

# Wellington Decorators - Content Strategy & Topic Clusters

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**Generated using:** content-marketing skill (content strategy framework, content pillar mapping)

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## Content Strategy Overview

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### Mission Statement

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Become the most trusted source of painting knowledge in Wellington, establishing Wellington Decorators as the obvious choice for homeowners and businesses seeking professional painting services.

### Content Goals

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- SEO Dominance** - Rank #1-3 for all major painting keywords in Wellington
  - Trust Building** - Establish expertise through educational content
  - Lead Generation** - Drive 30% of leads from organic content
  - Brand Differentiation** - Reinforce triple-credential positioning
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## Audience Personas (Content Focus)

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### Persona 1: "Quality-Focused Homeowner"

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Attribute	Details
Demographics	40-65, homeowner, \$120k+ income
Content Needs	Cost guides, quality indicators, how to choose painters
Pain Points	Previous bad experiences, fear of mess, budget concerns

Attribute	Details
Content Format	Long-form guides, before/after galleries, testimonials
Buyer Stage	Consideration to Decision

## Persona 2: “First-Time Painter”

Attribute	Details
Demographics	30-45, first home buyer, renovating
Content Needs	What to expect, cost estimates, color selection
Pain Points	No experience with painters, overwhelmed by choices
Content Format	How-to guides, checklists, video explanations
Buyer Stage	Awareness to Consideration

## Persona 3: “Property Investor”

Attribute	Details
Demographics	40-60, owns 2+ properties, ROI focused
Content Needs	Cost-benefit analysis, rental property painting, quick turnaround
Pain Points	Need reliability, scheduling, value for money
Content Format	ROI calculators, case studies, bulk pricing info
Buyer Stage	Consideration to Decision

## Persona 4: “Commercial Decision Maker”

Attribute	Details
Demographics	Facilities manager, business owner
Content Needs	H&S compliance, minimal disruption, professional standards
Pain Points	Business continuity, documentation, reliability
Content Format	Case studies, credentials, process documentation
Buyer Stage	Consideration to Decision

## Content Pillars

### Pillar 1: Cost & Value 💰

**Goal:** Capture high-intent “cost” searches, build trust through transparency

Topic Cluster	Target Keyword	Content Type	Words
<b>[PILLAR] House Painting Costs Wellington 2026</b>	house painting cost wellington	Comprehensive Guide	3,500+
Interior painting costs breakdown	interior painting cost nz	Blog	1,800
Exterior painting costs explained	exterior house painting cost	Blog	1,800
Roof painting costs Wellington	roof painting cost wellington	Blog	1,500
Paint calculator: How much paint do I need?	paint calculator nz	Tool + Blog	1,200
Is professional painting worth it? (ROI)	professional painter vs diy	Blog	1,500

Topic Cluster	Target Keyword	Content Type	Words
How to get accurate painting quotes	painting quote wellington	Blog	1,200
Hidden costs to watch for	painting hidden costs	Blog	1,000

### Internal Linking Structure:

[PILLAR: House Painting Costs Wellington 2026]

- ├─ Interior Painting Costs
- ├─ Exterior Painting Costs
- ├─ Roof Painting Costs
- ├─ Paint Calculator
- ├─ DIY vs Professional
- ├─ Getting Accurate Quotes
- └─ Hidden Costs Guide

## Pillar 2: How-To & Preparation

**Goal:** Capture DIY researchers, establish expertise, build trust

Topic Cluster	Target Keyword	Content Type	Words
<b>[PILLAR] Complete Guide to Home Painting NZ</b>	house painting guide nz	Comprehensive Guide	4,000+
How to prepare walls for painting	prepare walls for painting	Blog	2,000
How to prepare your home for painters	prepare home for painters	Blog	1,500
Best paint for Wellington weather	best exterior paint wellington	Blog	1,800
Interior vs exterior paint explained	interior exterior paint difference	Blog	1,200

Topic Cluster	Target Keyword	Content Type	Words
How to choose paint colors	choosing paint colours nz	Blog	1,800
When is the best time to paint?	best time to paint house nz	Blog	1,500
Painting in winter: What you need to know	painting in winter nz	Blog	1,200
How long does paint last?	how long does exterior paint last	Blog	1,200

### Internal Linking Structure:

[PILLAR: Complete Guide to Home Painting NZ]

- |— Wall Preparation Guide
- |— Preparing for Painters
- |— Best Paint for Wellington
- |— Paint Types Explained
- |— Color Selection Guide
- |— Best Time to Paint
- |— Winter Painting Guide
- |— Paint Longevity Guide

