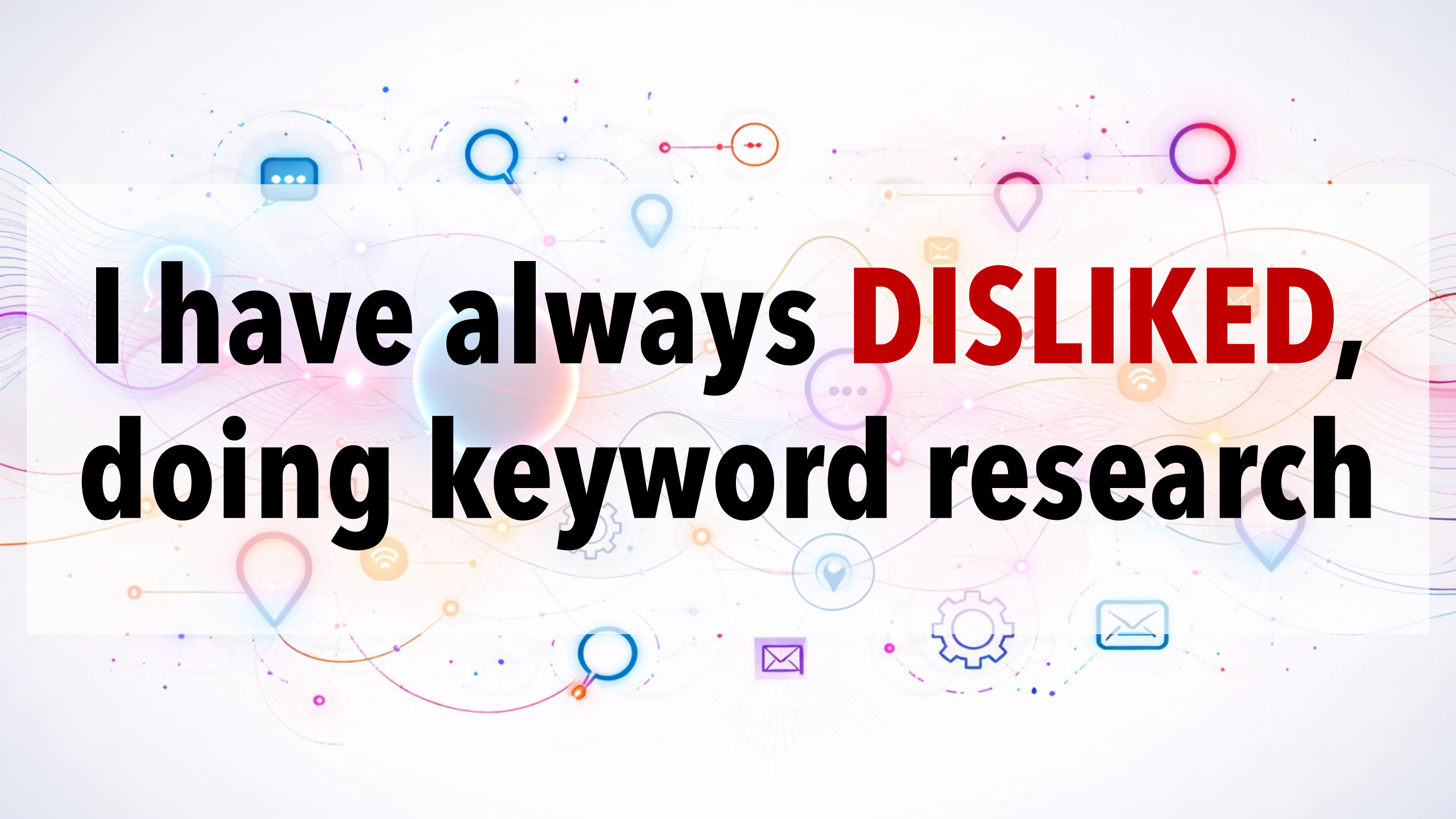
THE CONTENT HUB BLUEPRINT

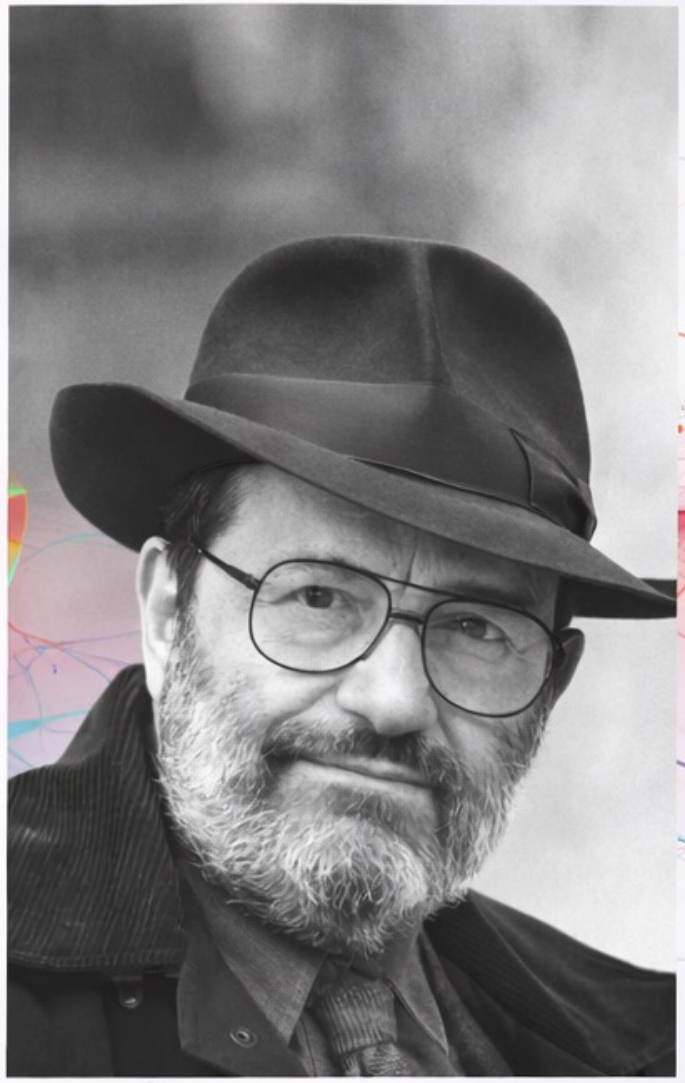
A 10-Step Workflow for Classic & AI Search

FRIENDS OF SEARCH

Gianluca Fiorelli
ILoveSEO.net

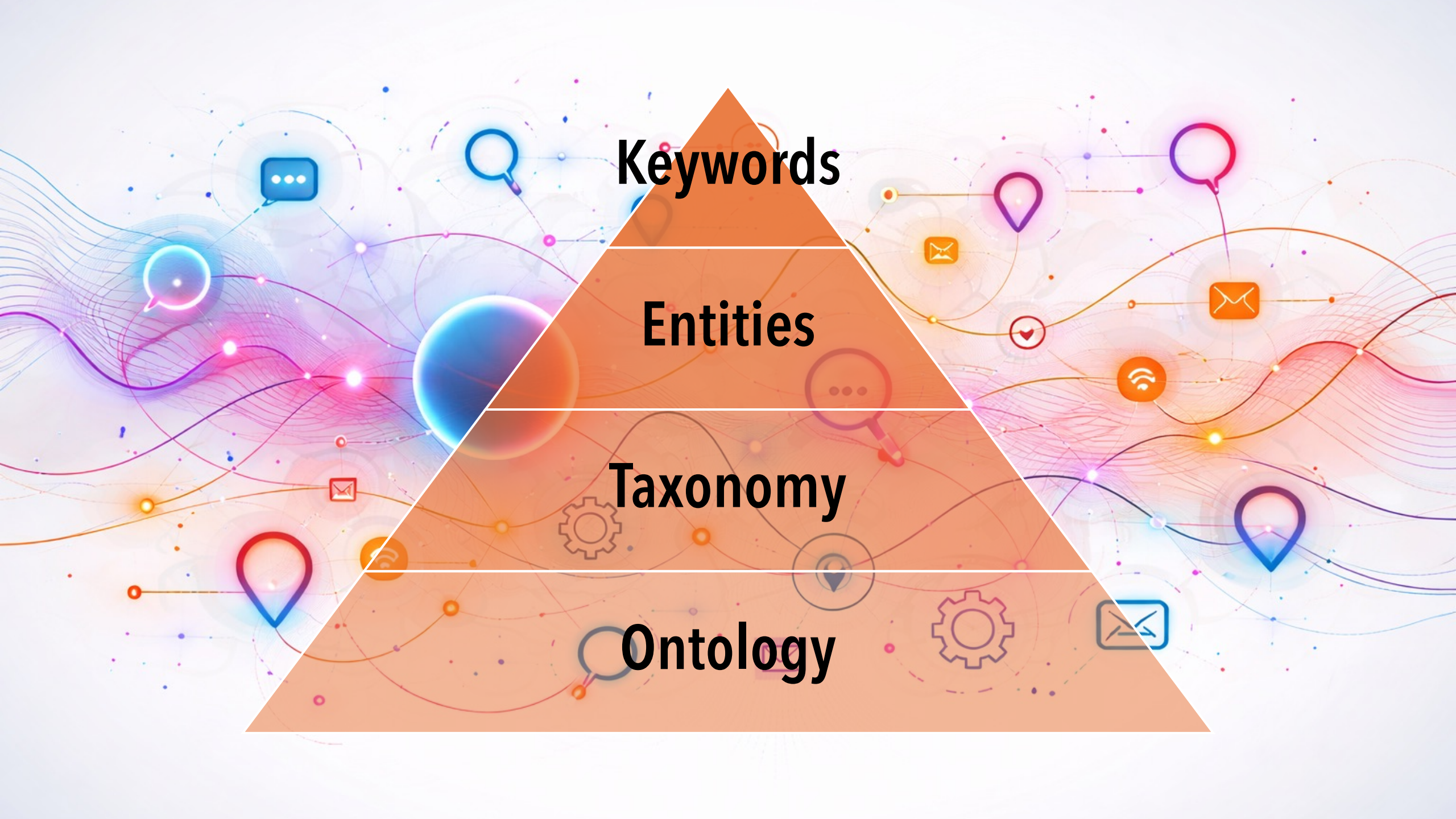
I am an SEO, and I have a confession

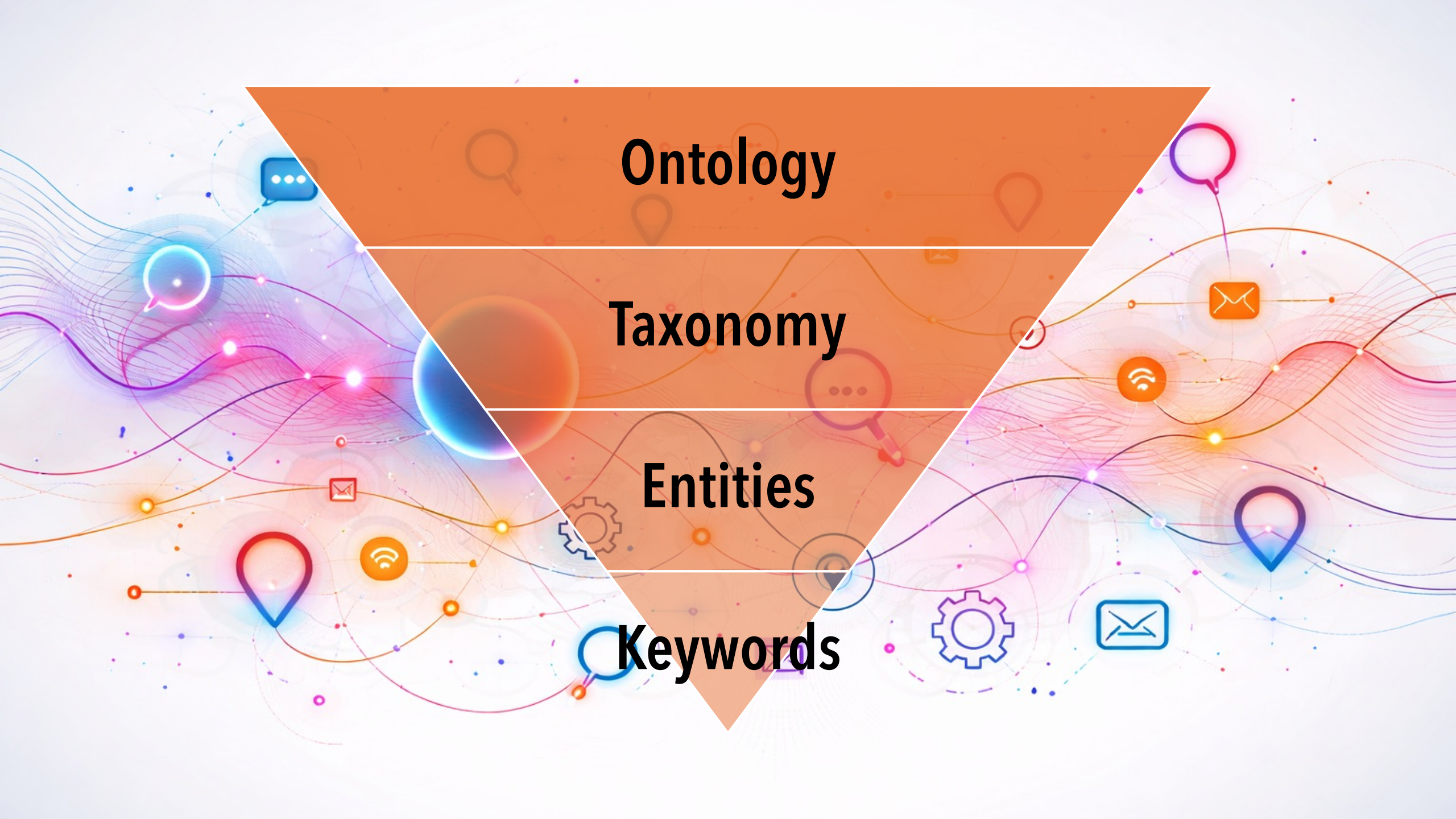

I have always DISLIKED,
doing keyword research



Maybe because of my studies

Maybe because of work before SEO


Keywords
Entities
Taxonomy
Ontology


Ontology
Taxonomy
Entities
Keywords

Starting a content strategy from
1.000.000 keywords to analyze
is like building a house from the roof

Before AI Search

- Too theoretical
- Just do keyword research
- We need more content and faster!

After AI Search

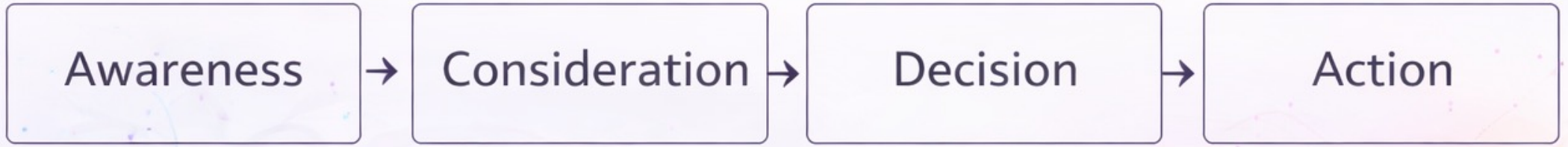
- Keyword-only approach
→ Muted noise
- Entity-first thinking
→ Source of Truth potential

Sure... classic keyword research with clustering can be a way to individuate potential content hubs

But most of the time, those content hubs are only apparently efficient

THE INFORMATIONAL CONTENT HUB TRAP

User Journey

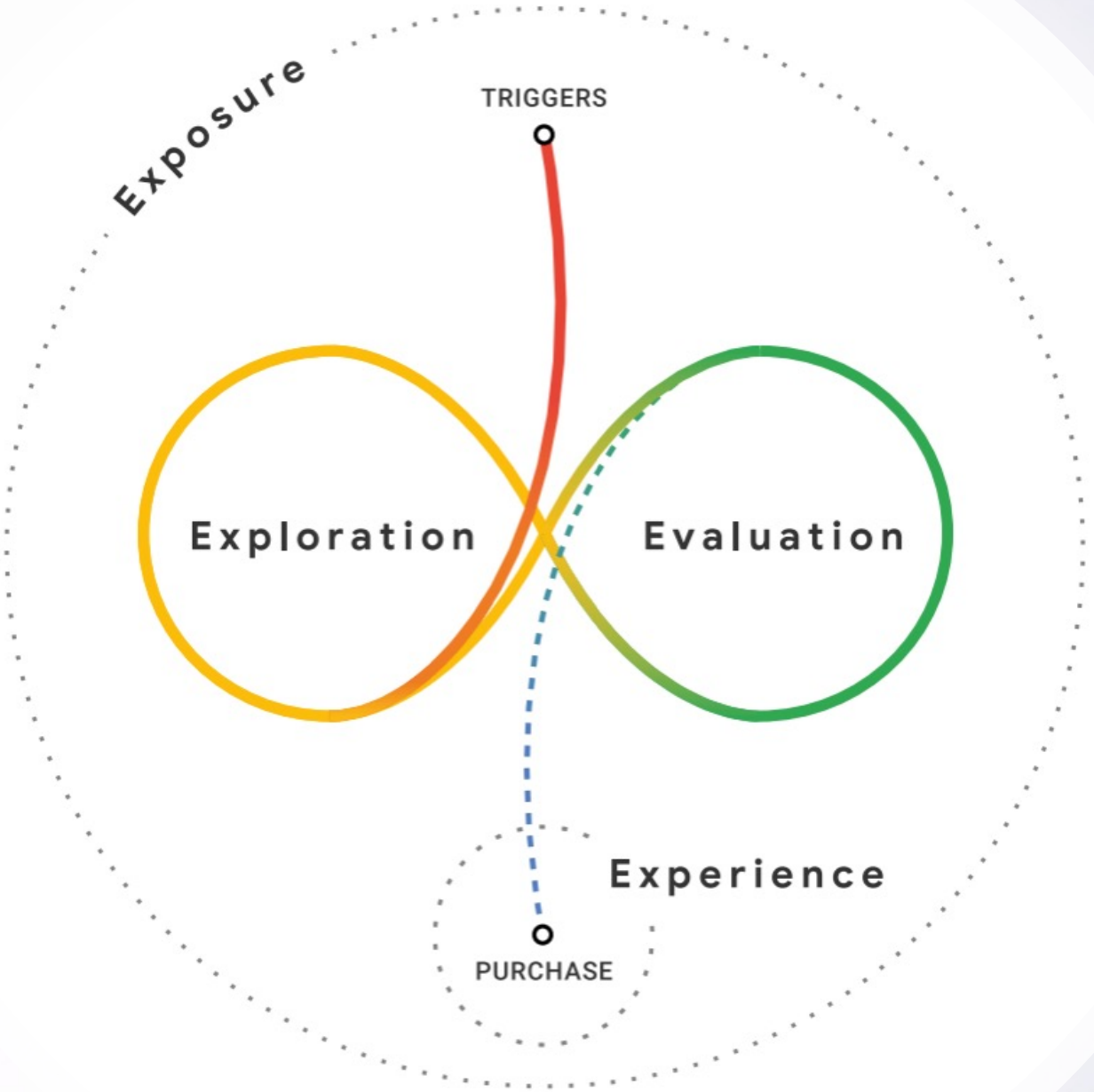


Your Content Hub:

(stuck here)

Competitor:

(wins conversions)


Exposure
TRIGGERS
Exploration
Evaluation
Experience
PURCHASE

I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.

