

AUTHORITY PLAN

Example Month

01) Blog post

Blog • 1,200–1,500 words • SEO + LLM + E-E-A-T
3 LinkedIn posts + pull quotes

02) Home page full rewrite

landing page 700–900 words • SEO

03) Blog post

Blog • 1,200–1,500 words • SEO + LLM + E-E-A-T
3 LinkedIn posts + pull quotes

04) Full lifecycle email system — trial to advocate

Email sequence • 5 emails

05) Blog post

Blog • 1,200–1,500 words • SEO + LLM + E-E-A-T
3 LinkedIn posts + pull quotes

06) Competitor comparison page

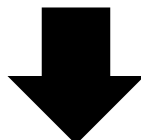
landing page 700–900 words • SEO

07) Blog post

Blog • 1,200–1,500 words • SEO + LLM + E-E-A-T
3 LinkedIn posts + pull quotes

08) Sales deck copy - new enterprise tier

Sales page/deck copy



09) Blog post

Blog • 1,200–1,500 words • SEO + LLM + E-E-A-T
3 LinkedIn posts + pull quotes

10) Case study

Case study page • 700–900 words • SEO

11) Win-back + re-engagement campaign

Email sequence • 5 emails

12) Product page

Product/feature page 700–900 words • SEO

13) Blog post

Blog • 1,200–1,500 words • SEO + LLM + E-E-A-T
3 LinkedIn posts + pull quotes

14) Paid search ad copy set — 3 campaigns

Ad/campaign copy set

15) Blog post

Blog • 1,200–1,500 words • SEO + LLM + E-E-A-T
3 LinkedIn posts + pull quotes

ZAVERNO

