TOPIC MAPPING EXAMPLE

Company Y is a health and wellness consultancy. The business also has a supplement product line for women. Their goals are to establish better brand awareness, create recognized, authoritative content, establish themselves as experts in key subject areas that align with their product line and rank for keywords that resonate with their target audience.

Core topic

Why is protein important for women?

Subtopics and angles

Daily needs, guidelines and life stages
- How much protein do women really need each day?
- Protein recommendations by age and activity level
- Why protein matters more during menopause

Types of protein and health affects
- Plant-based vs. animal protein: What's best for women?
- Whey, soy and pea: What's the difference in protein powders?
- How protein impacts bone density, hormones and more

Protein timing, absorption and food
- When should you eat protein? A simple guide for women
- Can your body absorb too much protein at once?
- High-protein snacks for women on the go

Protein and health goals
- The role of protein in women's weight loss
- How protein supports muscle recovery, especially as you age
- No, protein won't bulk you up: 5 common protein myths for women

Content formats and examples

Subtopic	Angle/example title	Content formats
Daily needs, guidelines and life stages	How much protein do women really need each day?	Blog post, eNewsletter article, infographic and Instagram reel
Protein timing, absorption and food	When should you eat protein? A simple guide for women	Video/reel, downloadable guide, FAQ page, social media carousel
Types of protein and health affects	Plant-based vs. animal protein: What's best for women?	Blog post, blog post, social media post, video
Protein and health goals	The role of protein in women's weight loss	Blog post, webinar or workshop, downloadable guide, series of blog posts

TOPIC MAPPING EXERCISE

How can you use omni-channel content to establish credibility with customers and search engines? Use this worksheet to track your ideas. Utilize the prompts on the [BWC Curiosity Lab content strategy landing page](). After you've made an initial list of subtopics and angels, vet them using the tools for content validation. Edit and massage keywords as needed as part of the vetting process.

Core topic

_____

Subtopics and angles

Subtopic 1: _____
- Angle 1:
- Angle 2:
- Angle 3:

Subtopic 2: _____
- Angle 1:
- Angle 2:
- Angle 3:

Subtopic 3: _____
- Angle 1:
- Angle 2:
- Angle 3:

Subtopic 4: _____
- Angle 1:
- Angle 2:
- Angle 3:

Content formats and examples

Subtopic	Angle/example title	Content formats