SMART AFFILIATE CONTENT RESEARCH WORKBOOK

Find winning content topics even as a beginner



INTRODUCTION

This workbook will help you discover content ideas that:

1. Address your audience's actual problems and questions
2. Have potential to rank in search engines
3. Are realistic for a new or growing affiliate site
4. Have commercial potential for affiliate offers

Complete each section in order, building on insights from previous steps.

SMART AFFILIATE'S TRAFFIC TOOLKIT

Foundation Pack

smartaffiliateseries.com

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SECTION 1: AUDIENCE PAIN POINT DISCOVERY

Instructions: Complete this section to identify the specific problems your audience is facing.

Research Sources Table

Platform	Groups/Forums to Check	What to Look For
Facebook	•	•
	•	•
	•	•
Reddit	•	•
	•	•
Quora	•	•
	•	•
Other	•	•

Pain Points Tracker

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Pain Point	Question They're Asking	Where You Found It	Urgency (1-5)	Difficulty to Solve (1-5)	Content Potential
Example: Getting first visitors to affiliate site	"How do I get my first 10 visitors?"	Facebook Group: Affiliate Beginners	5	3	Step-by-step guide

Research Prompts:

- What questions are repeatedly asked?
- What frustrations do people express?
- Where do beginners seem to get stuck?
- What misconceptions appear common?
- What tools or resources do people ask for?

Top 3 Pain Points Summary:

1. **Pain Point:**
    - Why it matters:
    - Potential solution angle:
2. **Pain Point:**
    - Why it matters:
    - Potential solution angle:
3. **Pain Point:**
    - Why it matters:
    - Potential solution angle:

SECTION 2: KEYWORD OPPORTUNITY FINDER

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Instructions: Use free tools like Ubersuggest, Answer The Public, or Google Keyword Planner to find keywords with decent search volume but low competition.

Initial Seed Keywords

(Based on pain points identified above)

1. _____
2. _____
3. _____
4. _____
5. _____

Expanded Keyword Research

Keyword	Monthly Search Volume	Competition Level (Low/Med/High)	Related Keywords	Content Type Potential
Example: affiliate marketing without blog	590	Low	no website affiliate marketing, affiliate marketing for beginners	Ultimate Guide

Google Auto Suggest Results

Search for: _____

- _____
- _____
- _____
- _____
- _____

Search for: _____

- _____

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- _____
- _____
- _____
- _____

"People Also Ask" Questions

Search for: _____

- _____
- _____
- _____
- _____

Search for: _____

- _____
- _____
- _____
- _____

Top 5 Keyword Opportunities

1. **Keyword:** _____
    - Search Volume: _____
    - Competition: _____
    - Why it's promising: _____
2. **Keyword:** _____
    - Search Volume: _____
    - Competition: _____
    - Why it's promising: _____
3. **Keyword:** _____

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- Search Volume: _____
- Competition: _____
- Why it's promising: _____

4. **Keyword:** _____
   - Search Volume: _____
   - Competition: _____
   - Why it's promising: _____
5. **Keyword:** _____
   - Search Volume: _____
   - Competition: _____
   - Why it's promising: _____

SECTION 3: COMPETITOR CONTENT ANALYSIS

Instructions: Analyze 3-5 competitors to find their most successful content.

Competitor Identification

Competitor Website	How You Found Them	Their Apparent Strengths	Their Weaknesses

Top Performing Content Analysis

Competitor	Content Title/URL	Estimated Traffic	Content Format	Key Topics Covered	Gap/Improvement Opportunity
Example: affiliatesite.com	Best Affiliate Programs for Beginners	~500/mo (via Ubersuggest)	List post	Commission rates, payment methods, support	No mention of minimum payout thresholds

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Content Structure Analysis

(Take notes on how competitors structure their most successful content)

Common Elements in Top-Performing Content:

- _____
- _____
- _____
- _____
- _____

What's Missing That Could Be Added:

- _____
- _____
- _____
- _____
- _____

SECTION 4: CONTENT IDEA GENERATOR

Instructions: Use the insights from previous sections to develop strong content ideas.

Content Idea Development

Content Title	Primary Keyword	Content Format	Unique Angle	Expected Word Count	Resource/Tool to Include
Example: "How I Got My First 50 Visitors Without Spending a Penny"	free traffic for affiliate beginners	Step-by-step guide	Personal journey with realistic timeline	1,500	Free traffic tracker template

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Content Outline Template

For your top content idea, create a detailed outline:

Title: _____

Primary Keyword: _____

Secondary Keywords: _____

Introduction:

- Hook: _____
- Problem statement: _____
- Credibility element: _____
- What the reader will learn: _____

Section 1: _____

- Subpoint: _____
- Subpoint: _____
- Subpoint: _____

Section 2: _____

- Subpoint: _____
- Subpoint: _____
- Subpoint: _____

Section 3: _____

- Subpoint: _____
- Subpoint: _____
- Subpoint: _____

Section 4: _____

- Subpoint: _____
- Subpoint: _____

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- Subpoint: _____

Conclusion:

- Summary of key points: _____
- Next steps for reader: _____
- Call to action: _____

Additional Elements:

- Images/graphics needed: _____
- Potential affiliate products to mention: _____
- Internal links to include: _____
- External resources to reference: _____

SECTION 5: CONTENT CALENDAR

Instructions: Plan your content creation and promotion schedule.

Monthly Content Plan

Week	Content to Create	Target Publish Date	Primary Keyword	Promotion Channels	Follow-up Content	Success Metric
Example: Week 1	"5 Free Traffic Sources I'm Testing Right Now"	MM/DD/YYYY	free traffic sources	Facebook, Email list	Email follow-up with results	30+ visitors, 5+ comments

Content Series/Clusters Planning

Topic Cluster 1: _____

- Pillar Content: _____
- Supporting Content 1: _____

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- Supporting Content 2: _____
- Supporting Content 3: _____

Topic Cluster 2: _____

- Pillar Content: _____
- Supporting Content 1: _____
- Supporting Content 2: _____
- Supporting Content 3: _____

Content Distribution Plan

Content Piece	Original Format	Repurposed Formats	Distribution Channels	Timing

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CONTENT RESEARCH REVIEW CHECKLIST

Before finalizing your content plan, review these points:

□ Content addresses specific audience pain points identified in Section 1 □ Content targets keywords with realistic ranking potential from Section 2
□ Content improves upon or fills gaps in competitor content from Section 3 □ Content has clear commercial potential for affiliate offers □ Content is within your capability to create with available resources □ Content calendar is realistic given your current time constraints □ Distribution plan includes multiple touchpoints to maximize visibility □ Success metrics are defined and measurable □ Content plan includes both quick wins and longer-term assets

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IMPLEMENTATION NOTES

Use this space to write any final insights or action items:

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Remember: Content research is an ongoing process. Revisit this workbook every 30-90 days to refine your strategy based on what's working.

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