**WORKSHEET #3: Developing a Pillar Strategy**

Pillar strategies can’t be developed over night, and they certainly can’t be developed in a 2-hour workshop. This chart should kickstart the strategic process behind creating a pillar strategy and serve as a resource to help you and your team begin to elevate your content.

**Elements to consider**:

* SEO value of both the pillar and the clusters?
* What are your customers searching?
* What topics/services do you want to be known for?
* What areas do you consider your brand to be a “thought leader” in?­­­