

The Content Topic Tree



Help People and Search Engines to Find You Online

Your Content Topic Tree will ensure that your content grows organically over time *from a central theme*.

When everything you create pertains to the same overarching topic, it's easier for people to find you online and understand the value of what you do.

It's also easier for search engines to position you and your work as an authority on your topic.

Use this worksheet to think through the elements of your Content Topic Tree.

TRUNK
Your overarching
website topic



TRUNK: Your Central Topic

What is the central, overarching topic you create content about?
(Please choose ONE — make it comprehensive enough that it
encompasses what your business offers.)

Go to the next page ...

**MAIN
BRANCHES**
Your content
categories



MAIN BRANCHES: Your Content Categories

Aim for no more than 10-12 total categories. On a website, use the category function to organize these.

List your content categories here:

**SMALL
BRANCHES**
Individual pieces
of content



SMALL BRANCHES: Individual Content Pieces

Your individual pieces of content should each grow from a content category. Use the space below to brainstorm individual pieces of content you could create.

LEAVES
Repurposed
versions of
individual
content



LEAVES: Repurpose Your Content

Consider taking your *strongest* pieces of content and repurposing them into a new format. Written content becomes audio or video; audio content becomes a written transcript or a slide deck; video content becomes an ebook or a podcast episode. Jot repurposing ideas for your strongest content below.

Discover the step-by-step way to grow your online business with [**The Ultimate Guide for How to Build Your Business Online.**](#)