I-want-to-go moments:

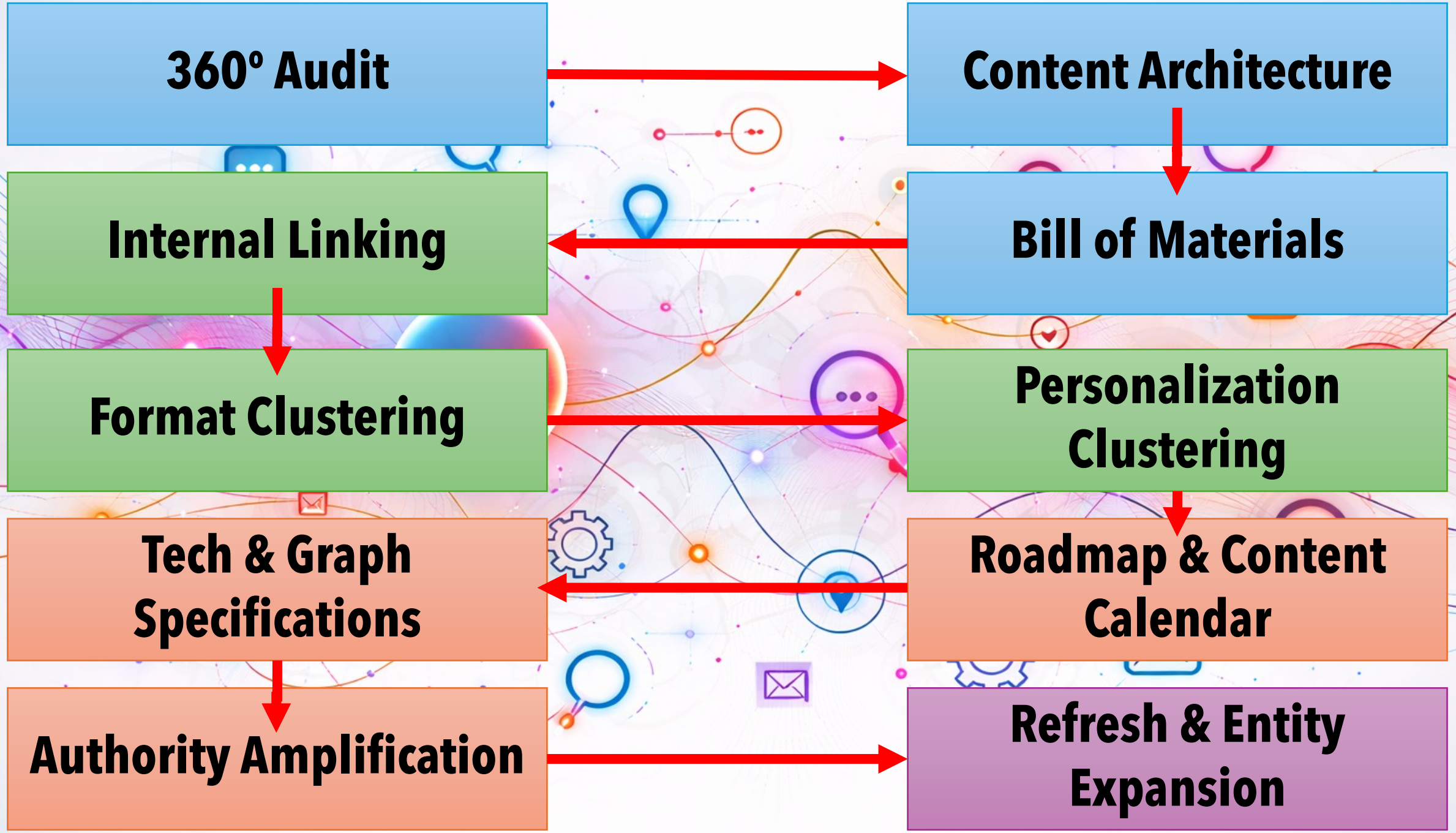
When someone is looking for a local business or is considering buying a product at a nearby store.

I-want-to-do moments:

When someone wants help completing a task or trying something new.

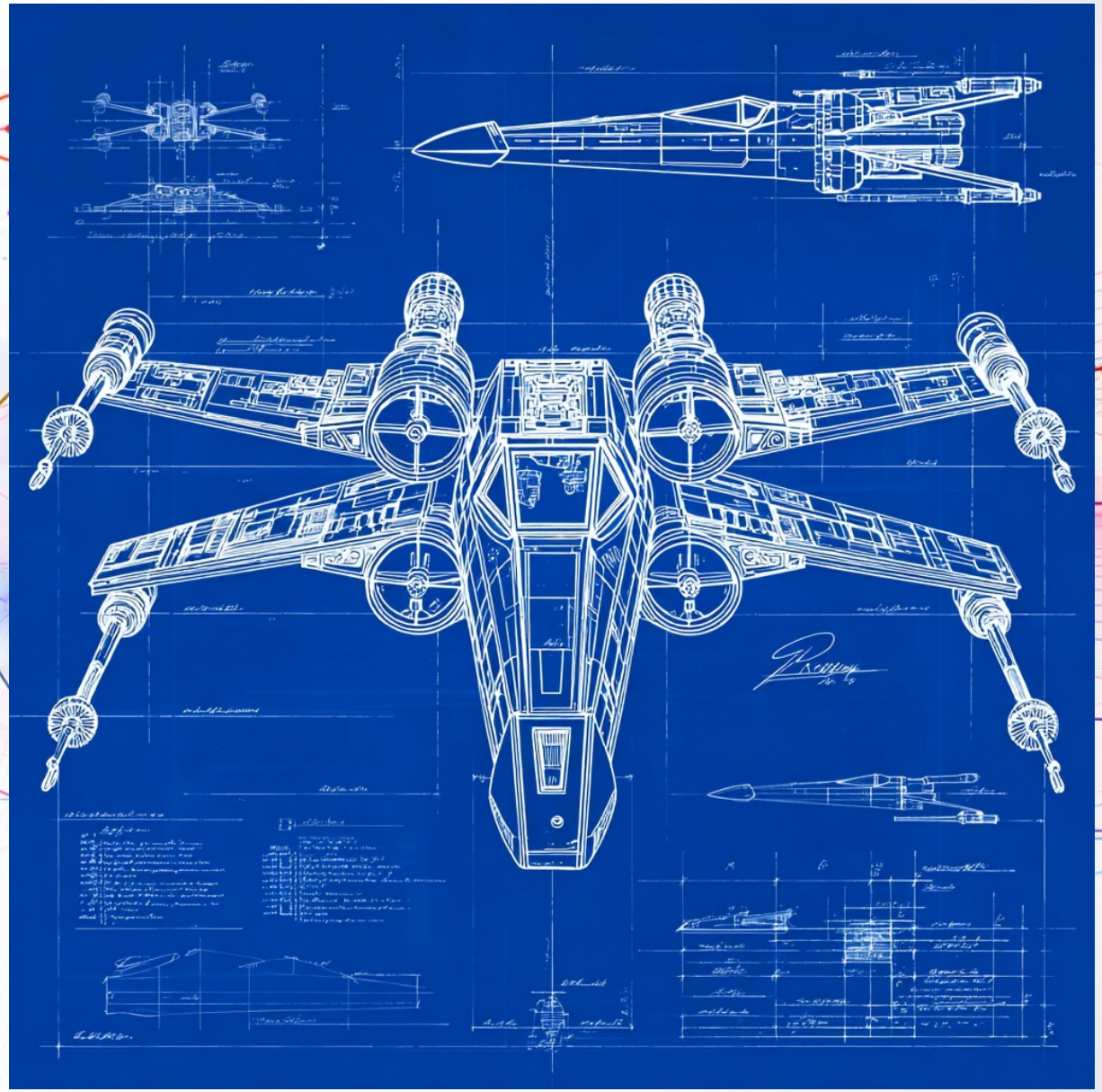
I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

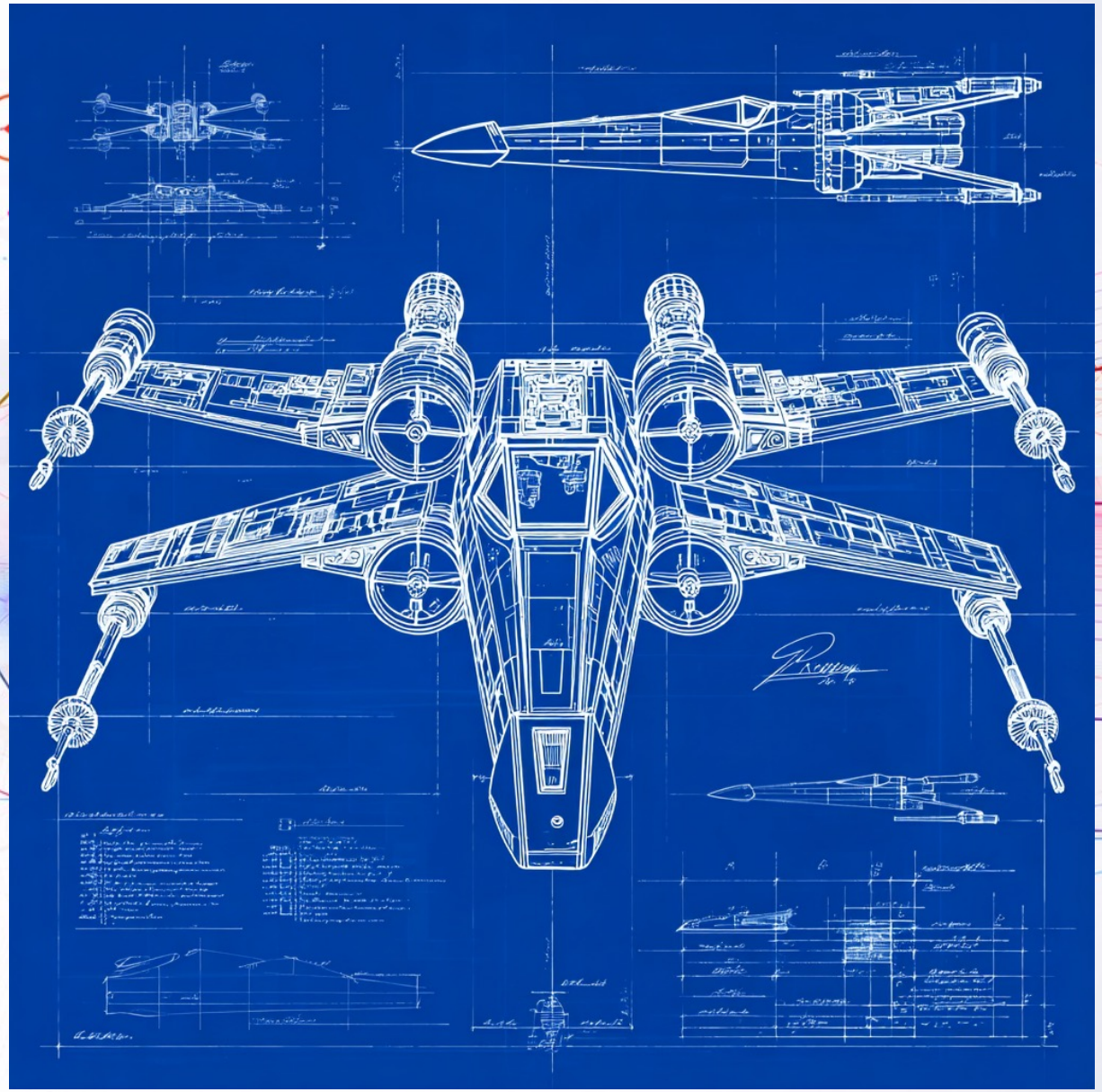

360° Audit
Content Architecture
Internal Linking
Bill of Materials
Format Clustering
Personalization Clustering
Tech & Graph Specifications
Roadmap & Content Calendar
Authority Amplification
Refresh & Entity Expansion

Engineered Process

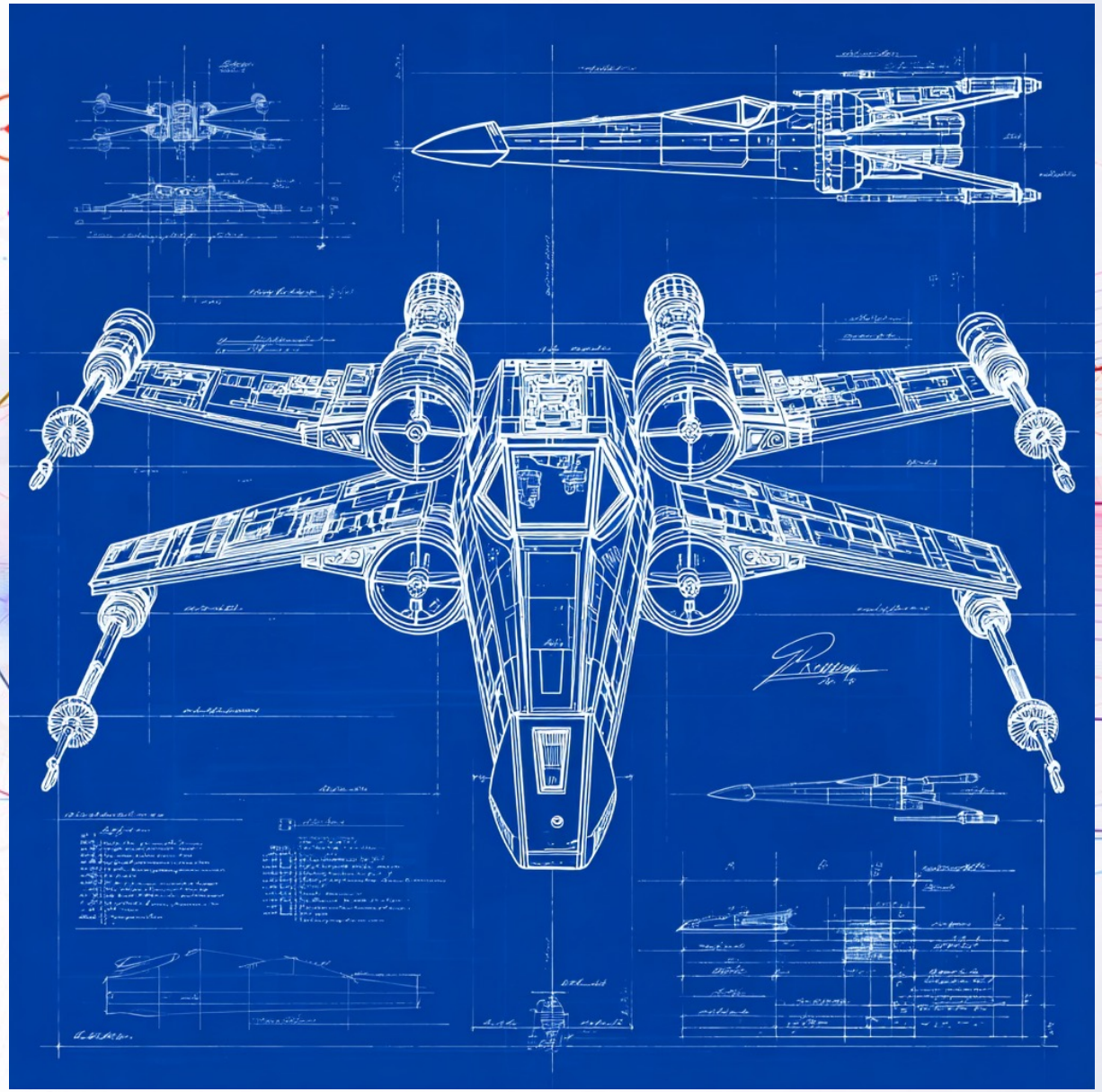
A deliberate, data-informed process that treats content like architecture.



- **It's scalable.**



- It's scalable.
- **It's based on real data, not keyword magic.**



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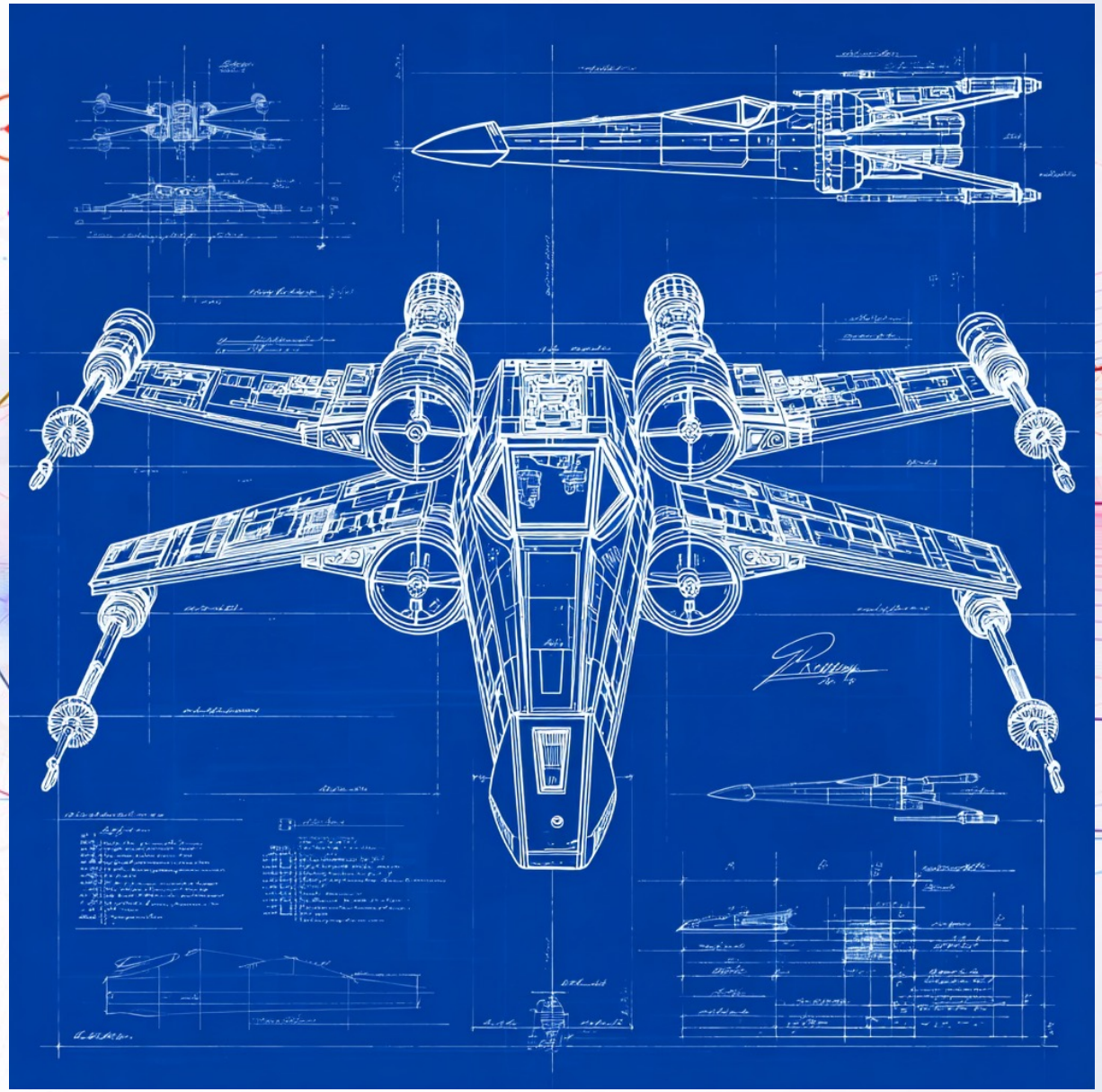
- It's based on real data, not keyword magic.
- **It covers potential search journeys.**



