Webflow

CONTENT OPPORTUNITY AUDIT
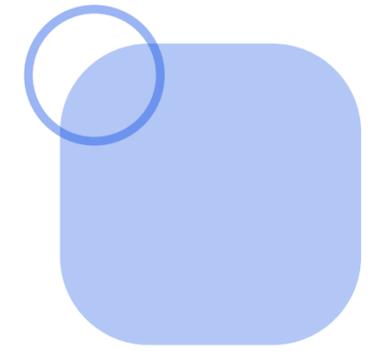
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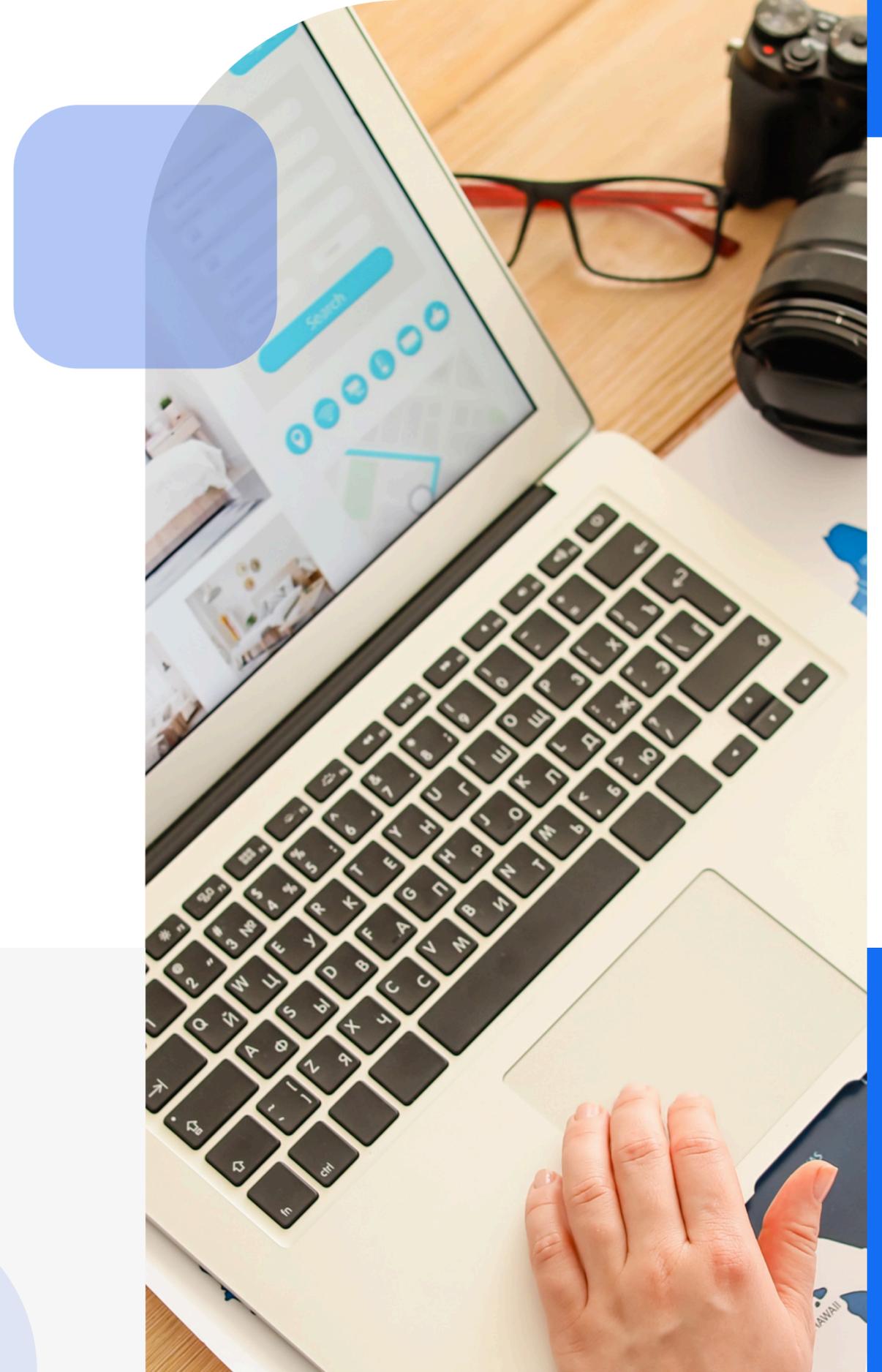
CONTENTS

1. PODCAST

What: resume the Overflow podcast. Leverage community lifestreams as source material for consistent episode output. Create derivative shorts for TT, IG, and YT.

