

WRITE CONTENT PEOPLE CAN ACTUALLY USE

Local Content Idea Planner

Most business blogs are written for nobody in particular. Use this to turn real customer questions into content that helps buyers choose, compare, budget, and act.

Pull from real questions

Real questions make useful content.

Connect to service pages

Helpful content should support money pages.

Add local context

Local details make the advice more useful.

Mine the Questions

The best content ideas are usually hiding in your sales calls, reviews, inbox, and Google profile.

- Questions people ask before buying
- Objections you hear on sales calls
- Review language from happy customers
- People Also Ask searches
- GBP Q&A
- Competitor pages and review complaints

Pick Five Useful Topics

Each topic should help someone make a better decision, not just fill your blog because someone said SEO.

QUESTION	TOPIC TYPE	SERVICE IT SUPPORTS	PROOF TO INCLUDE
	Cost / compare / mistakes / checklist / FAQ		

Make It Worth Reading

Before you publish, make sure the piece has something a generic AI summary could not know.

- Includes your actual process or point of view.
- Uses local examples when relevant.
- Links to the matching service page.
- Includes photos, screenshots, or proof if possible.
- Ends with a useful next step.