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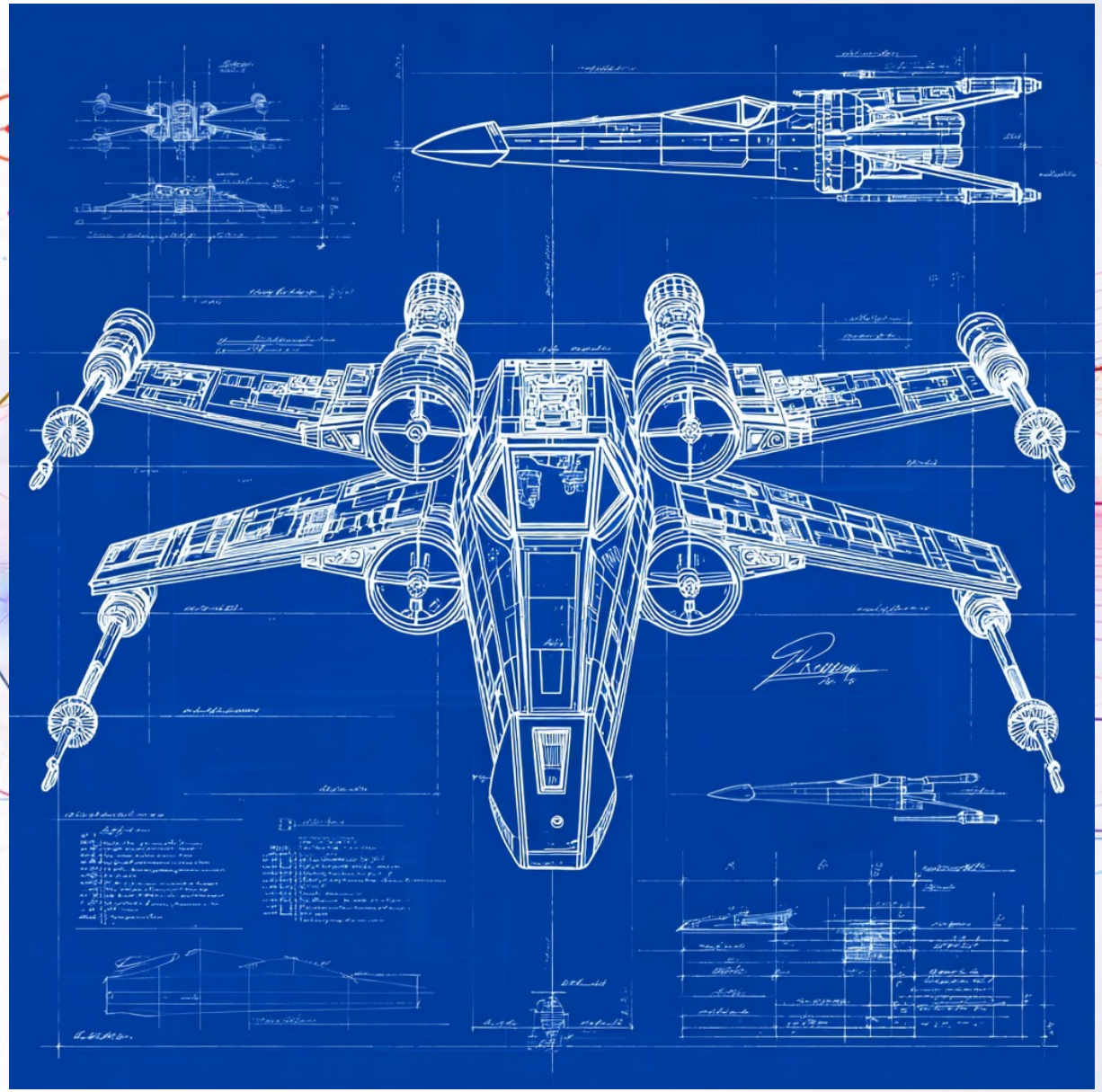
- It's based on real data, not keyword magic.
- It covers potential search journeys.
- **It targets all intents and purposes.**



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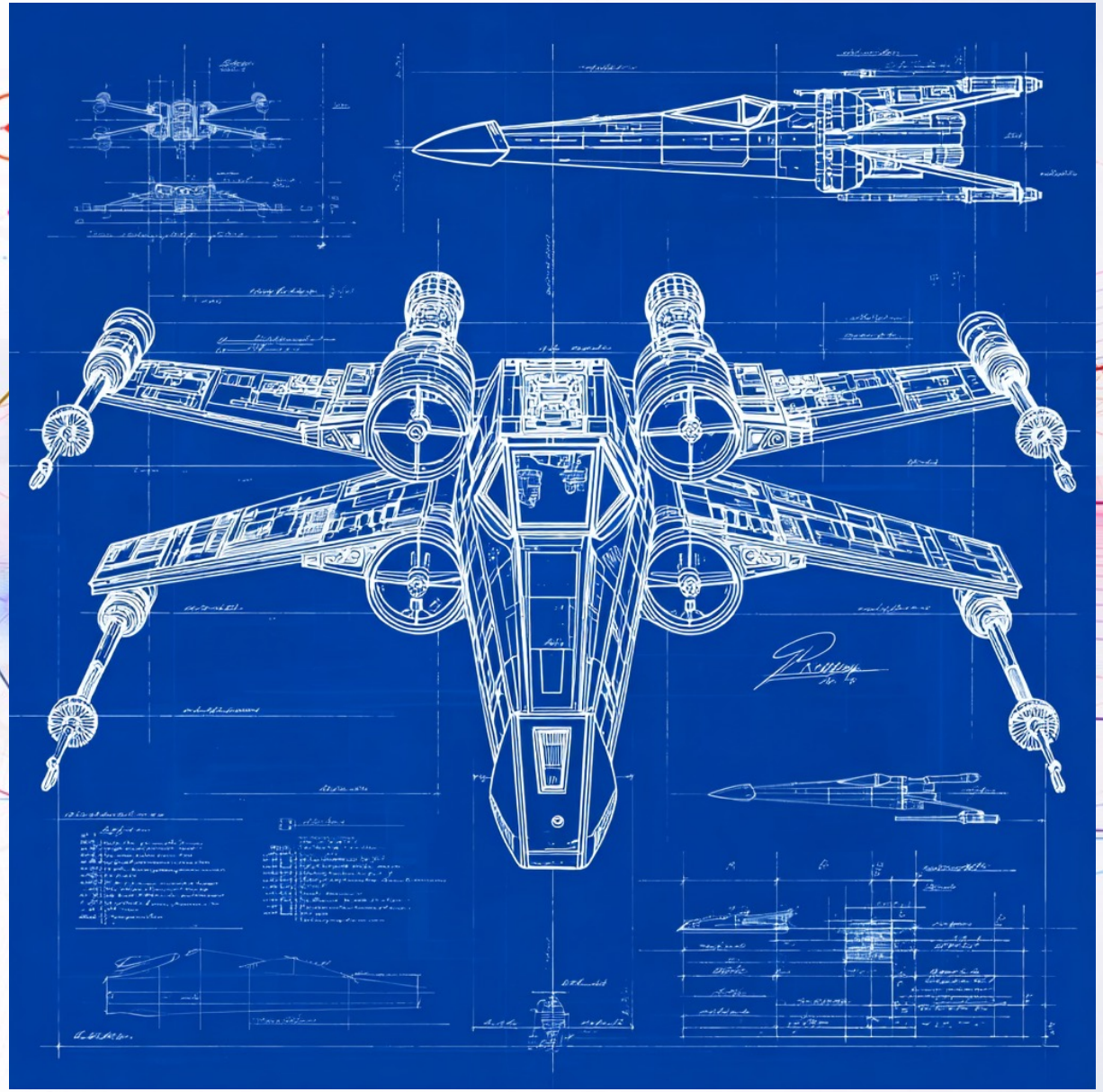
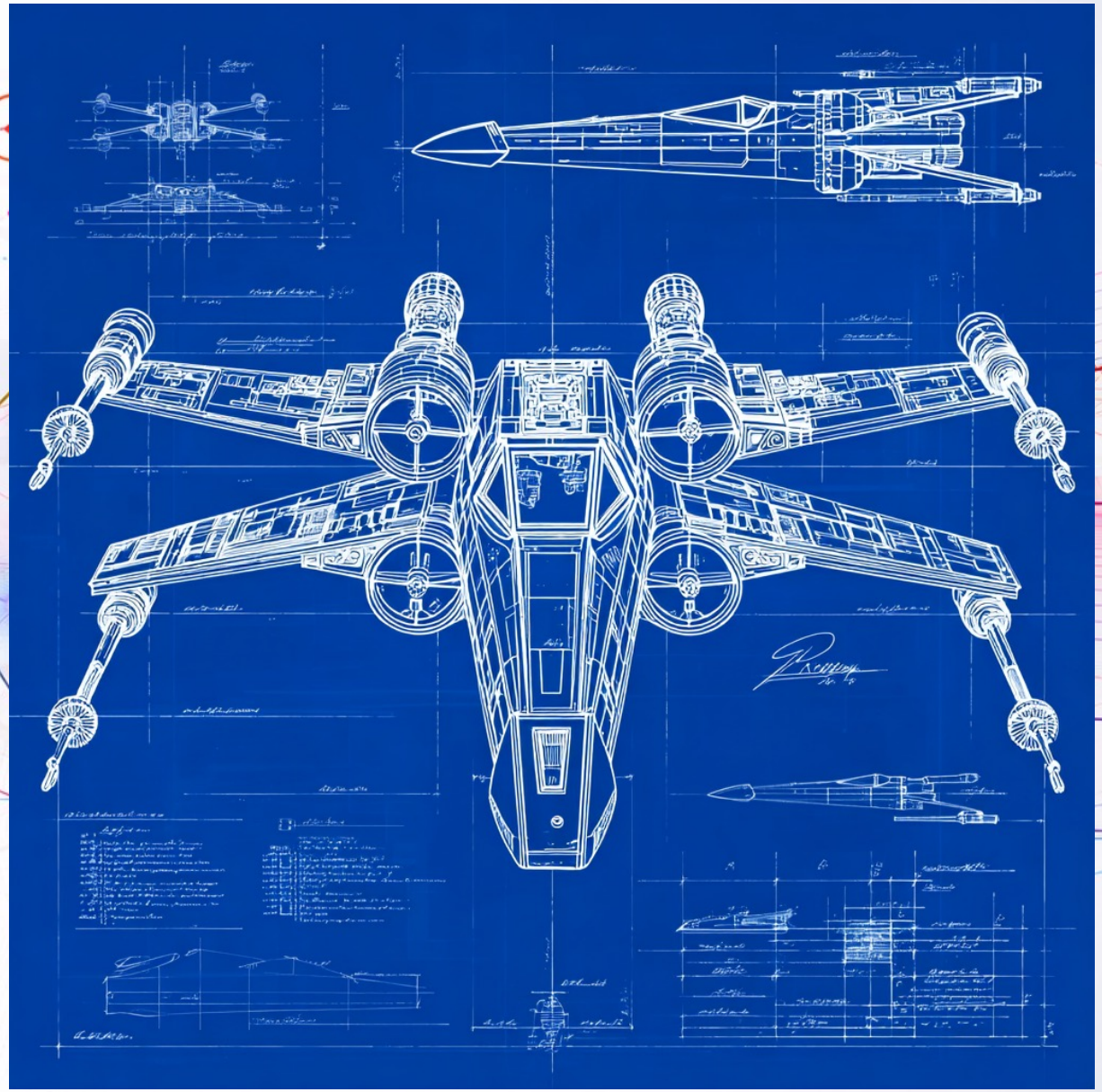
- It targets all intents and purposes.
- **It uses the best format for each piece of content.**

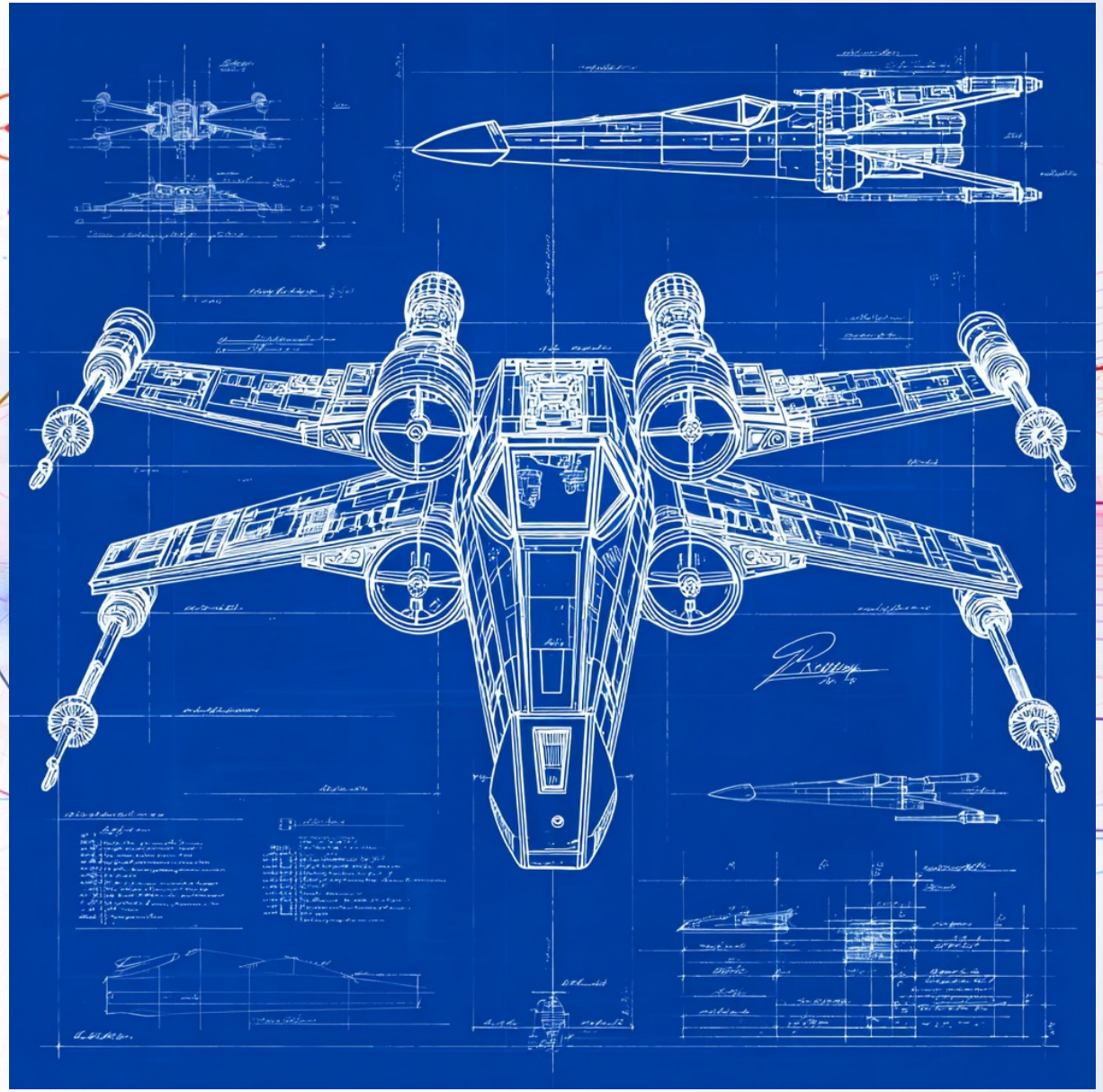


- It's scalable.
- It's based on real data, not keyword magic.
- It covers potential search journeys.
- It targets all intents and purposes.
- It uses the best format for each piece of content.
- **It uses the best tone of voice to retain and build user loyalty.**



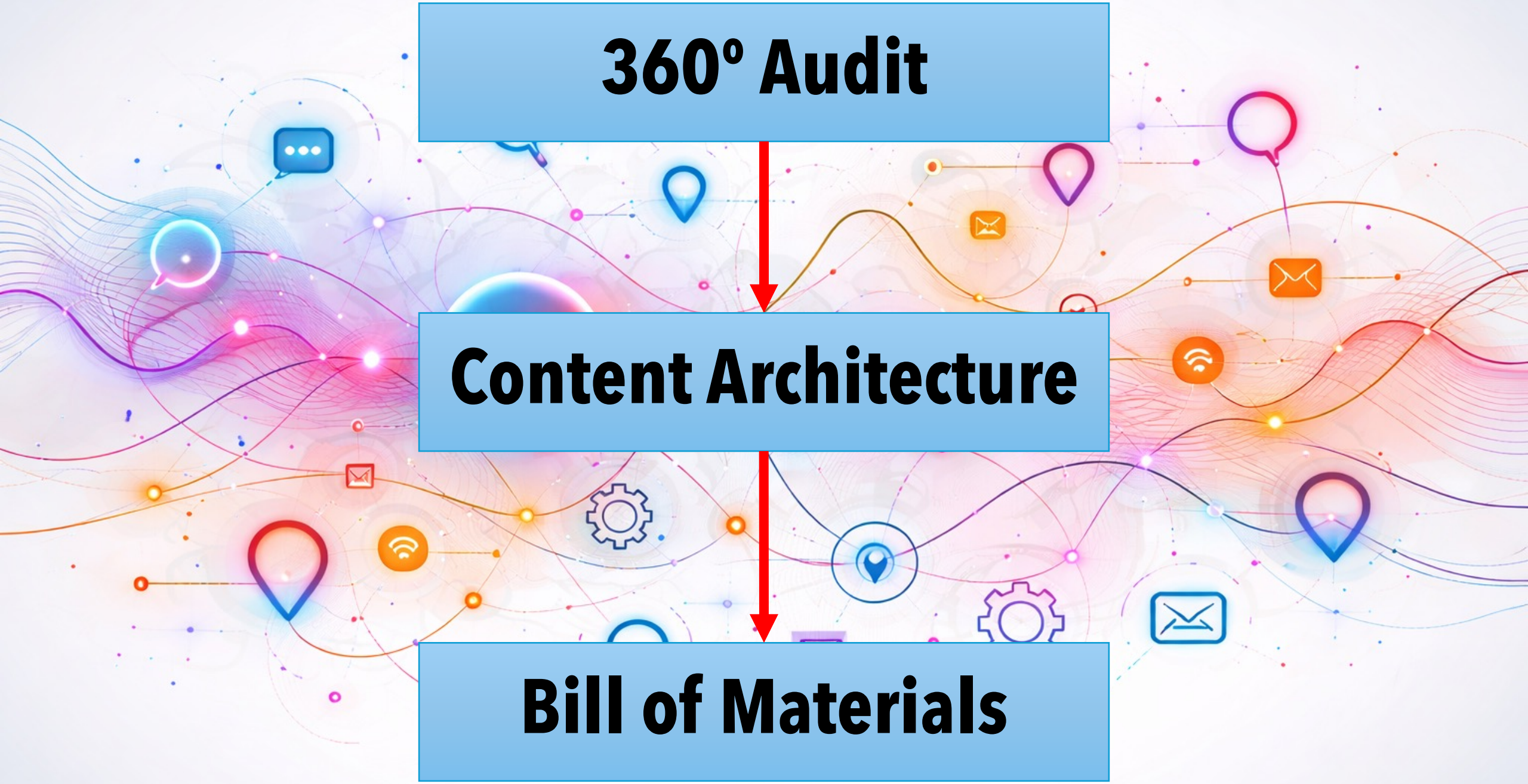
Results

- Strategic and high-performance asset.
- Answers to every potential question.
- Information gain.
- Topical authority.
- Pervasive visibility.
- Measurable ROI.



The
Wandering
Hobbit

UNTRAVEL
.com

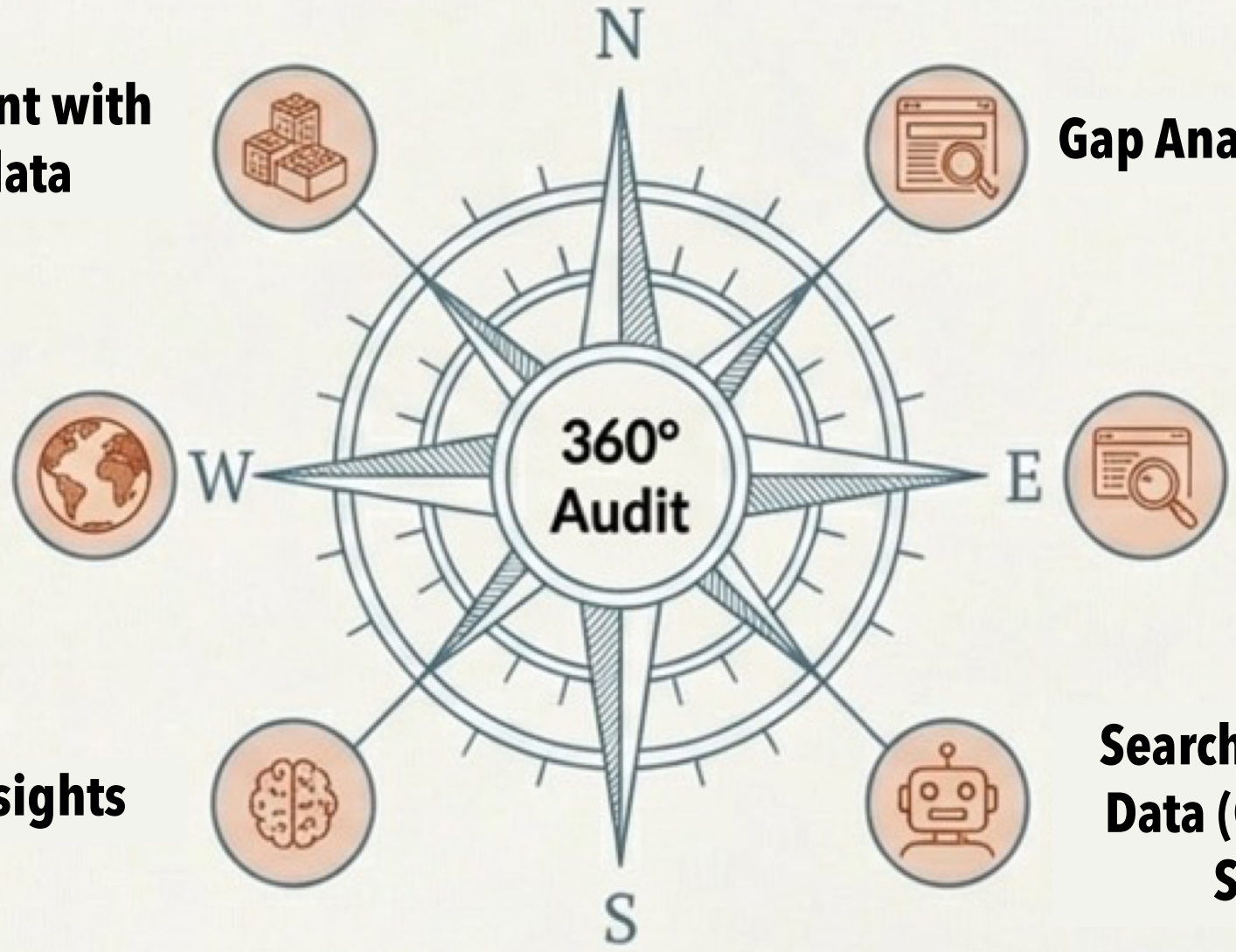

360° Audit
Content Architecture
Bill of Materials

SOURCES

Existing content with performance data

Gap Analysis

User Intent



Buyer Persona Profiles

Client's insights

Search Ecosystem Data (Classic & AI Search)

360º Audit – Buyer Persona

PRIMARY BUYER PERSONA: "I know the world and I know how to live it to the fullest."