Why: Attention is congregating around serialized, episodic content. With an existing audio podcast and a stagnated growth rate on YT, adding the podcast into the mix will jumpstart viewership and add a new "human element" to the channel.
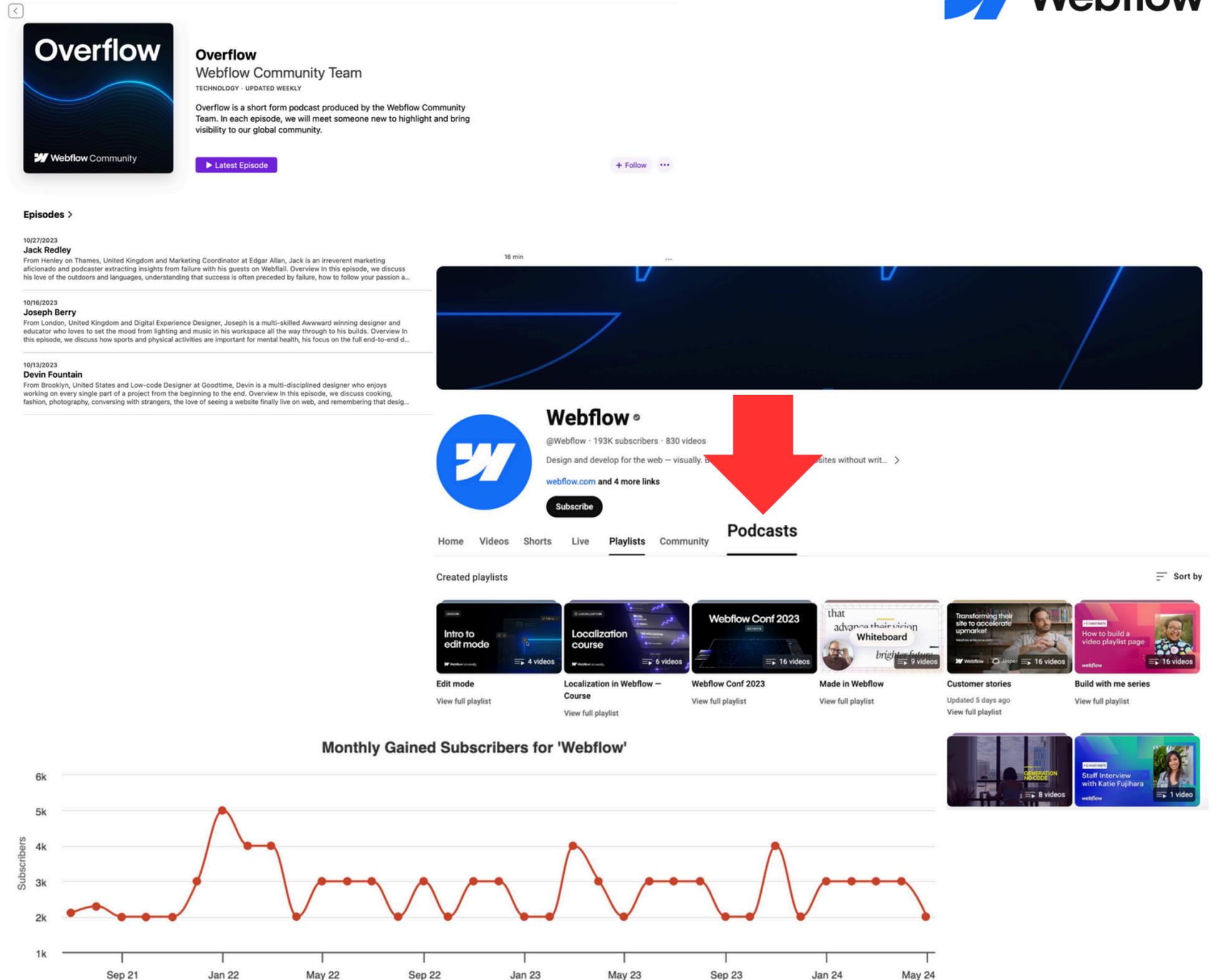
2. BLOG & SEO

Page URL	Ranked keywords	Text ads (paid)	#1	#2 & #3	#4 to #10	#11 to #20	#21 to #100
/blog/best-color-combinations	12008	0	300	262	598	636	10212
/blog/graphic-design-software	3726	2	197	171	207	236	2915
/blog/website-ideas	749	0	127	45	74	76	427
/	12598	99	115	154	831	1063	10435
/free-website-templates	2287	31	112	488	682	384	621
/blog/fonts-for-web-design	1852	0	91	19	57	136	1549

Keywords	Search volume	(low range)	(high range)	Competition
website builder	90,500	$5.71	$27.07	Medium
ai website builder	90,500	$4.02	$18.06	Low
web builder	90,500	$5.71	$27.07	Medium

Update mid-performing posts to rank higher

Upgrade HQ but mid-performing content to rank higher in SERPs for a wider volume of keywords.

## Gain organic placement for high-volume, high-purchase intent keywords

Build in-depth content assets to rank organically for relevant keywords our audience is searching for.

3. PRIVATE COMMUNITY

What: Initiate a VIP group (e.g., MightyNetworks, Discord, weekly workshop, etc.) for community-building and nurturing.

