resources

# Lecture 10 – gap analysis

Here are some solid resources on **journey maps for content strategy**.

1. **How to Create a Content Strategy That Actually Drives Organic Traffic** (by Neil Patel)

<https://blog.hubspot.com/marketing/create-content-strategy-drive-organic-traffic>

1. **How User Personas Can Improve Your SEO Strategy** (Kissmetrics)

<https://blog.kissmetrics.com/user-personas-for-seo/>

1. **Give Content a Meeting with Personas** (by Brittany Zerr)

<https://kickpoint.ca/give-content-a-meaning-with-personas/>

1. **How to Create Easy, Yet Actionable, Content Marketing Personas** (by Jodi Harris)

<http://contentmarketinginstitute.com/2015/04/content-marketing-personas/>

1. **How to Create Personas and Map Content to the Buyer Journey** (by Giuseppe Caltabiano)

<https://insights.newscred.com/how-to-create-personas-and-map-content-to-the-buyer-journey/>