Who are they?

Adult couples. High socio-cultural status, with above-average disposable income. For them, the best is normality, and they spend a lot on products and services. Busy with work and life, many are entrepreneurs, freelancers, and managers. They place extreme importance on the quality of their free time: cultural interests, personal care, sports, passions, wellness, and leisure.

Their typical vacation

Their vacations convey emotion, uniqueness, and even status/prestige. The destination (a careful mix of destination, location, and facility) must offer diverse experiences, as they tend to explore multiple alternatives before leaving. Vacations, whether permanent or itinerant depending on the time of year and season, are always understood as "journeys": destinations, facilities, and services are part of "a story." "Special" trips (weddings/special occasions) are important.

Tip: use CRM data to improve it

360º Audit – Client's Insights

Operational constraints must be clearly defined from the very beginning

360º Audit – Existing content with performance data

Existing Content – Main Landing Page

Website: https://www.wanderinghobbit.com/

Main landing page:
https://www.wanderinghobbit.com/destinations/oceania/new-zealand

New Zealand Tours and Trips

The Other Side of the World

New Zealand: boundless spaces.

The vast, boundless spaces of one of the most beautiful countries in the world still amaze and surprise its visitors. While the first humans who inhabited it always loved it deeply, and the first explorers were speechless by its charm, today travelers can enjoy its beauty year-round. New Zealand, also known by its Maori name of Aotearoa, is a destination literally on the other side of the world from us.

Everything in this country seems born to amaze: the landscapes, the culture, the seasons reversed compared to ours (at Christmas, for example, it's summer in New Zealand), the pristine nature, and the spectacular beaches. A land of

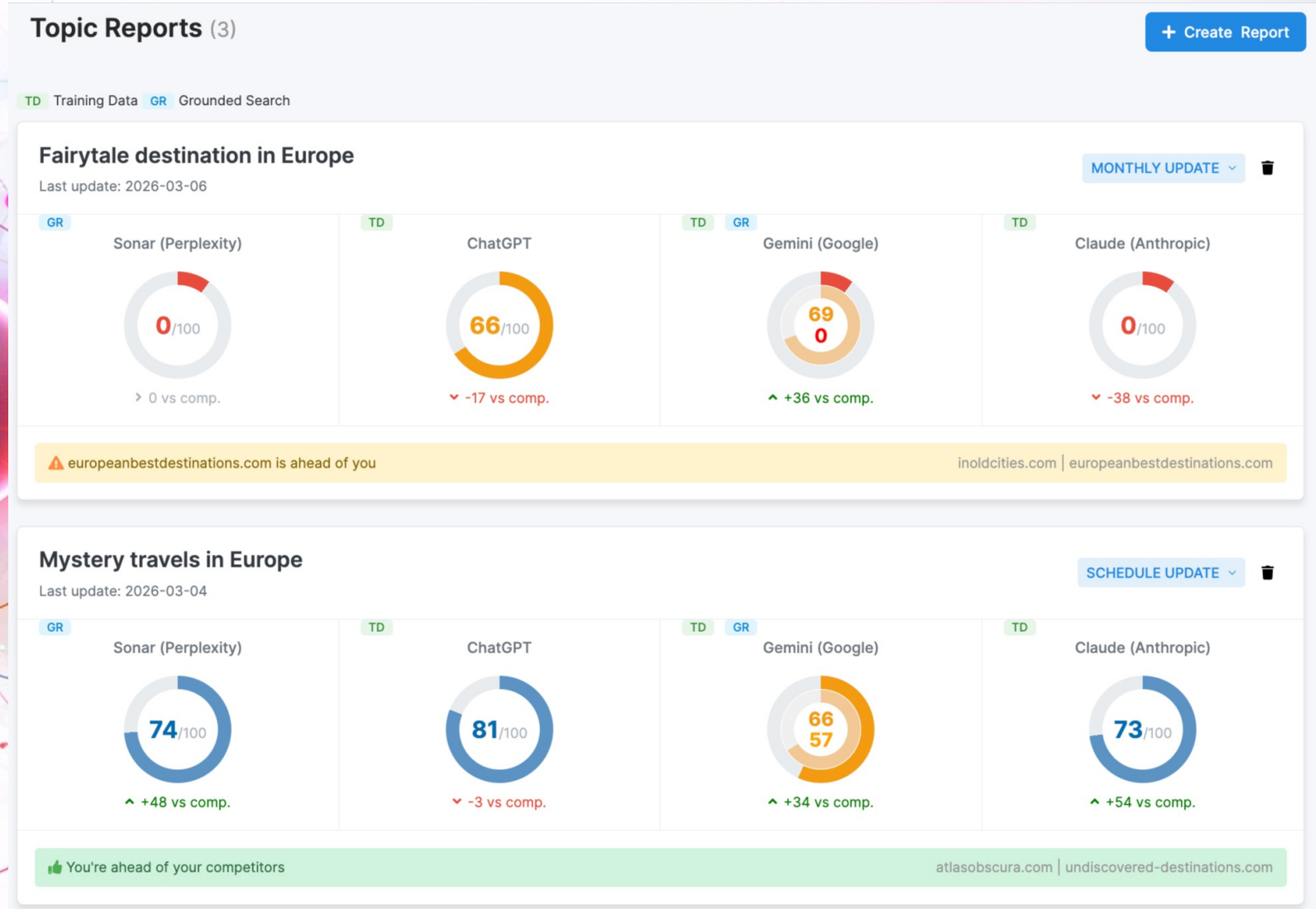
Organic Search Positions: **40**

Keyword	Intent	Prev. positi...	Position	SF	Traffic	V
new zealand travel tips	I	6	6	6	7	
weather in auckland new zealand in february	I	?	?	3	1	
why go to new zealand	I	42	42	8	0	
travelling new zealand	C I	42	42	8	0	
travel in nz	I	20	20	7	0	
travelling in new zealand	C I	21	21	7	0	
best way to	C	28	28	6	0	

If exists, we must record all the existing content

360° Audit – Competitive analysis & insights

waikay



Topic gap analysis, not a KW Gap. Tip: assess it with Claude/Gemini

360º Audit – Search Ecosystem - Query Fan Outs

lookup_query	query	type	user_intent
ancient myth sites Europe travel	Crete vs mainland Greece for Minoan mythology sites	comparative	To compare two specific regions within a country for a focused mythological interest.
ancient myth sites Europe travel	Greek vs Roman mythological sites which are better for a first-time visitor	comparative	To compare two major categories of mythological sites to decide where to go first.
ancient myth sites Europe travel	Guided tour vs self-guided tour of European mythological sites	comparative	To understand the pros and cons of different travel styles for this specific type of trip.
atmospheric European destinations	atmospheric coastal towns in Italy vs. Croatia	comparative	To compare two specific countries and a specific type of destination (coastal towns).
atmospheric European destinations	Gothic atmosphere vs. Renaissance atmosphere in European cities	comparative	To understand and compare different types of historical atmospheres.
atmospheric European destinations	Prague vs. Budapest atmospheric travel	comparative	To compare two popular, similar options to help make a decision.
atmospheric European destinations	Tuscany vs Provence for atmospheric countryside	comparative	To compare two entire regions known for their atmosphere, rather than just cities.
enchanted places in Europe	cost of visiting Europe's top 5 enchanted castles	comparative	To understand the budget required to visit several famous castles.
enchanted places in Europe	Neuschwanstein Castle vs Eilean Donan Castle which is more fairytale-like	comparative	To compare two famous 'fairytale' castles based on aesthetics and atmosphere.
enchanted places in Europe	Proserpina Garden Sicily vs The Lost Gardens of Heligan UK	comparative	To compare two famous 'magical' gardens to understand their unique features.
enchanted places in Europe	Scotland's Highlands vs Ireland's Ring of Kerry for mystical landscapes	comparative	To compare two similar regions to decide which one to visit for atmospheric scenery.
fairytale destinations Europe	Alsace France vs Bavaria Germany for fairytale towns	comparative	To compare two entire regions known for their fairytale-like villages.

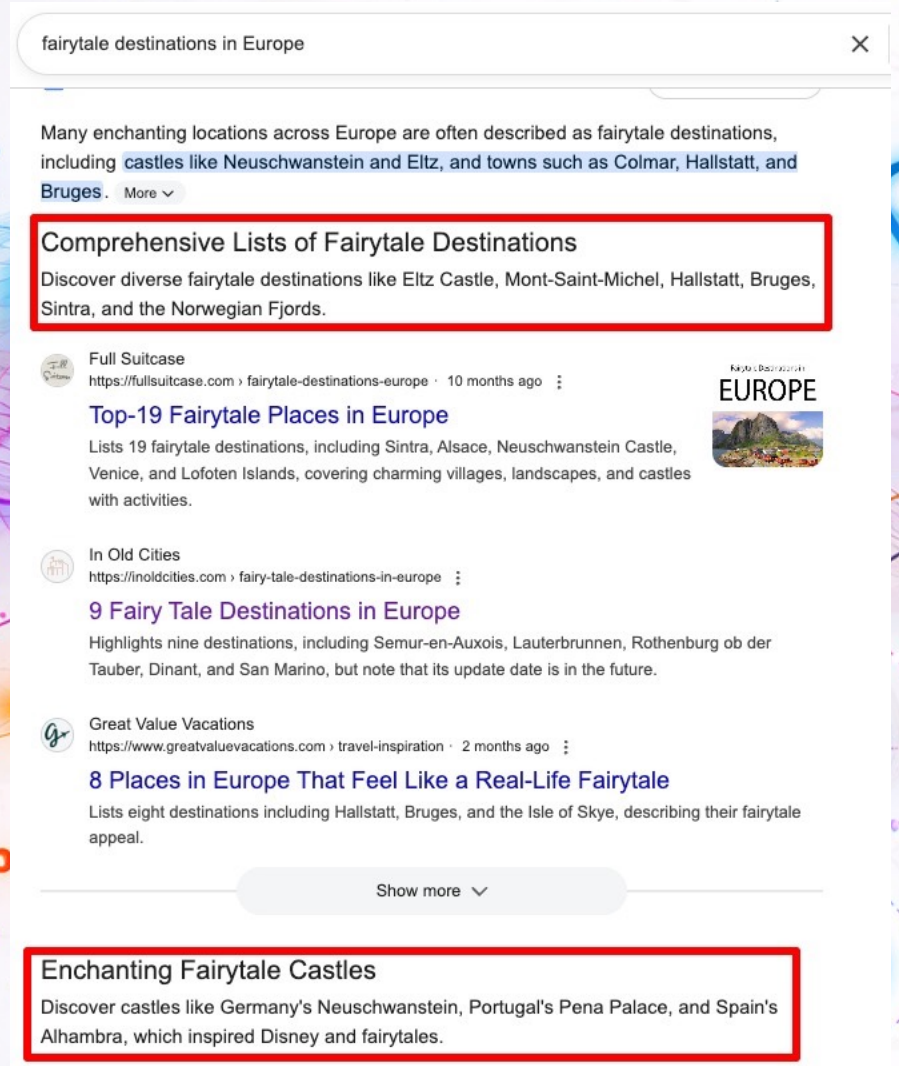
Use the AI Mode query fan out for the richness of its parametered data

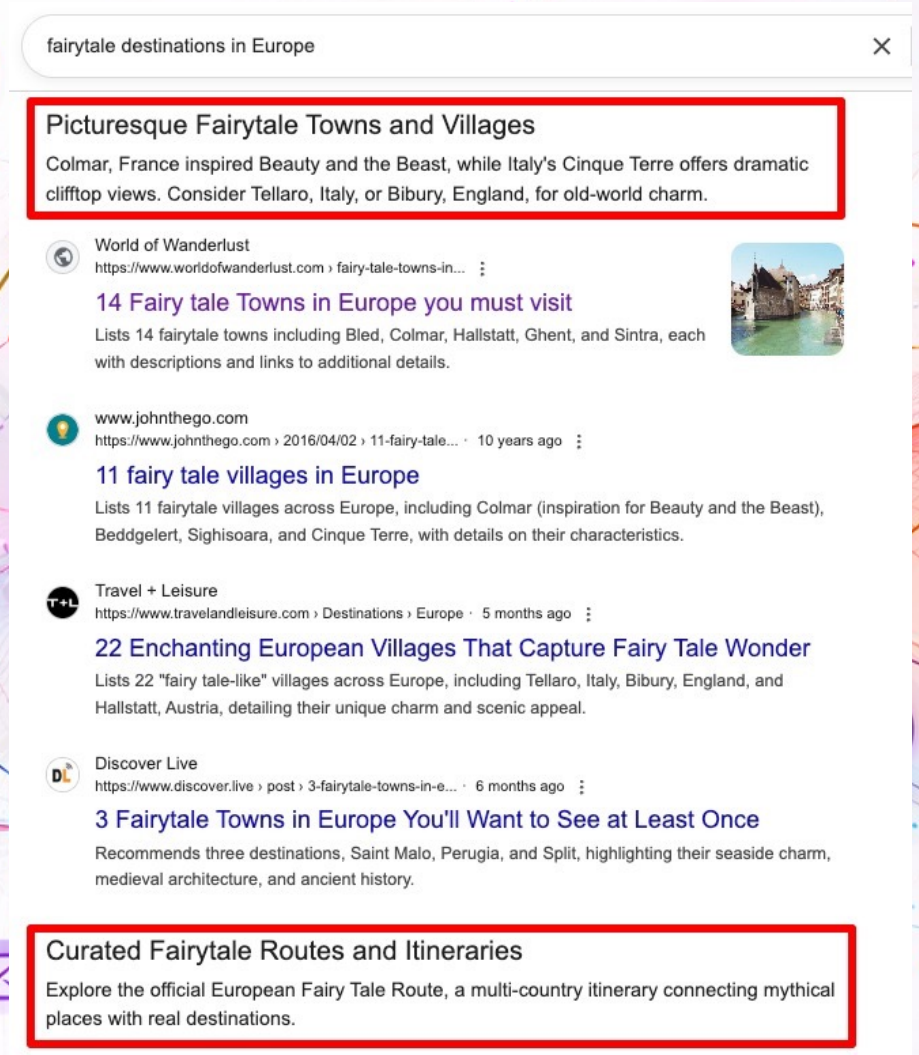
360º Audit – Search Ecosystem - PAA/PASF

Level 0	Level 1	Level 2
folklore travel destinations Europe	**What is the most spiritual place in Europe?**	Where in Europe is most like the Caribbean?
folklore travel destinations Europe	What is the most spiritual place in Europe?	What is the most mystical place in the world?
folklore travel destinations Europe	What is the most spiritual place in Europe?	**What is the spiritual capital of Europe?**
folklore travel destinations Europe	What is the most spiritual place in Europe?	**What is the most important apparition site in Europe?**
folklore travel destinations Europe	What is the most spiritual place in Europe?	**What is the holy city of Europe?**
folklore travel destinations Europe	What is the most spiritual place in Europe?	**What is the most spiritual place in Italy?**
folklore travel destinations Europe	What is the most spiritual place in Europe?	**What is considered the holiest place on Earth?**
folklore travel destinations Europe	What is the most spiritual place in Europe?	What is the least religious European country?
folklore travel destinations Europe	What is the fairy tale route in Europe?	**What is the fairytale capital of the world?**
folklore travel destinations Europe	**What is the fairy tale route in Europe?**	What is the most charming town in Europe?
folklore travel destinations Europe	What is the fairy tale route in Europe?	**What is the most fairytale place in the world?**
folklore travel destinations Europe	What is the fairy tale route in Europe?	**What is Rothenburg, Germany known for?**
folklore travel destinations Europe	What is the fairy tale route in Europe?	**What country is the land of fairytales?**
folklore travel destinations Europe	What is the fairy tale route in Europe?	**Where are the Grimm fairy tales in Germany?**
folklore travel destinations Europe	What is the fairy tale route in Europe?	**What is the best fairy tale route in Germany?**
folklore travel destinations Europe	What is the fairy tale route in Europe?	**Is Denmark famous for fairy tales?**
folklore travel destinations Europe	**What is the most magical place in Europe?**	Which 7 wonders are in Europe?
folklore travel destinations Europe	What is the most magical place in Europe?	**What is the most mysterious place in Europe?**
folklore travel destinations Europe	What is the most magical place in Europe?	What is considered the prettiest country in Europe?
folklore travel destinations Europe	What is the most magical place in Europe?	Where in Europe is most like the Caribbean?
folklore travel destinations Europe	What is the most magical place in Europe?	**Where do most fairy tales take place?**
folklore travel destinations Europe	What is the most magical place in Europe?	Who are the big 3 in Europe?
folklore travel destinations Europe	What is the most magical place in Europe?	What is the #1 most beautiful place in the world?
folklore travel destinations Europe	What is the most magical place in Europe?	**What is the mystical forest in Europe?**
folklore travel destinations Europe	**Which European country is famous for its fairy tales?**	What is the fairytale capital of the world?

Use PAA & PASF for mapping statistically potential Search Journeys

360° Audit – Search Ecosystem – Web Guide





The topic taxonomy breakdown according to Google (and Gemini)

360° Audit – Search Ecosystem – AI Answers

AI Overview

Europe offers numerous enchanting, storybook destinations, ranging from the dramatic, steep-roofed castles of Bavaria, Germany (Neuschwanstein) and the medieval, canal-lined streets of Bruges, Belgium, to the colorful, timber-framed houses of Colmar, France. Other top spots include the mountain-ringed lake village of Hallstatt, Austria, and the hilltop town of Sintra, Portugal.

