
 5. Which Projects Are Realistic for Beginners
 6. Starting Small: Low-Risk Repairs to Master First
 7. Building Skills Progressively
 8. Foundational Skills All DIYers Need
 9. Measuring Accurately and Understanding Dimensions
 10. Driving Fasteners: Nails, Screws, Anchors
 11. Using Power Tools Safely and Effectively
 12. Reading Instructions and Manuals
 13. Essential Tools Overview (Linking to Tools Guide)
 14. Safety Fundamentals (Linking to Safety Guide)
 15. The DIY Decision Framework
 16. Is This a DIY Project for You? (Linking to Assessment Guide)
 17. Project Planning From Idea to Execution
 18. Gathering Materials and Tools Before Starting
 19. Creating a Project Timeline

20. Preparing Your Workspace
 21. Common Beginner Mistakes and How to Avoid Them
 22. Over-Confidence and Underestimating Complexity
 23. Inadequate Tool or Material Prep
 24. Learning Resources for DIY Skills
 25. Online Tutorials and Video Content
 26. Communities and Forums
 27. Books and Guides
 28. In-Person Classes and Training
 29. Building Confidence Through Small Wins
 30. Celebrating Your First Projects
 31. Tracking Progress and Growth
 32. When to Ask for Help
 33. Finding Mentors and Experienced DIYers
 34. Knowing When to Call a Professional
 35. Your DIY Journey Over Time
 36. From Beginner to Intermediate Projects
 37. Specialized Repair Categories (Links to Silos)
 38. The Complete DIY Appliance Repair Guide
 39. DIY Plumbing Repairs Guide
 40. Foundation, Drywall & Gutter Repairs Guide
- **Target Word Count Range:** 3,000-3,500 words
 - **Recommended Schema Markup:** Article Schema with FAQPage Schema — this comprehensive hub article with beginner questions is ideal for both article and FAQ schema markup.
-

3. PUBLISHING CALENDAR

PHASE 1: Appliance Repair (Priority 1)

Sequence	Working Title	Content Type	Target Keywords
----------	---------------	--------------	-----------------

1	Refrigerator Repair: Diagnosing and Fixing Common Problems	Supporting Article	diy appliance repair
2	Washing Machine Repair: Step-by-Step Fixes for Leaks and Drainage Issues	Supporting Article	appliance repair do it yourself
3	The Complete DIY Appliance Repair Guide: Tools, Diagnostics & Parts	Pillar Page	diy appliance repair, appliance repair do it yourself

PHASE 2: Plumbing Repairs (Priority 2)

Sequence	Working Title	Content Type	Target Keywords
4	How to Fix a Clogged Drain: Professional Techniques for DIY Success	Supporting Article	plumbing repairs do it yourself
5	Fixing a Leaky Faucet: Step-by-Step Instructions and Parts Guide	Supporting Article	plumbing repairs do it yourself
6	DIY Plumbing Repairs: A Homeowner's Guide to Common Fixes	Pillar Page	plumbing repairs do it yourself

PHASE 3: Structural & Exterior Home Repairs (Priority 3)

Sequence	Working Title	Content Type	Target Keywords
----------	---------------	--------------	-----------------

7	Drywall Repair Do Yourself: Patching, Mudding & Finishing for Clean Results	Supporting Article	drywall repair do it yourself
8	DIY Gutter Repair: Cleaning, Fixing Leaks, and Preventing Damage	Supporting Article	diy gutter repair
9	When to Attempt Foundation Repair Yourself vs. Calling an Expert	Supporting Article	foundation repair do it yourself
10	Foundation, Drywall & Gutter Repairs: Your Complete DIY Guide	Pillar Page	foundation repair do it yourself, diy gutter repair, drywall repair do it yourself

PHASE 4: General Home Repair Fundamentals (Priority 4)

Sequence	Working Title	Content Type	Target Keywords
11	Essential DIY Home Repair Tools Every Homeowner Should Own	Supporting Article	easy home repairs, easy home fixes
12	How to Assess a Home Repair Project: DIY vs. Professional Help	Supporting Article	home repair do it yourself
13	Home Repair Safety: Critical Guidelines for DIY Projects	Supporting Article	diy home repair

14	DIY Home Repair for Beginners: Essential Skills, Tools & Project Planning	Pillar Page	diy home repair, diy house repairs, home repair do it yourself, diy home repair projects, easy home repairs, easy home fixes
----	---	-------------	--

CALENDAR NOTES:

- **Total Content Pieces:** 14 articles (10 Supporting Articles + 4 Pillar Pages) across 4 silos
 - **Recommended Publishing Frequency:** Publish 1-2 articles per week to maintain momentum while ensuring quality. This allows for a 7-14 week full-site build while maintaining consistent publishing rhythm and allowing time for optimization and testing.
 - **Adaptation Instructions:** Map these sequence numbers to your actual publication dates. If publishing 2x weekly, Phase 1 completes in ~2 weeks, Phase 2 in ~2 weeks, Phase 3 in ~2 weeks, Phase 4 in ~2 weeks = ~8 weeks total. If publishing 1x weekly, expect ~14 weeks. Adjust based on your capacity and resources.
 - **Internal Linking Strategy:** Each supporting article links UP to its silo's Pillar Page. Each Pillar Page links OUT to its supporting articles. The General Home Repair Fundamentals Pillar (Article 14) links to all three specialized silos, creating a hub-and-spoke structure that distributes authority throughout the site.
 - **Build Momentum:** Publish supporting articles first within each silo (Articles 1-2, 4-5, 7-9, 11-13) before their pillar pages. This creates internal linking power for the pillar page launch and improves on-page SEO authority when the pillar publishes.
-

Your Content Battle Plan is complete. You now have everything you need to start building your niche site:

- Step 1 gave you your Keyword Triage Report (strategic intelligence) -
Step 2 gave you your Site Blueprint (structural plan) - Step 3 gave you
your Content Battle Plan (execution roadmap)

Start with Phase 1, Article 1. Use the Content Brief as your writing guide
and the SEO Spec Sheet as your optimization checklist. Publish in
sequence. Build momentum.