

CONTENT STRATEGY TEMPLATE

Nine decisions on one page, *updated for AI search.*

BUSINESS

OWNER

REVIEW DATE

SUPERMARKETERS.AI
GEN FURUKAWA

IN ONE SENTENCE

We help

BUYER

decide

DECISION

,

so the right ones

NEXT STEP

.

CHOOSE YOUR FOCUS
BEFORE YOU CREATE

1 BUSINESS OUTCOME

What must content help the business do?

RESULT • DEFINITION • BASELINE • TARGET • DATE

AI SEARCH Traffic → being recommended

2 PRIORITY BUYER

Whose decision are you helping, and why now?

ROLE • SITUATION • TRIGGER • ALTERNATIVE

AI SEARCH Personas → questions asked to AI

3 POSITION + OFFER

What do you help them do, and where does it stop?

PROMISE • SCOPE • CUSTOMER INPUTS • POOR FIT

AI SEARCH Mixed messages → one description

BUILD YOUR ANSWER
WHILE YOU CREATE

4 BUYER QUESTIONS

What do they need answered before they decide?

TOP 3 QUESTIONS • SOURCE • PRIORITY SCORE

AI SEARCH Keywords → buyer prompts

5 EVIDENCE

Why should anyone, human or AI, believe you?

PROOF YOU CAN SHOW • PROOF STILL MISSING

AI SEARCH Summaries → checkable claims

6 ASSETS

What's the smallest set that helps them decide?

ANCHOR ASSET • ITS JOB • KEEP / UPDATE / RETIRE

AI SEARCH Page per keyword → one deep answer

MAKE IT WORK
AFTER YOU PUBLISH

7 DISTRIBUTION + NEXT STEP

How do they find it, and what do they do next?

CHANNELS • ONE NEXT STEP • HOW YOU TRACE IT

AI SEARCH Own site only → earned mentions

8 OWNERS + WORKFLOW

Who does it, with what time, to what standard?

OWNERS • HOURS A WEEK • QUALITY CHECK

AI SEARCH Long intros → answer first

9 MEASUREMENT

How will you know it worked?

BUSINESS RESULT • SIGNALS • DECISION RULE

AI SEARCH Rankings → citations + mentions