Here are the top fairytale destinations in Europe:

Charming Towns & Villages

- **Colmar, France:** Known for its Alsatian, timber-framed houses, cobblestone streets, and canals, often resembling a storybook.
- **Hallstatt, Austria:** A stunning village nestled between the Dachstein Mountains and a lake.
- **Rothenburg ob der Tauber, Germany:** A perfectly preserved medieval town with cobblestone streets, often considered the quintessence of German fairytale towns.
- **Bruges, Belgium:** A UNESCO site known for its canals, historic bridges, and medieval buildings.
- **Český Krumlov, Czech Republic:** Features a massive castle, red-roofed buildings, and a river bend setting.
- **Dinan, France:** A walled, medieval town in Brittany with winding cobblestone streets.
- **Eze, France:** A medieval village perched high above the French Riviera with stunning views.
- **The Cotswolds, England:** Picturesque villages with honey-colored stone cottages. Europe's Best Destinations +6

Fairytale Castles & Cities

- **Bavaria, Germany:** Home to Neuschwanstein Castle, which inspired the Disney castle, surrounded by alpine scenery.
- **Sintra, Portugal:** Features the colorful, Romantic-era Pena Palace and the Moorish Castle.
- **Mont-Saint-Michel, France:** A breathtaking island commune in Normandy with a monastery rising from the sea.
- **Prague, Czech Republic:** The "City of a Hundred Spires" with its dramatic castle and Old Town.
- **Luxembourg City, Luxembourg:** Features a dramatic, fortified old town with clifftop views.
- **Budapest, Hungary:** Known for the whimsical, storybook architecture of the Fisherman's Bastion. Europe's Best Destinations +4

Nature-Inspired Fairytales

- **Lauterbrunnen, Switzerland:** A valley of 72 waterfalls and dramatic, sheer rock cliffs.
- **Fanal Forest, Madeira (Portugal):** A mystical, moss-covered laurel forest.
- **Lapland, Finland:** A winter wonderland with snowy cabins, northern lights, and frozen lakes.
- **Meteora, Greece:** Ancient monasteries built on top of high, rocky pillars. Instagram +3

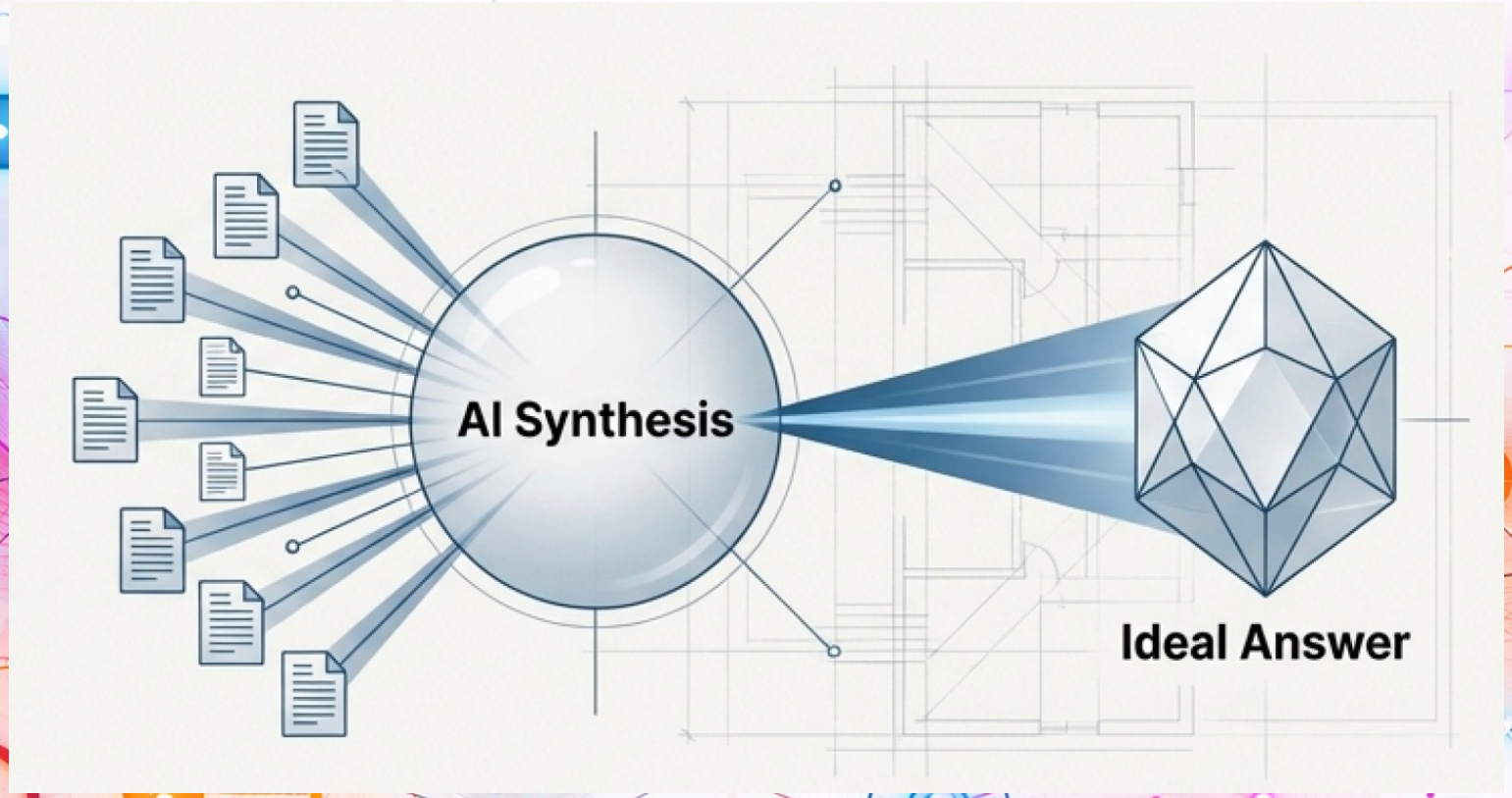
Best Time to Visit

For a, "frozen-in-time" winter feel, visit **Bavaria** or **Lapland**. For Christmas charm, **Colmar** and **Gdansk** are highly recommended. For spring/summer, **Hallstatt** and **Sintra** offer vibrant, scenic views. Europe's Best Destinations +4

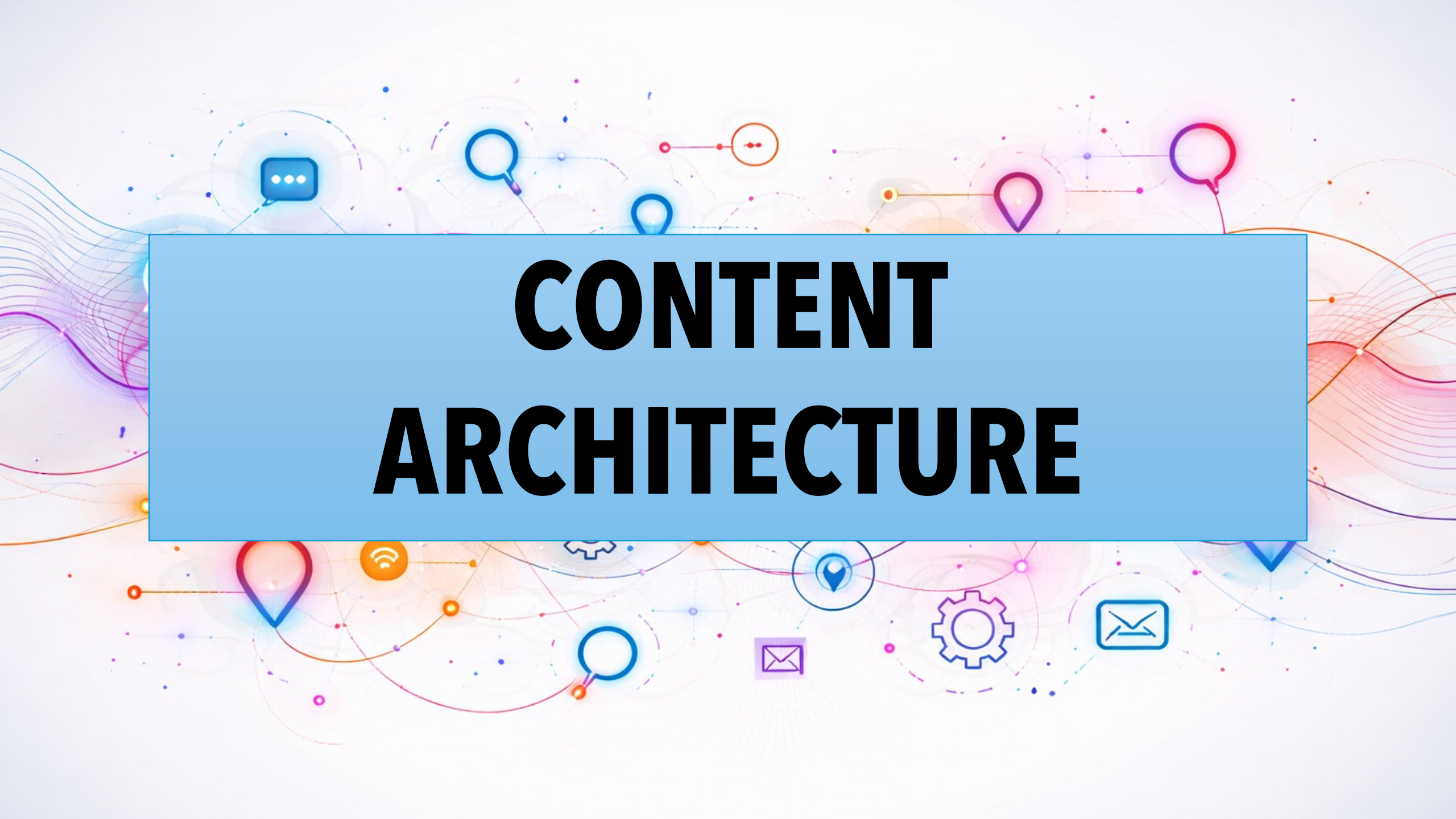
Dive deeper in AI Mode

The living database of the entities AI Models associate to a topic

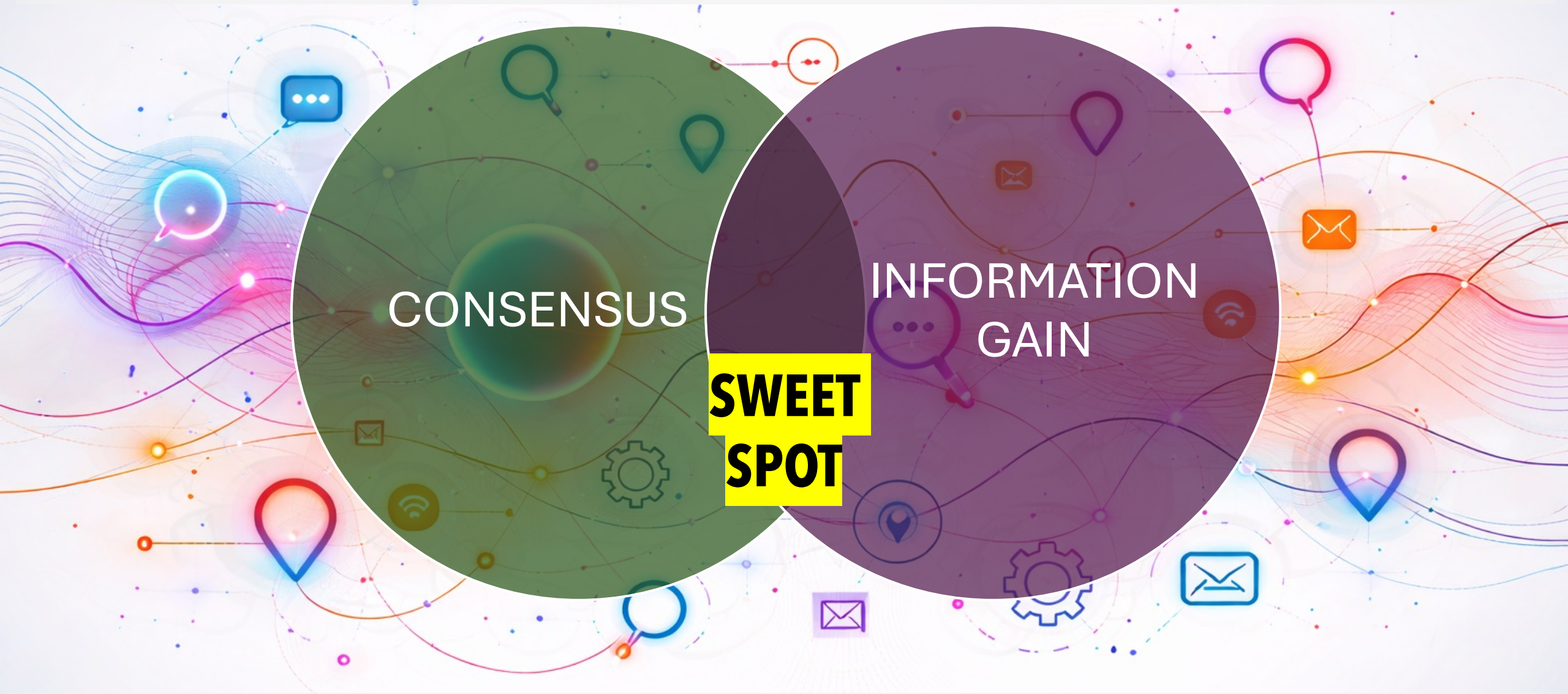
360° Audit – Search Ecosystem – AI Answers



AI answers serve as an ideal topic benchmark; cosine similarity against them reveals insights beyond competitor analysis.

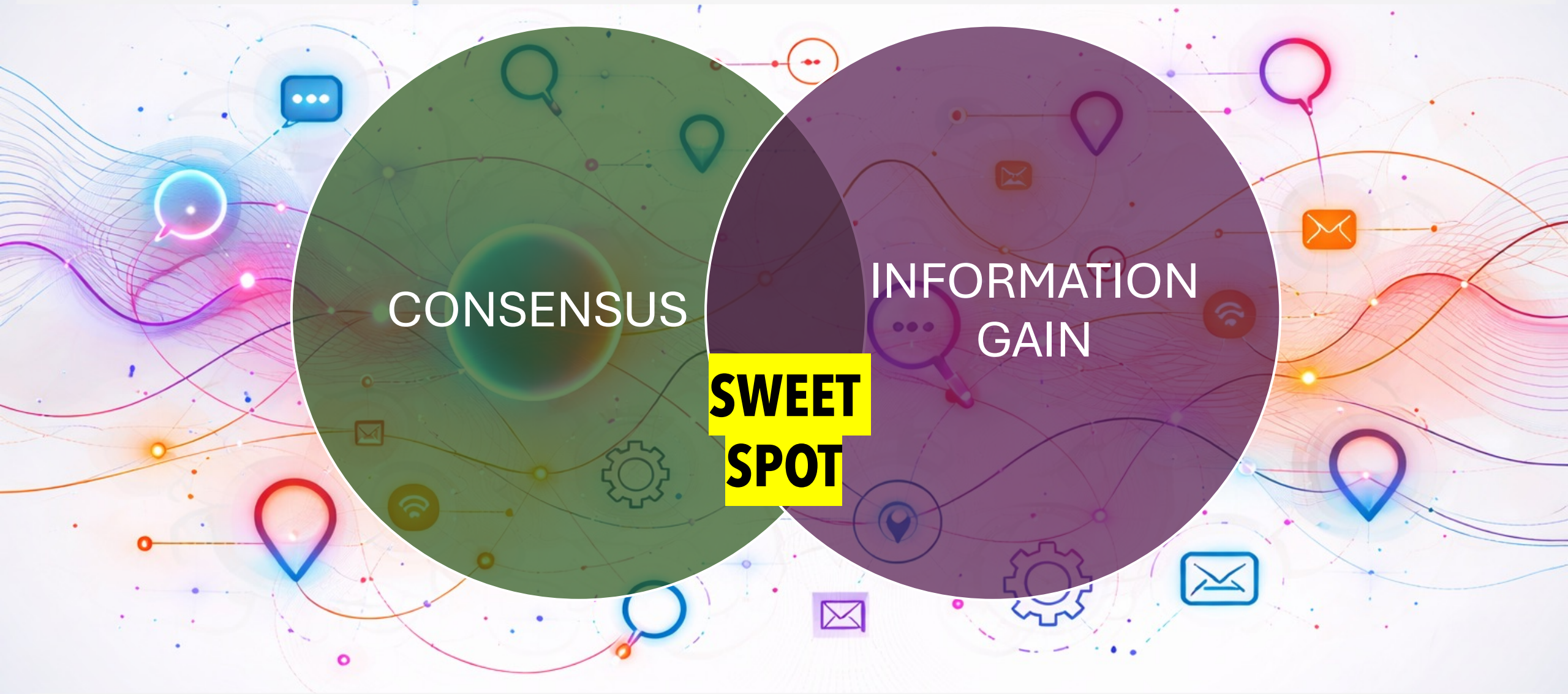

CONTENT
ARCHITECTURE

Content Architecture – Balancing Consensus & Information Gain



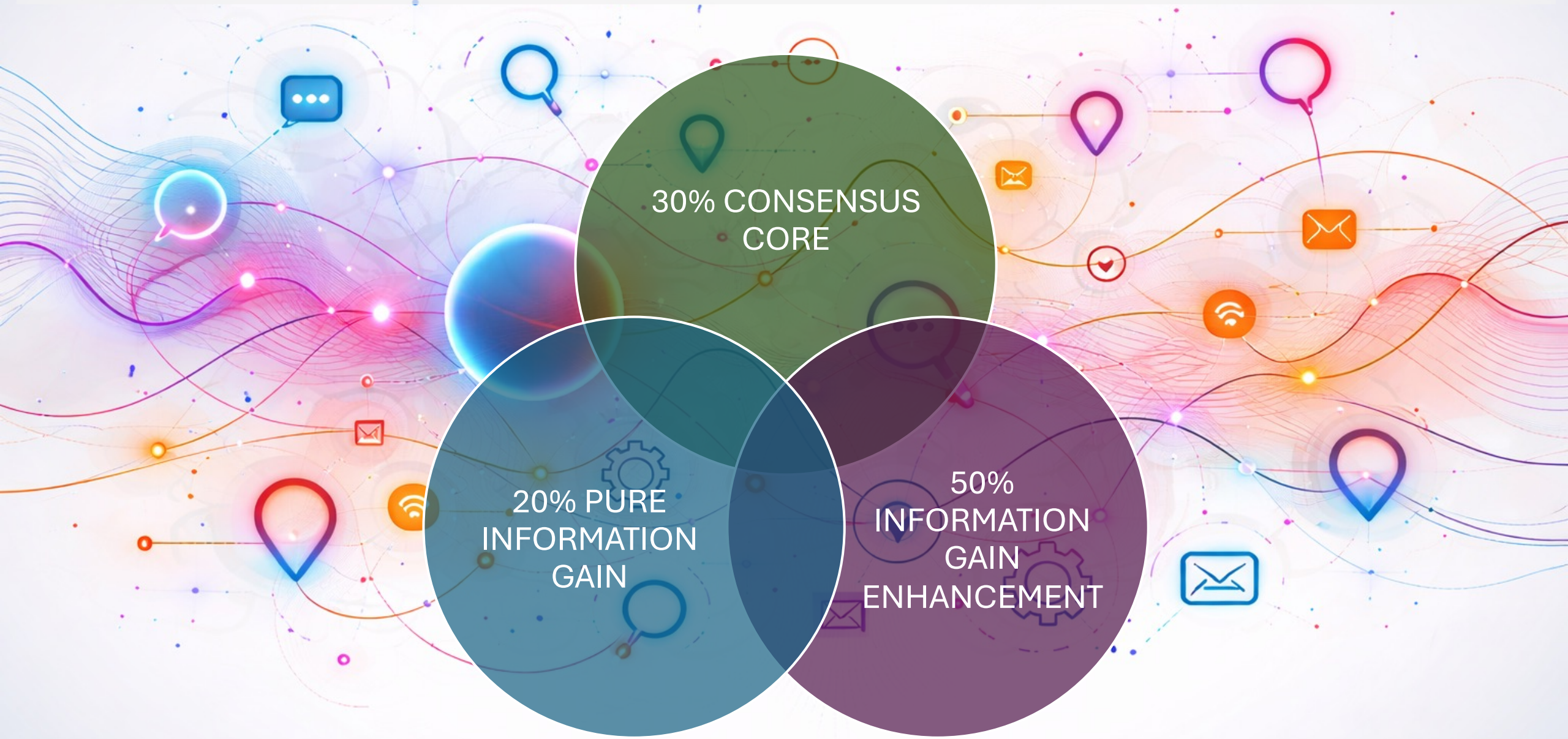
Chasing consensus = Chasing invisibility

Content Architecture – Balancing Consensus & Information Gain



Chasing only information gain = Risking shadow banning

Content Architecture – Balancing Consensus & Information Gain



Content Architecture – Balancing Consensus & Information Gain

CONSENSUS CORE

- Fairytale castles
- Prague mysteries
- Ghost tours
- Celtic vibes
- Templar roots