### Pillar 3: Inspiration & Trends 🎨

**Goal:** Capture early-stage browsers, inspire action, showcase work

Topic Cluster	Target Keyword	Content Type	Words
<b>[PILLAR] House Painting Inspiration Gallery NZ</b>	house painting ideas nz	Visual Gallery + Guide	2,500+
Exterior colour schemes Wellington	exterior house colours nz	Blog + Gallery	2,000

Topic Cluster	Target Keyword	Content Type	Words
Dark exterior house colours	dark exterior house colours	Blog + Gallery	1,500
Best interior paint colours 2026	interior paint colours 2026	Blog + Gallery	1,800
Resene colour trends	resene colour trends 2026	Blog	1,500
Before and after transformations	house painting before after	Gallery Page	1,000
Heritage home colour schemes	heritage house colours nz	Blog + Gallery	1,500
Modern vs traditional exteriors	modern exterior house colours	Blog	1,200

#### Internal Linking Structure:

[PILLAR: House Painting Inspiration Gallery]

- |— Exterior Colour Schemes
- |— Dark Exterior Colours
- |— Interior Colours 2026
- |— Resene Trends
- |— Before/After Gallery
- |— Heritage Colours
- |— Modern vs Traditional

#### Pillar 4: Local Wellington Focus

**Goal:** Dominate local SEO, capture suburb-specific searches

Topic Cluster	Target Keyword	Content Type	Words
<b>[PILLAR] Painters Wellington: Complete Guide</b>	painters wellington	Comprehensive Guide	3,000+
Painters Lower Hutt	painters lower hutt	Location Page	1,500

Topic Cluster	Target Keyword	Content Type	Words
Painters Upper Hutt	painters upper hutt	Location Page	1,500
Painters Porirua	painters porirua	Location Page	1,500
Painters Kāpiti Coast	painters kapiti coast	Location Page	1,500
Painters Johnsonville	painters johnsonville	Location Page	1,200
Painters Karori	painters karori	Location Page	1,200
Painters Miramar	painters miramar	Location Page	1,200
Painters Petone	painters petone	Location Page	1,200
Wellington weather and painting	painting wellington weather	Blog	1,500

#### Internal Linking Structure:

[PILLAR: Painters Wellington Complete Guide]

- └─ Lower Hutt
- └─ Upper Hutt
- └─ Porirua
- └─ Kāpiti Coast
- └─ Johnsonville
- └─ Karori
- └─ Miramar
- └─ Petone
- └─ Wellington Weather Guide

## Pillar 5: Professional Standards & Trust 🏆

**Goal:** Establish authority, differentiate from competitors

Topic Cluster	Target Keyword	Content Type	Words
<b>[PILLAR] How to Choose a Painter NZ</b>	how to choose a painter nz	Comprehensive Guide	3,000+

Topic Cluster	Target Keyword	Content Type	Words
What are Registered Master Painters?	registered master painters nz	Blog	1,800
What is Resene Eco Decorator?	resene eco decorator	Blog	1,500
5-year workmanship guarantee explained	painting warranty nz	Blog	1,200
Questions to ask before hiring a painter	questions to ask painters	Blog	1,500
Red flags when hiring painters	painting scams nz	Blog	1,200
Why preparation matters	paint preparation importance	Blog	1,200
Eco-friendly painting explained	eco friendly painting nz	Blog	1,500

### Internal Linking Structure:

[PILLAR: How to Choose a Painter NZ]

- ├ Master Painters Explained
- ├ Eco Decorator Explained
- ├ Warranty Guide
- ├ Questions to Ask
- ├ Red Flags
- ├ Preparation Importance
- └ Eco-Friendly Painting

### Content Type Mix

Content Type	% of Total	Frequency	Purpose
Blog Posts	50%	4x/month	SEO, education
Location Pages	15%	As needed	Local SEO

Content Type	% of Total	Frequency	Purpose
Galleries	10%	2x/month	Inspiration, trust
Guides/Pillars	10%	1x/quarter	Authority, SEO
Case Studies	10%	1x/month	Trust, commercial
Video	5%	2x/month	Engagement

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## Content Production Workflow

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### Blog Post Production (7-day cycle)

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Day 1: Topic Selection & Keyword Research  
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Day 2: Content Brief & Outline  
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Day 3-4: First Draft Writing  
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Day 5: SEO Optimization & Internal Links  
↓  
Day 6: Images, Formatting, Meta Tags  
↓  
Day 7: Review, Schedule, Promote