Why: Members-only groups are an emerging lead gen tactic, and the arbitrage window is wide open for B2B brands. Webflow has traction on YouTube and LinkedIn; a group can serve as a middle point between social media and an investment.
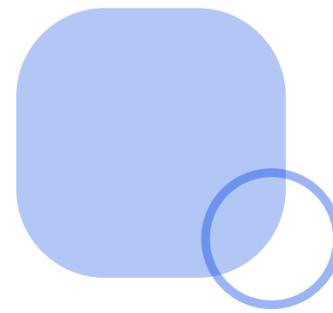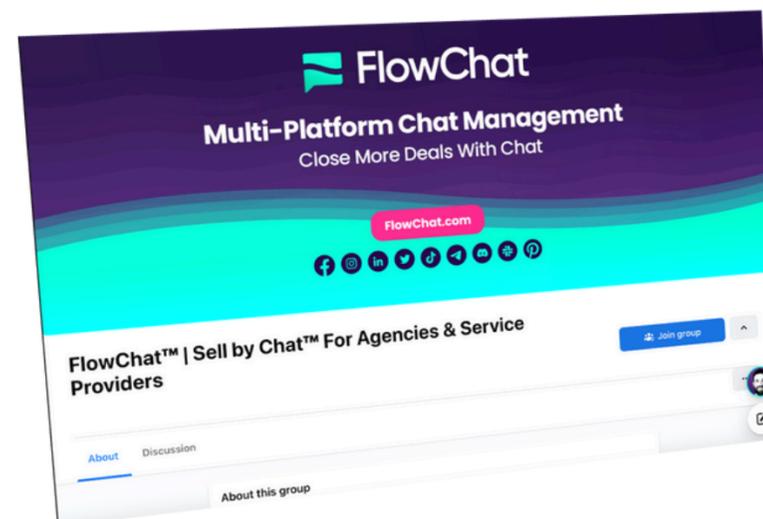

01 **Ex: Scaleability.com**
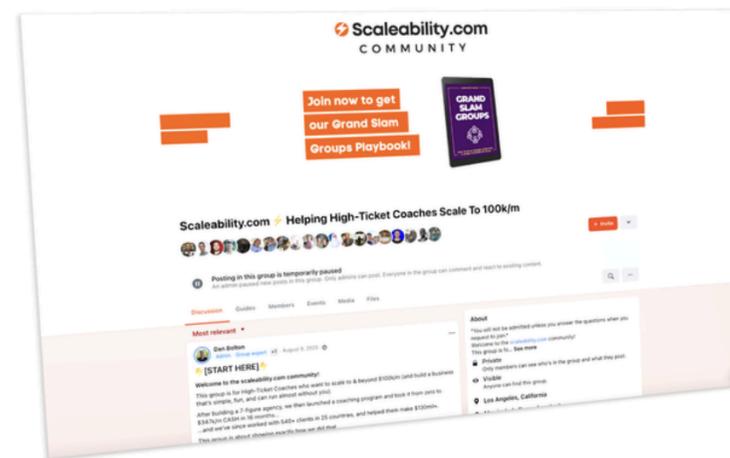
02 **Ex: Knotch**

03 **Ex: FlowChat**

4. EARNED MEDIA & THOUGHT LEADERSHIP

Gain exposure for key company evangelists

Work to gain appearances on top marketing podcasts for key Webflow opinion leaders. Michael to appear on industry shows regularly.

Develop regular cadence for third-party posting and content dissemination

Explore strategic third-party posting opportunities (e.g., Medium, CustomerThink.com, etc.) to increase exposure in new forums.
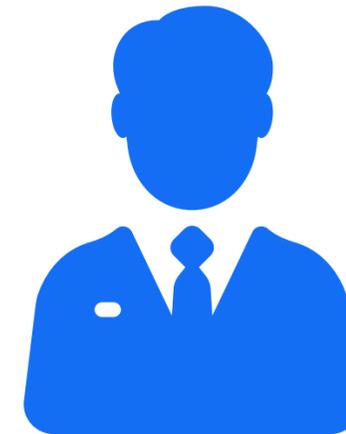
Explore a "decentralized publishing" model

Consider leveraging team members as content contributors and producers to amplify media output across the web.

5. SOCIAL GROWTH

What: Expand virality and engagement across LI, TT and IG with improved shorts and carousel assets.

Why: There's room for innovation on shorts, which will create more engagement. Carousels, especially on LI, will spur shares, saves, and click-throughs. Test other growth strategies to amplify followers and discovery.

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01 Test in-depth carousels

Reveal insights, condense client case studies, and share listicle style ideas via well-produced carousels.

02 Deploy higher quality (and quantity of) shorts

Innovate on styles, storytelling, animations, captions, and appeal with video shorts across platforms.

03 Smart social growth hacking

Seek ways to increase exposure and reach new audiences across platforms. Consider spin-off pages; test strategic paid campaigns; consider testing UGC.