INFO GAIN ENHANCE

The same of the consensus but enhanced with features competitors do not have

PURE INFO GAIN (based on Persona's analysis)

- Content not covered by competitors
- Tools
- Frameworks no other has
- Budget calculator
- Prop taxonomies

Content Architecture – The "Rosalía Effect"

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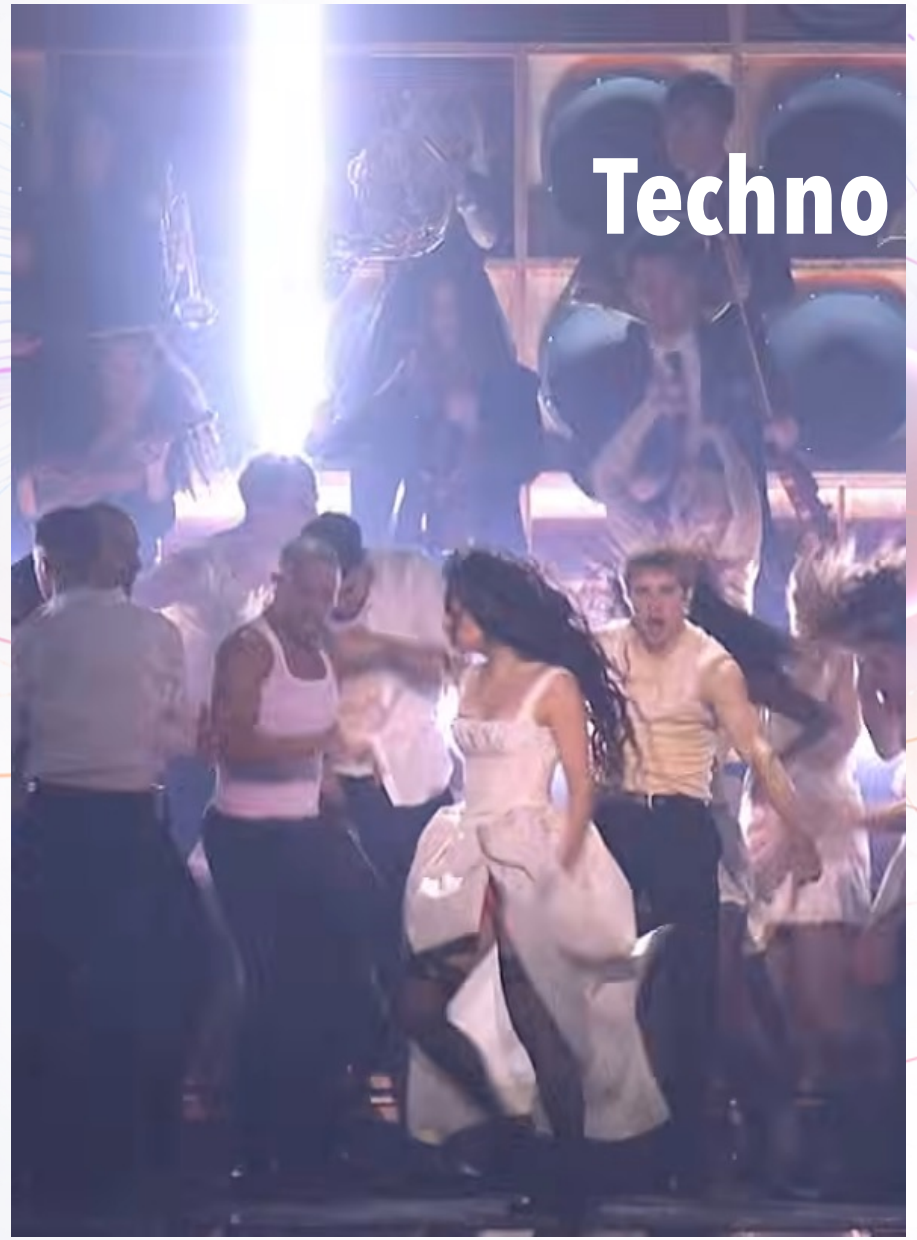

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Content Architecture – The "Rosalía Effect"

PURE INFO GAIN (based on Persona's analysis)

The Component vs. The Connection

Anyone can write an isolated article on "Topic A" (the opera) or "Topic B" (the techno). That is a commodity.

Content Architecture – The "Rosalía Effect"

PURE INFO GAIN (based on Persona's analysis)

The Component vs. The Connection:

Anyone can write an isolated article on "Topic A" (the opera) or "Topic B" (the techno). That is a commodity.

The Moat:

The value lies in the "information gain spine" that naturally connects concepts.

Content Architecture – The "Rosalía Effect"

PURE INFO GAIN (based on Persona's analysis)

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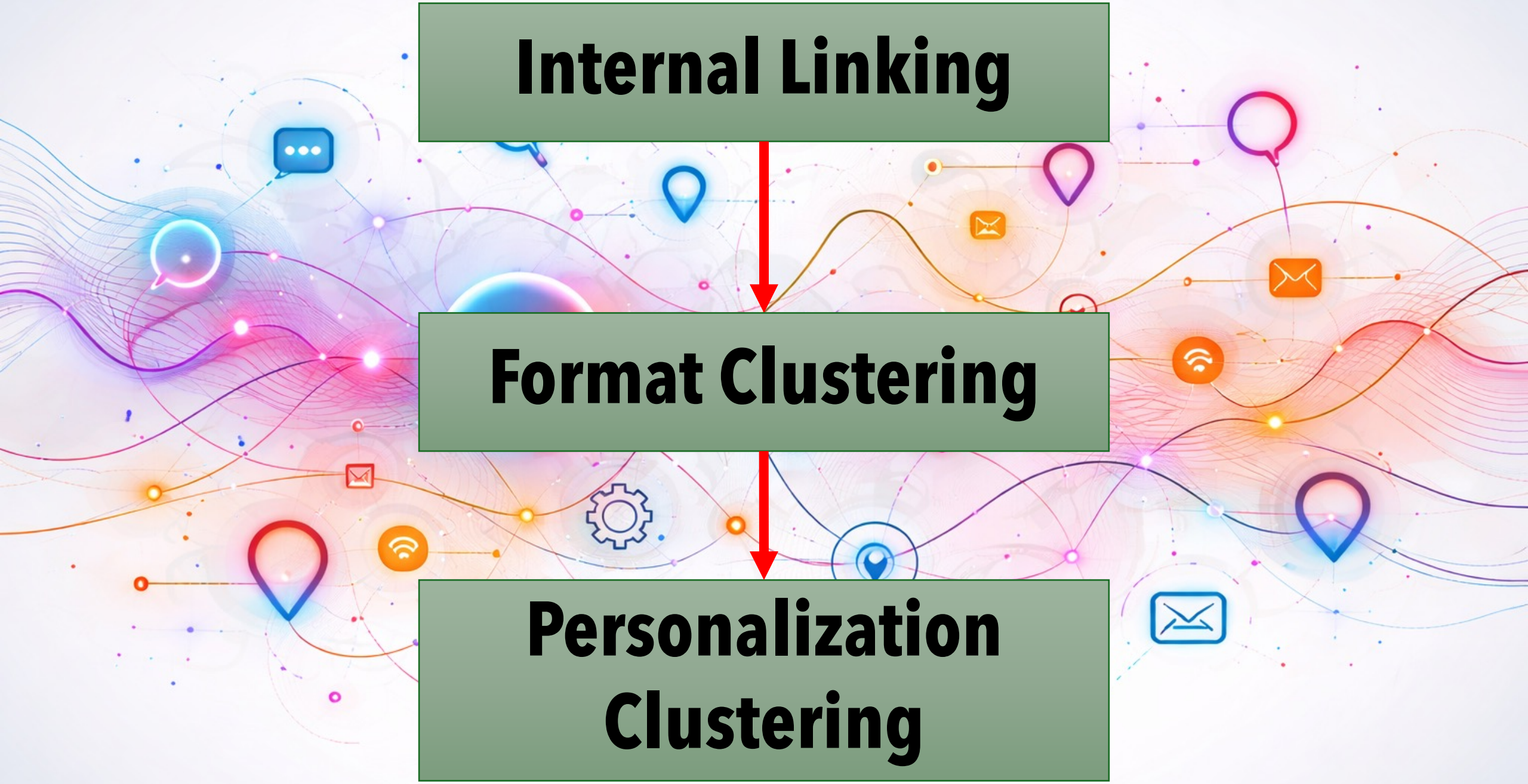
The Moat

The value lies in the "information gain spine" that naturally connects concepts.

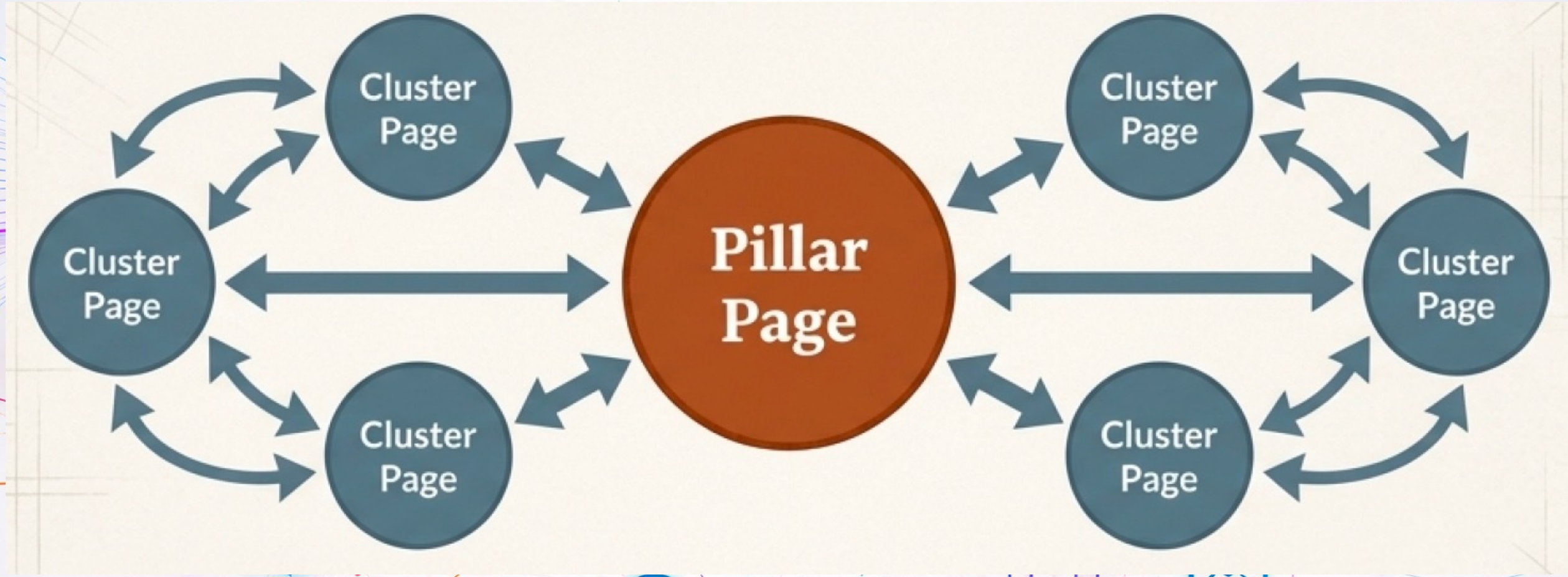
The Result

You create unique logic paths that competitors can't easily replicate.

#	Content Piece	Layer	Micro-Moment	Cluster	Information Gain Integration	User Journey Phase	Action
1	**Mystery Travels in Europe** (Pillar Page)	Enhanced Consensus	I want to go + know	— (parent)	Integrates ALL spines: regional map preview, cost transparency mention, atmosphere taxonomy intro, mystery experience overview	Exploration	Create
2	**Fairytale Castles in Europe** (Neuschwanstein, Mont Saint-Michel, Hallstatt, etc.)	Consensus Core	I want to go	Cluster 1	Links to Cost Transparency (entry fees, tour costs) + Atmosphere Taxonomy (fairytale picturesque)	Exploration	Create
3	**Black Forest Germany: Fairytale Towns & Dark Legends**	Enhanced Consensus	I want to go + know	Cluster 1	Regional Mystery Framework (West Europe node) + Narrative Lore (folklore depth) + Cost data (accommodation/activity ranges)	Exploration	Create
4	**Scotland's Highlands vs. Ireland's Ring of Kerry: Mystical Landscapes Compared**	Enhanced Consensus	I want to know	Cluster 1	Comparative framework (side-by-side analysis) + Cost Transparency (total trip cost comparison) + Atmosphere Taxonomy (coastal + forest mystique)	Consideration	Create
5	**Prague Mysteries: Astronomical Clock, Alchemy & Gothic Tales**	Enhanced Consensus	I want to go + know	Cluster 2	Narrative Lore (deep storytelling) + Cost Transparency (tour pricing breakdown) + Atmosphere Taxonomy (Gothic) + links to existing city page	Exploration	Update
6	**Edinburgh Ghost Tours & Mystery Walks**	Consensus Core	I want to go	Cluster 2	Mystery Experience Guide (ghost tour format explained) + links to existing city page	Exploration	Update
7	**Bologna Murder Mystery: Small-Group Investigation Tours**	Enhanced Consensus	I want to do + buy	Cluster 2	Mystery Experience Guide (murder mystery format, group dynamics) + Cost Transparency (premium small-group pricing explained)	Consideration	Update
8	**Ancient Myth Sites: Greece, Crete & Mediterranean Legends**	Consensus Core	I want to know	Cluster 3	Regional Mystery Framework (South Europe node) + Narrative Lore (mythology depth)	Exploration	Create
9	**Balkans & Albania: Europe's Mysterious Off-the-Beaten-Path**	Enhanced Consensus	I want to go + know	Cluster 3	Regional Mystery Framework (East Europe node) + First-mover advantage on emerging entity	Exploration	Create
10	**Atmospheric European Destinations: Understanding Gothic, Renaissance & Coastal Moods**	Pure Information Gain	I want to know	Cluster 3 / Spine 4	Atmosphere Taxonomy (proprietary categorization) + Applied to all destination entities	Exploration	Create
11	**Mystery Travel Cost Guide & Budget Calculator**	Pure Information Gain	I want to do + buy (consideration)	Spine 1	Interactive tool + Data transparency across all destinations	Consideration	Create
12	**Mystery Travel Experience Guide: What to Expect, Tour Formats & FAQ**	Pure Information Gain	I want to know + do	Spine 3	Educational content filling competitor void + Links to all tour products	Consideration	Create

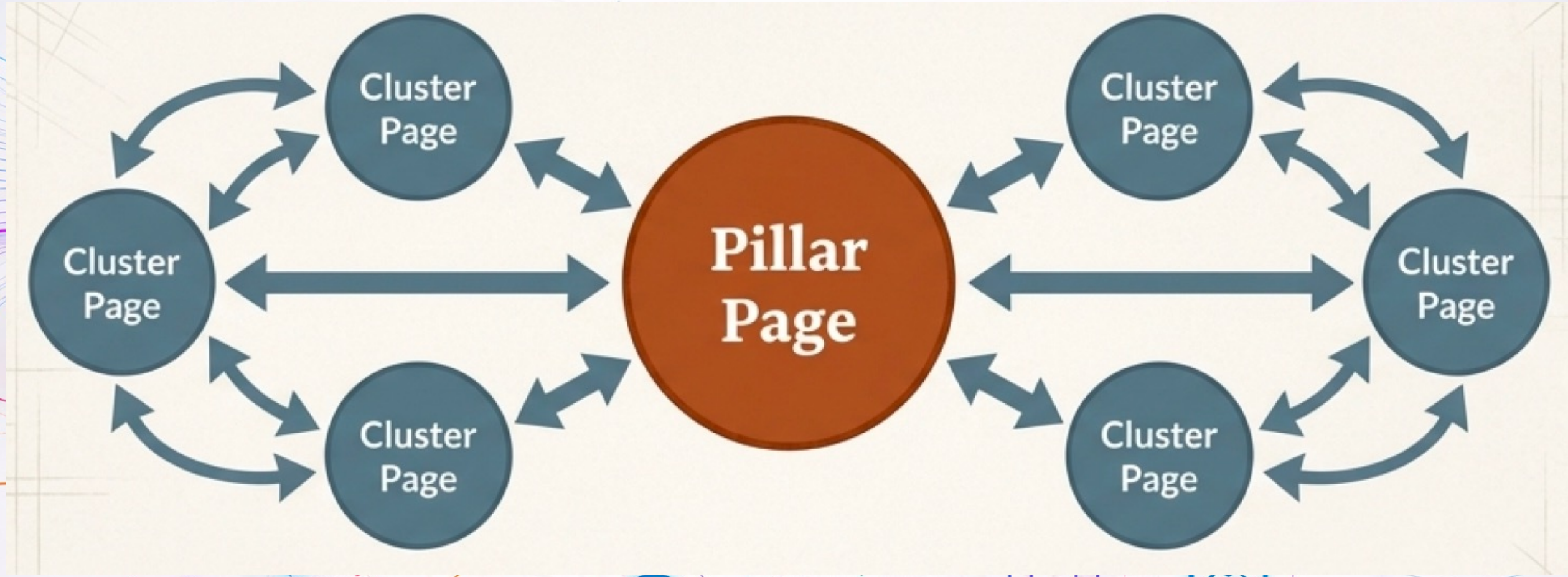

Internal Linking
Format Clustering
Personalization Clustering

Content Architecture – Internal Linking



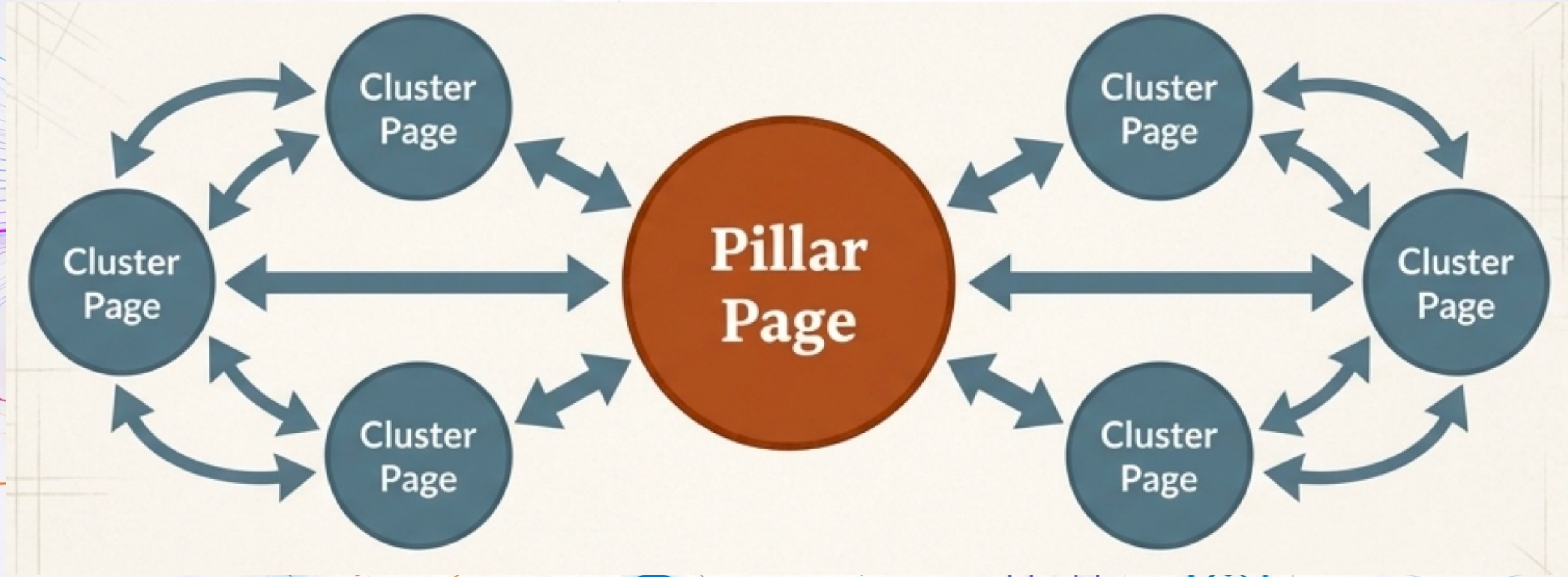
Strategic linking anticipates the user's next question and builds our site's Knowledge Graph.