### Pillar Page Production (30-day cycle)

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Week 1: Research & Structure  
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Week 2: Draft Writing (section by section)  
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Week 3: SEO, Links, Media  
↓  
Week 4: Review, Publish, Promote

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# 12-Month Content Roadmap

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## Q1 2026 (Feb-Apr): Foundation

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Month	Pillar Focus	Blog Posts	Special Content
February	Cost & Value	4 posts	[PILLAR] House Painting Costs
March	Local Focus	4 posts	3 Location Pages
April	How-To	4 posts	[PILLAR] Complete Painting Guide

**Q1 Goals:** - Publish 2 pillar pages - Create 5 location pages - Publish 12 blog posts - Establish content cadence

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## Q2 2026 (May-Jul): Expansion

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Month	Pillar Focus	Blog Posts	Special Content
May	Inspiration	4 posts	[PILLAR] Inspiration Gallery
June	Trust/Standards	4 posts	3 Case Studies
July	Winter Interior	4 posts	Video: Interior Process

**Q2 Goals:** - Complete all 5 pillar pages - 10 location pages total - Launch video content - 24 total blog posts

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## Q3 2026 (Aug-Oct): Authority

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Month	Pillar Focus	Blog Posts	Special Content
August	Cost (update)	4 posts	[PILLAR] How to Choose Painter
September	Trends	4 posts	2026 Colour Trends Guide
October	Commercial	4 posts	Commercial Case Studies

**Q3 Goals:** - All pillars published - Commercial content focus - 36 total blog posts - Guest posting begins

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## Q4 2026 (Nov-Jan): Optimization

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Month	Pillar Focus	Blog Posts	Special Content
November	Review & Update	4 posts	Update all pillars for 2027
December	Retrospective	2 posts	Year-end gallery
January 2027	Planning	4 posts	2027 trends preview

**Q4 Goals:** - All content updated - 48+ total blog posts - Content audit complete - 2027 strategy set

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## Topic Ideas by Buyer Stage

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### Awareness Stage (TOFU)

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*Goal: Attract new visitors*

- “What to expect when painting your house”
- “How long does it take to paint a house?”
- “Should I paint my house myself or hire someone?”
- “Best exterior colours for [suburb] homes”
- “When should I repaint my house?”

### Consideration Stage (MOFU)

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*Goal: Educate and build trust*

- “How much does house painting cost in Wellington?”
- “What’s included in a professional painting quote?”
- “How to compare painting quotes”
- “What are Registered Master Painters?”
- “Interior vs exterior paint: What’s the difference?”

### Decision Stage (BOFU)

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*Goal: Convert to leads*

- “Why choose Wellington Decorators”
- “Our 5-year guarantee explained”

- “What our customers say” (testimonials)
  - “Our painting process step-by-step”
  - “Get a free quote”
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## Content Promotion Plan

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### For Each Blog Post:

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#### 1. Day 0 (Publish):

- Post on website
- Share on Facebook
- Share on Instagram (with image)
- GMB post

#### 2. Day 1-3:

- Email to subscribers (if relevant)
- Share in local Facebook groups (if allowed)
- LinkedIn post (for commercial content)

#### 3. Week 2:

- Repurpose as social carousel
- Create quote graphics

#### 4. Month 2:

- Update if needed
- Re-share on social

### For Pillar Pages:

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#### 1. Launch Campaign:

- Email announcement
- All social channels
- GMB post series
- Consider paid boost (\$50-100)

#### 2. Ongoing:

- Internal link from all cluster articles
  - Footer/navigation links
  - Quarterly updates
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## Content Success Metrics

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Metric	Target	Measurement
Organic Traffic	+100% in 12 months	GA4
Keywords in Top 10	50+ keywords	Ahrefs/SEMrush
“Painters Wellington” Rank	Top 3	Manual check
Blog → Quote Conversion	2%+	GA4 Goals
Avg. Time on Page	3+ minutes	GA4
Pages per Session	2.5+	GA4
Content-Attributed Leads	15+ per month	CRM

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## Content Maintenance Schedule

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### Monthly:

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- Publish 4 new blog posts
- Update 1 existing post (refresh)
- Check for broken links
- Review keyword rankings

### Quarterly:

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- Update pillar pages
- Refresh cost/pricing articles
- Seasonal content updates
- Performance review

### Annually:

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- Full content audit
  - Archive outdated content
  - Consolidate thin content
  - Strategy refresh
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*Strategy generated by OpenClaw using content-marketing skill*