

Content Planner

Map your content to the real questions your ideal guest actually searches.

TOOLKIT

Plan the next 90 days

- ☐ List 10 real questions your guests ask before booking
- ☐ Pick 5 'destination + experience' topics you can own
- ☐ One flagship guide per quarter (e.g. 'The perfect 3-day weekend in [town]')
- ☐ Repurpose each piece into social + email

TOOLKIT

Each piece must

- ☐ Tie to a real search or guest question
- ☐ Link back to a direct-booking page
- ☐ Include a capture offer or clear next step