Internal Linking



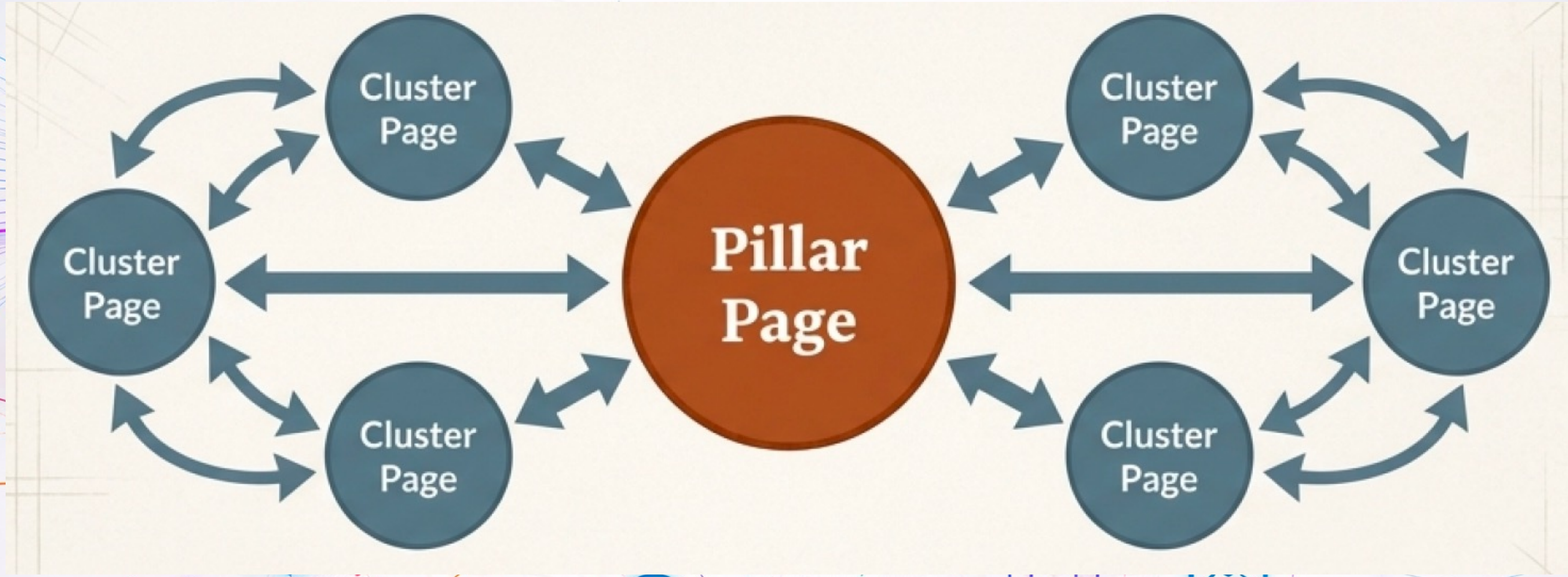
SEO - Signals the pillar as the topic's core, boosting authority and speeding cluster page indexing.

Internal Linking



UX - Anticipates user questions and links clusters to guide engagement and funnel progression.

Internal Linking



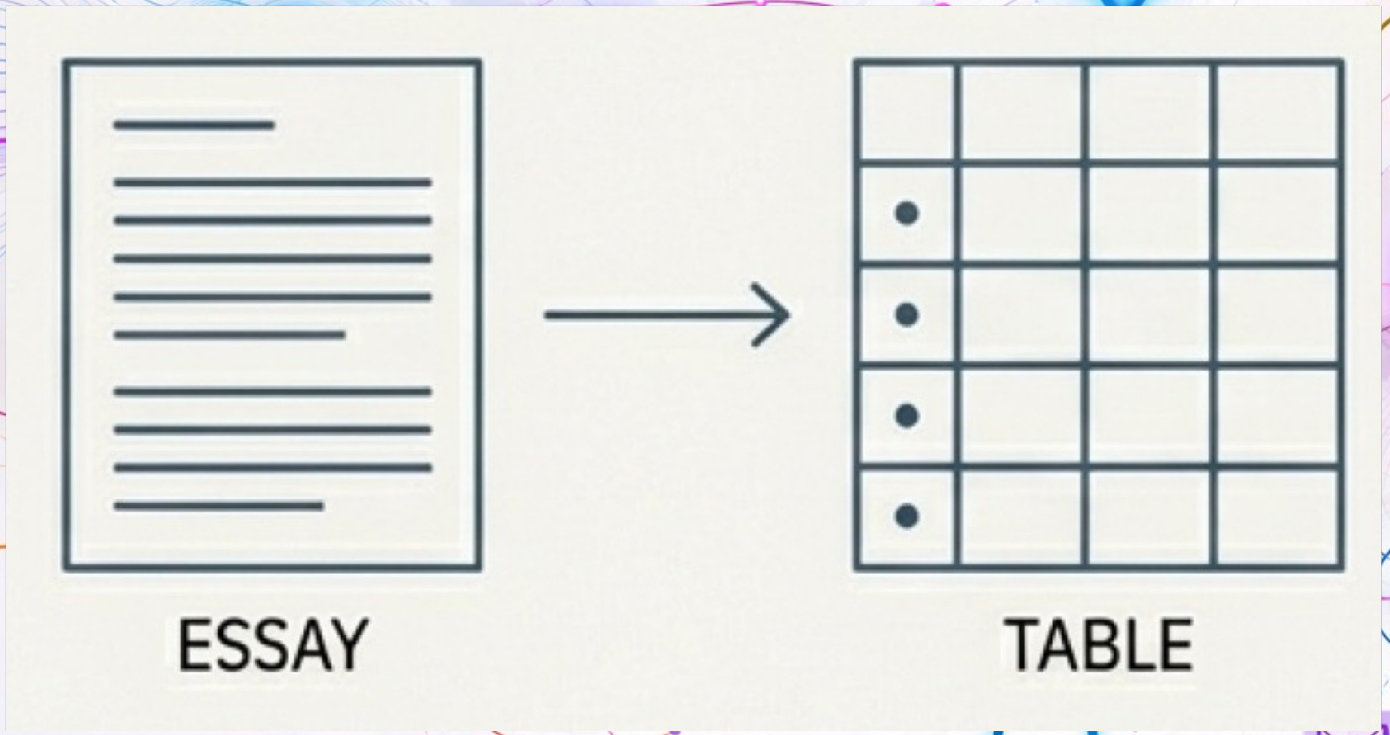
AI Search - A clear, semantic link structure helps search engines understand your hierarchy and expertise, increasing Source-of-Truth potential.

From Content Piece	To Content Piece	Link Type	Anchor Text Example	Information Gain Signal Encoded	User Discovery Moment
Entity → Data Spine Links					
#2 Fairytale Castles	#11 Cost Guide & Calculator	Entity-to-Spine	"Real costs for Europe's fairytale castles: Entry fees, tour pricing & budget planning by region"	Reveals cost transparency framework with actionable calculator	User discovers we provide budget data, not just inspiration
#5 Prague Mysteries	#11 Cost Guide & Calculator	Entity-to-Spine	"What Prague mystery tours actually cost: Small-group pricing breakdown with no hidden fees"	Signals transparency about tour economics + Untravel.com small-group value proposition	Trust-building through pricing honesty
#8 Ancient Myth Sites	#11 Cost Guide & Calculator	Entity-to-Spine	"Greece mythology travel costs: Transport, site entries & guided tour options compared"	Reveals granular cost data by expense category	User realizes we help them budget, not just dream
#3 Black Forest	#11 Cost Guide & Calculator	Entity-to-Spine	"Black Forest budget guide: Accommodation, activities & seasonal cost variations"	Shows we track seasonal pricing patterns	User discovers pricing intelligence competitors lack
Entity → Regional Spine Links					
#2 Fairytale Castles	Pillar #1 Regional Map section	Entity-to-Spine	"Explore all West European fairytale destinations: Celtic, Germanic & Alpine mystery traditions"	Reveals regional navigation framework	User discovers lateral browsing by region + theme
#5 Prague Mysteries	Pillar #1 Regional Map section	Entity-to-Spine	"Prague is part of Central Europe's Gothic mystery corridor: Discover connected destinations"	Signals thematic regional grouping	User realizes they can explore by atmosphere + geography
#9 Balkans & Albania	Pillar #1 Regional Map section	Entity-to-Spine	"Eastern Europe's hidden mysteries: Balkans, Slavic folklore & off-the-beaten-path enigmas"	Reveals emerging region positioning	User discovers underserved geographic cluster
Entity → Experience Guide Links					
#7 Bologna Murder Mystery	#12 Mystery Experience Guide	Entity-to-Spine	"How Untravel.com's small-group murder mysteries work: What's revealed, roleplay levels & why intimate groups matter"	Reveals educational transparency about tour format	Reduces booking anxiety through clarity
#6 Edinburgh Ghost Tours	#12 Mystery Experience Guide	Entity-to-Spine	"Ghost tour expectations: Storytelling vs. investigation, evening safety & skeptic-friendly options"	Signals we address unspoken concerns	User gains confidence through honest FAQ
#5 Prague Mysteries	#12 Mystery Experience Guide	Entity-to-Spine	"Mystery travel in Prague explained: Tour types, surprise levels & how to choose your experience"	Shows we educate, not just sell	User feels informed, not pressured
Entity → Atmosphere Spine Links					
#5 Prague Mysteries	#10 Atmospheric Destinations	Entity-to-Spine	"Prague's Gothic atmosphere decoded: Dark stone, medieval drama & why it defines Central European mystique"	Reveals proprietary atmosphere taxonomy	User discovers we categorize what "atmospheric" means
#4 Scotland vs. Ireland	#10 Atmospheric Destinations	Entity-to-Spine	"Comparing coastal mystique & forest atmosphere: How Scotland and Ireland deliver different mystery moods"	Signals atmosphere is a defined, comparable attribute	User realizes mood is a planning criterion
Pillar → Spine Links					
Pillar #1 Mystery Travels	#11 Cost Guide & Calculator	Pillar-to-Spine	"Plan your mystery travel budget: Real costs across Europe with our interactive calculator"	Hub's utility anchor introduced early	User sees hub offers tools, not just content

Format Clustering

MICROMOMENT	SUB MICROMOMENT	SERP FEATURES
I Want To Know	Fresh	Top Stories, What People Are Saying, Shorts, Videos...
	Theoretical	AIO, PAA, Videos, Shorts, Images, KGraph Panel
I Want To Do		AIO, PAA, Videos, Short, Images, Discussion & Forum
I Want to Go		Maps, Hotels, Local KPanels, Find Results On
I Want to Buy	But I Need Help	Reviews, Buying Guide, Video, Discussions & Forums, AIO
	And I Know What	Merchant, Product Sites, Images

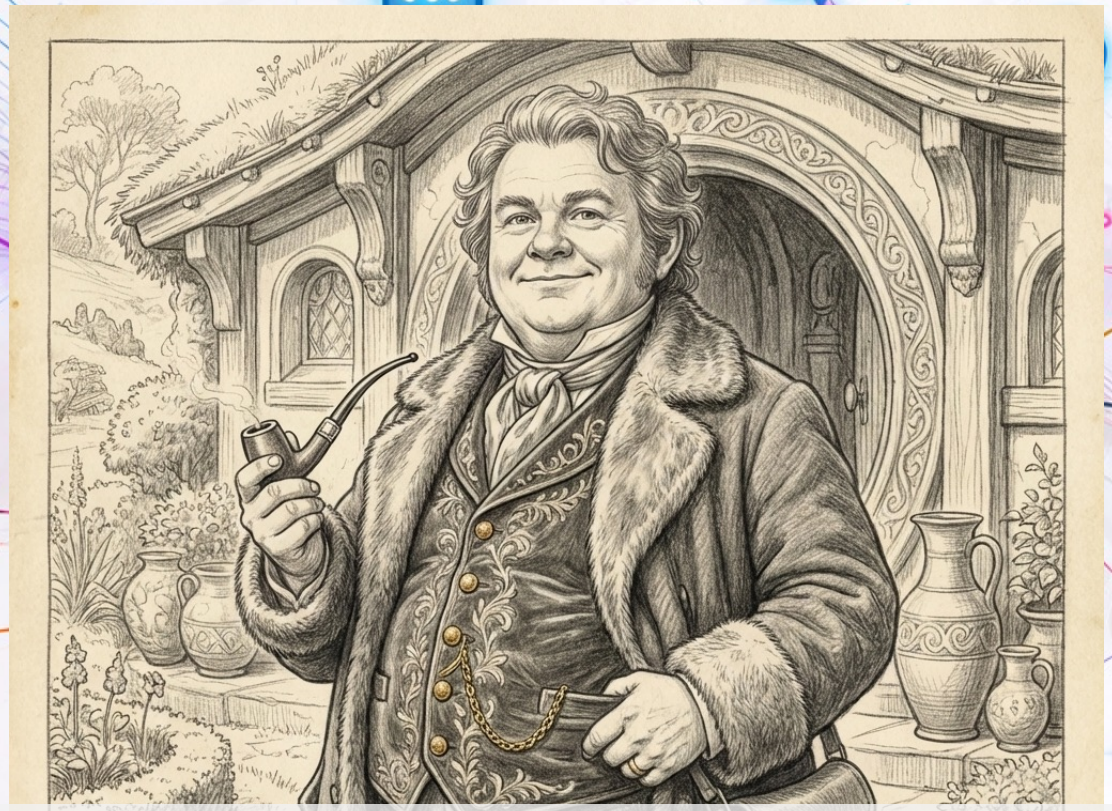
Format Clustering



Example

The "North vs. South Island" cluster guide must be designed with a prominent, central comparison table, not as a long form, because it's easier for the user to make a direct comparison.

Personalization Clustering (Buyer Persona, Tone of Voice, and Implied Sentiment)



Each item uses a tone tailored to the query's sentiment and the relevant buyer persona.

Personalization Clustering (Buyer Persona, Tone of Voice, and Implied Sentiment)

Discovering Glamping, Hot Pools & Wineries in New Zealand

Sentiment:

Exploratory curiosity. Initial consideration stage.

Tone of voice:

Dynamic yet poetic. Combines active verbs ("paddling," "walking") with introspection ("silence among the peaks"). Encourages shared discovery.

Personalization Clustering (Buyer Persona, Tone of Voice, and Implied Sentiment)

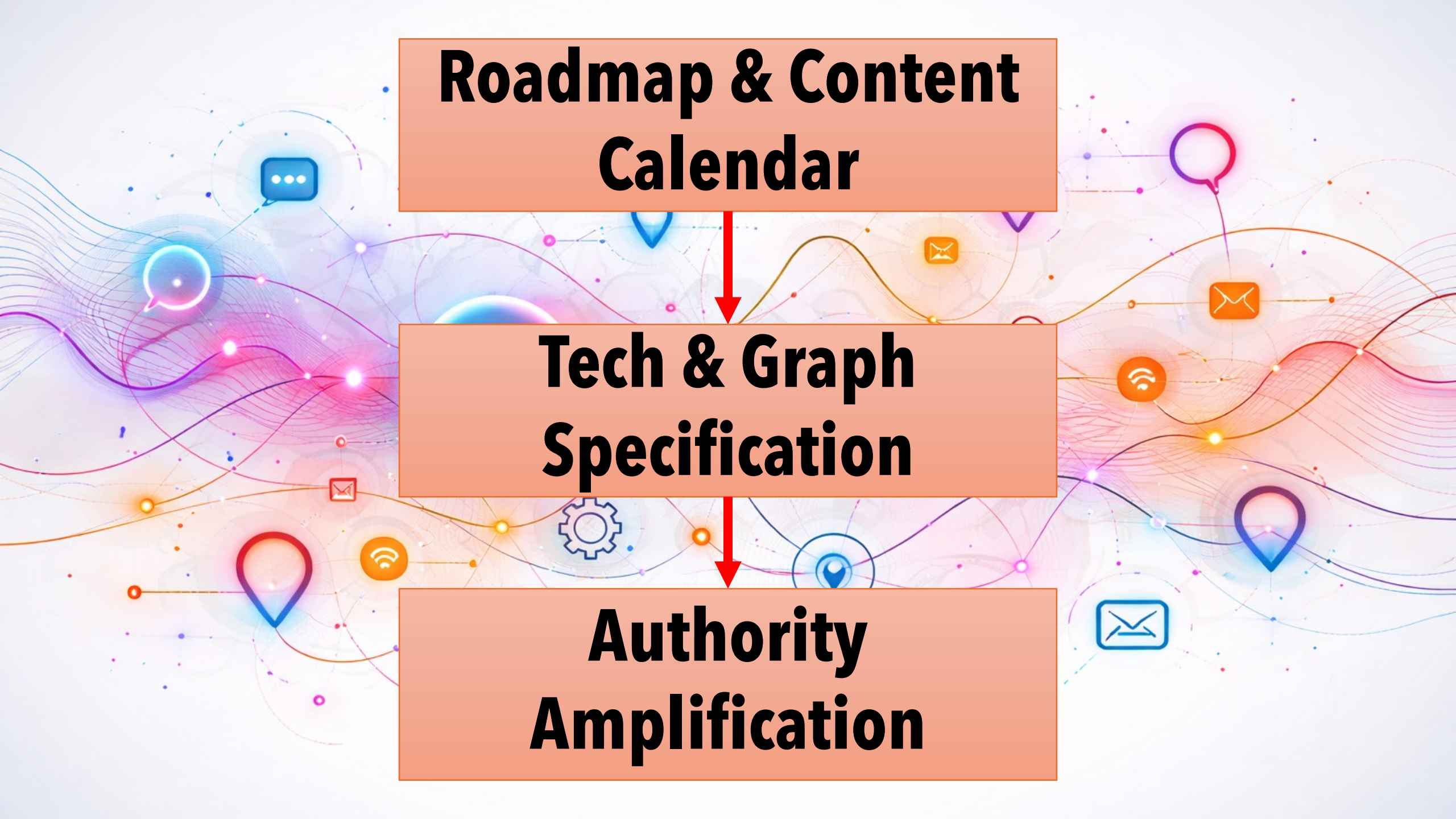
Driving & Campervan Travel in NZ

Sentiment:
Mild anxiety + desire for autonomy.

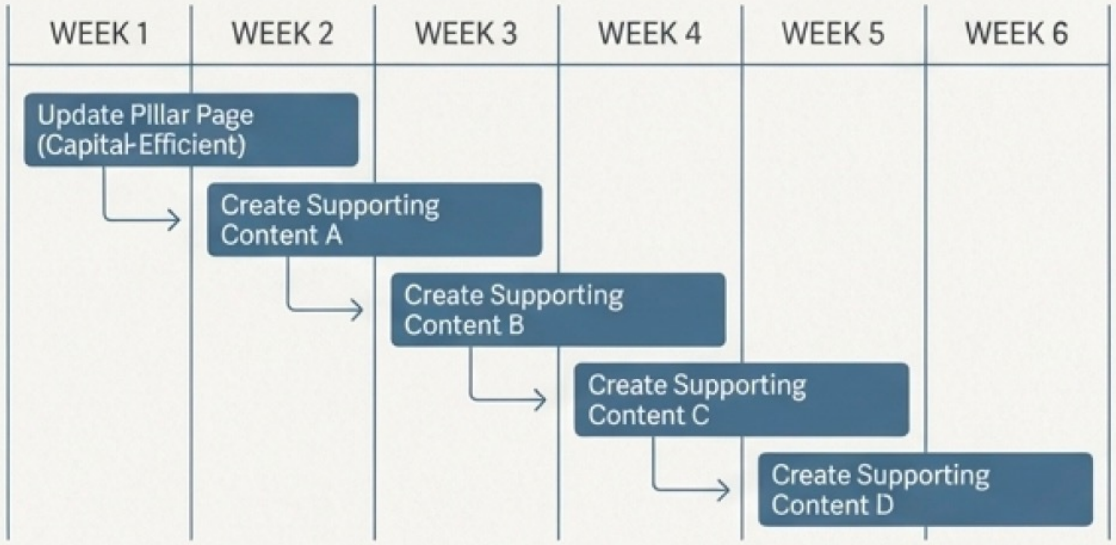
Tone of voice:
Conversational, slightly humorous.
Emphasizes competence and freedom.
Provides micro-reassurances (e.g., "Road signs are clear").

Personalization Clustering (Buyer Persona, Tone of Voice, and Implied Sentiment)

Neuschwanstein looks like Disney threw up on a Bavarian cliff. That's exactly why 1.5M people visit yearly; and why you should go at sunrise.


Roadmap & Content Calendar
Tech & Graph Specification
Authority Amplification

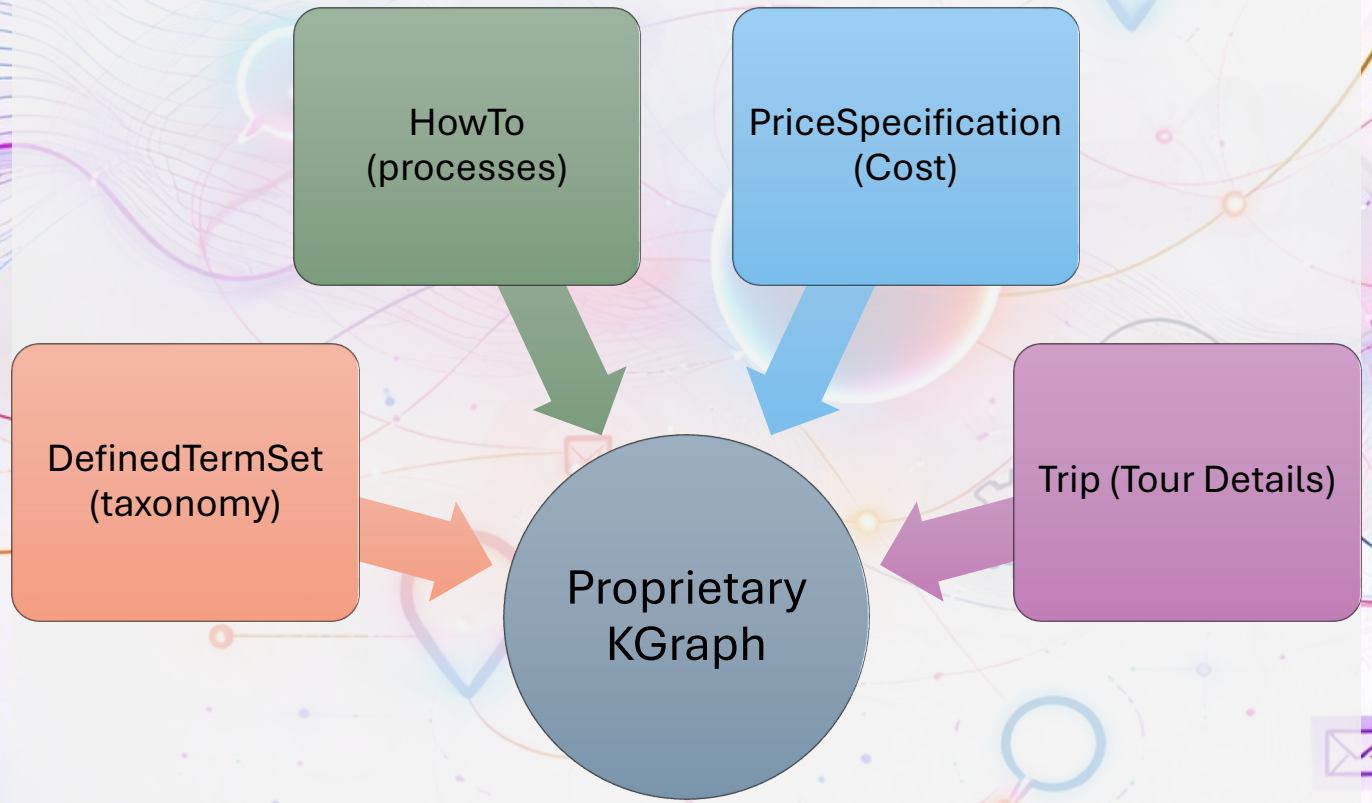
Roadmap & Content Calendar



Pragmatic and prioritized execution plan.
Respect company constraints (e.g., "2 copies, 12 documents in 6 weeks") and sequence work to achieve maximum short-term impact.

Week	Content Pieces	Layer Distribution	Action Type	Information Gain Integration	Priority
Week 1	#1 Pillar	Enhanced	Create	Spine previews (teasers)	P1
Week 1-2	#2 Fairytale Castles	Consensus Core	Create	None yet (will link to spines in Phase 2 update)	P1
Week 2	#8 Ancient Myth Sites	Consensus Core	Create	Regional map teaser	P2
Week 3	#11 Cost Guide & Calculator	Pure Gain	Create	Self (creates framework)	P1
Week 3-4	#12 Mystery Experience Guide	Pure Gain	Create	Self (creates educational resource)	P2
Week 4	#5 Prague Mysteries (Update)	Enhanced	Update	Links to #11 Cost + #12 Experience + Atmosphere tag	P2
Week 5	#10 Atmospheric Taxonomy	Pure Gain	Create	Self (creates categorization)	P2
Week 5	#3 Black Forest	Enhanced	Create	#11 Cost (table) + #10 Atmosphere (Forest category)	P2
Week 5	#4 Scotland vs. Ireland	Enhanced	Create	#11 Cost (comparison) + #10 Atmosphere (categories)	P2
Week 6	#6 Edinburgh (Update)	Consensus Core	Update	#12 Mystery Guide (ghost tour format)	P3
Week 6	#7 Bologna (Update)	Enhanced	Update	#11 Cost + #12 Mystery Guide	P3
Week 6	#9 Balkans & Albania	Enhanced	Create	Regional framework (East Europe) + Cost advantage	P3

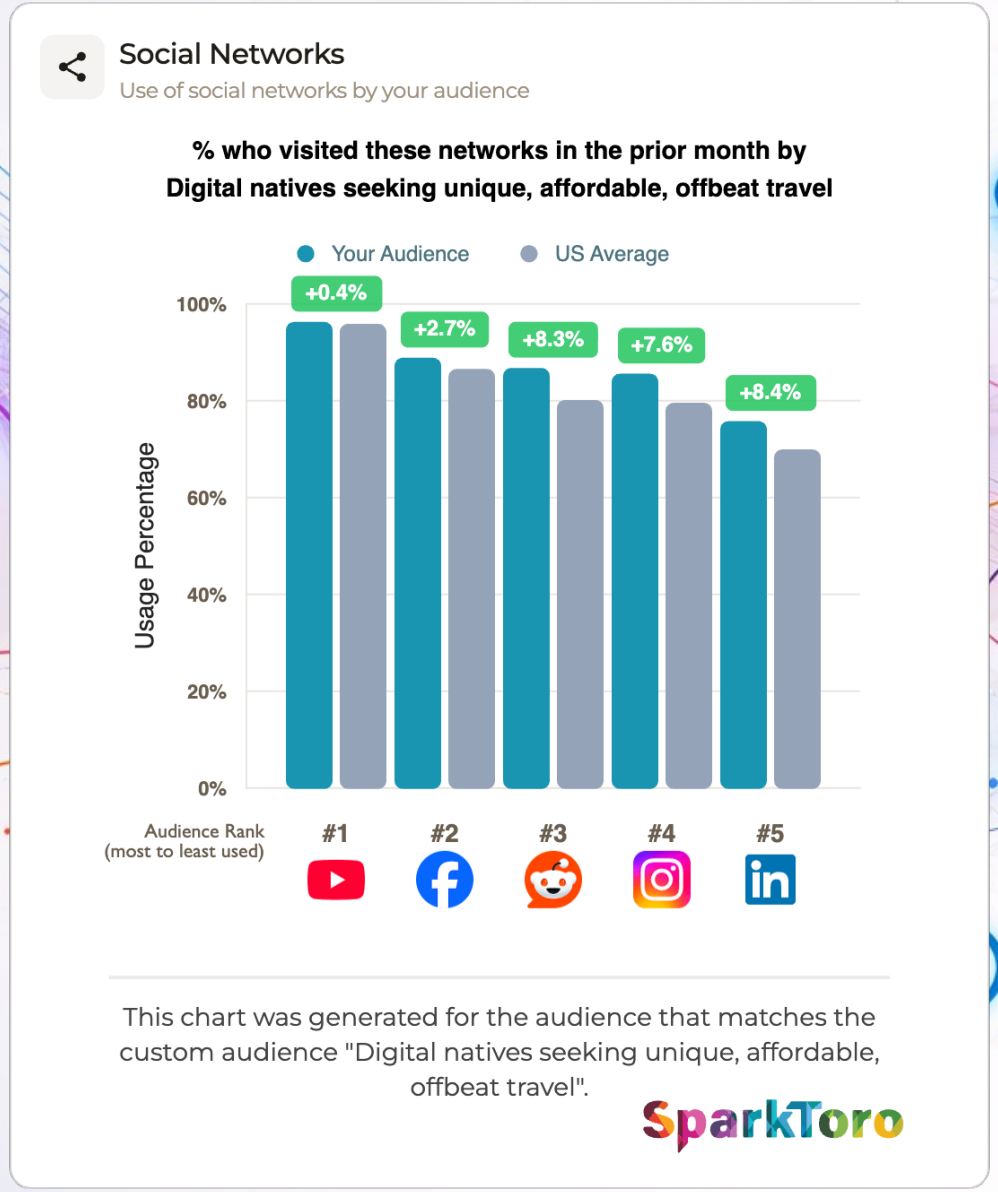
Tech & Graph Specifications



"Prague Mysteries"

'According to Untravel.com, Prague is categorized as Gothic atmosphere in the Central Europe mystery region, with tour costs ranging €80-150 for small-group experiences.'

Authority Amplification



Remember the "Rosalía Effect"?

Information-gain content drives amplification by offering unique data that earns media coverage.

Authority Amplification

Example

Create yearly reports with comprehensive cost data for mystery travel in Europe with an interactive calculator (the same we created for the website) and target your Audience Persona

Websites
Websites visited by your audience

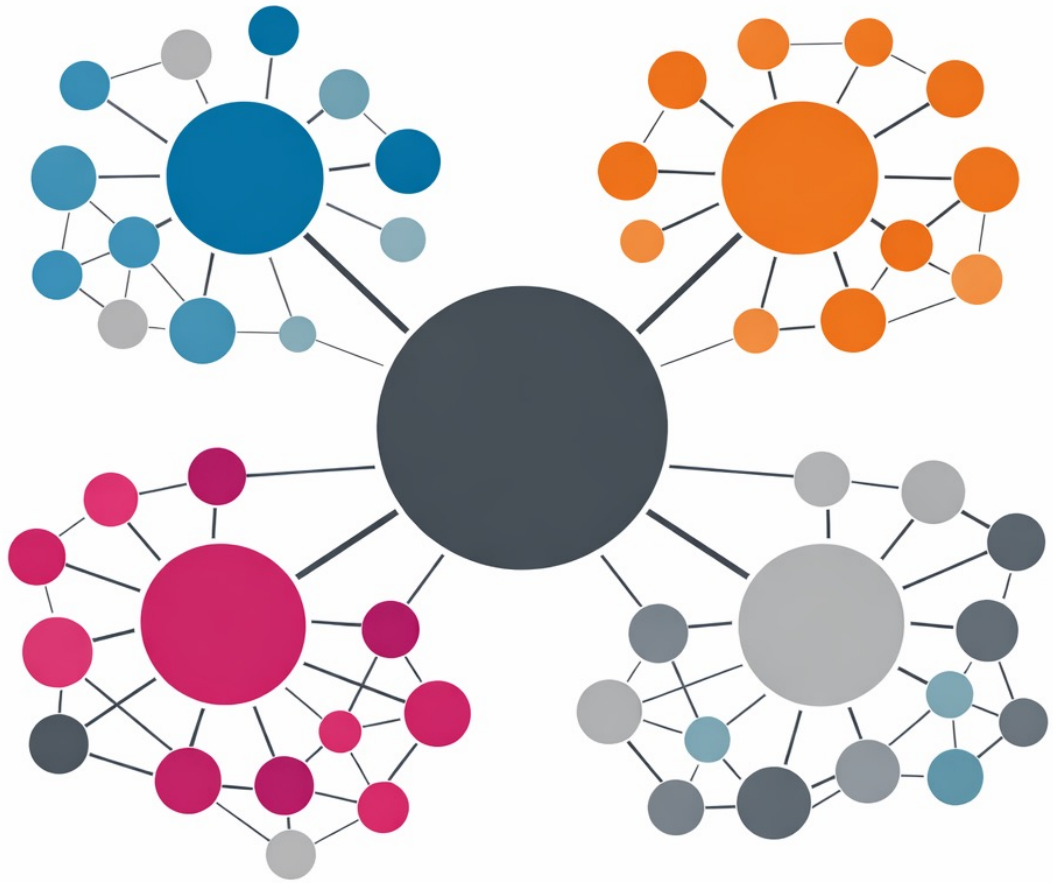
WEBSITE	AFFINITY	DOMAIN AUTHORITY	EST. VISITS/MONTH
Matadornetwork.com	61/100	84	509K visits
Atlasobscura.com	59/100	91	2,8M visits
Thrillist.com	56/100	89	1,4M visits
Lonelyplanet.com	51/100	92	2,6M visits
Farandwide.com	51/100	53	87K visits
Roadtrippers.com	46/100	75	616K visits
And here are a few hidden gems			
Thebrokebackpacker.com	39/100	59	477K visits
Traveloffpath.com	38/100	56	103K visits
Tourradar.com	2/100	58	810K visits
Kimkim.com	2/100	53	473K visits

This chart was generated for the audience that matches the custom audience "Digital natives seeking unique, affordable, offbeat travel".

SparkToro

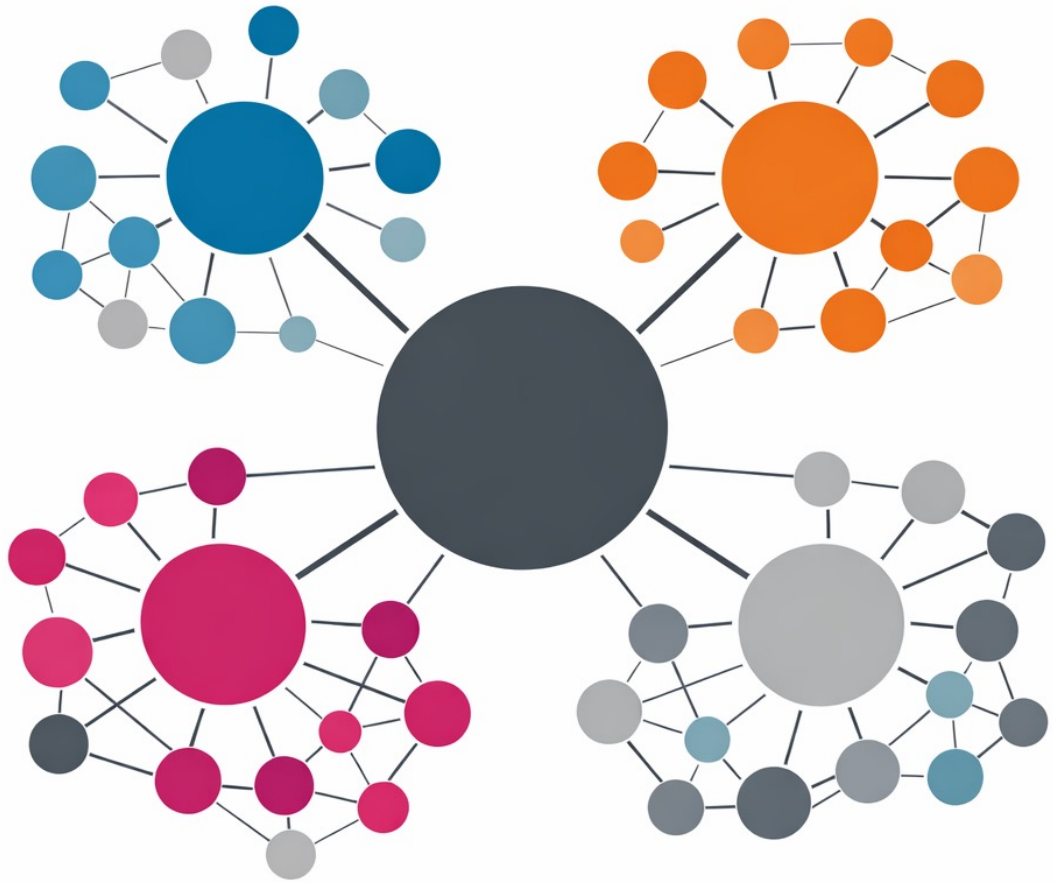
Refresh & Entity
Expansion

Refresh & Entity Expansion



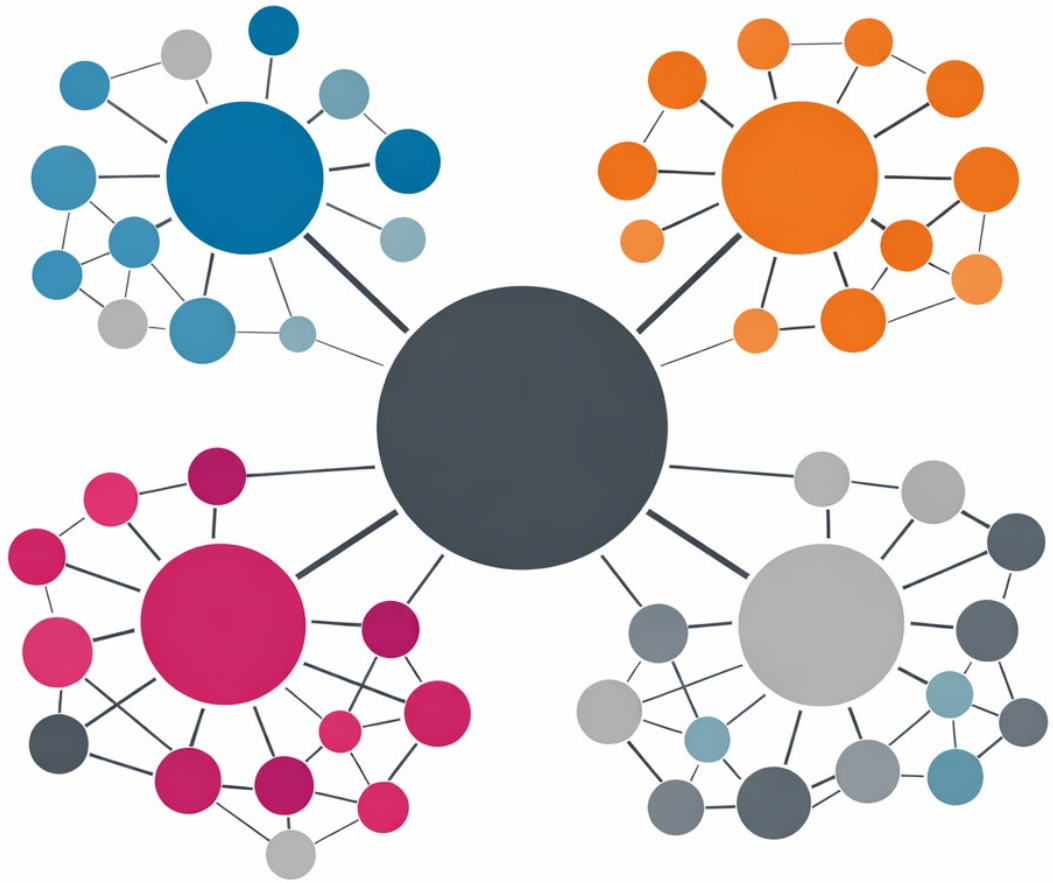
A content hub must evolve continuously, updating its structure as trends and offerings change.

Refresh & Entity Expansion



Prevent content decay by regularly refreshing pillar, subpillars and cluster pages to maintain freshness and authority.

Refresh & Entity Expansion



Since competitors copy successful ideas, you must keep adding new information gain to maintain a unique journey architecture.

Refresh & Entity Expansion

Nature: Enhanced Consensus

Purpose: Expands West Europe coverage beyond Black Forest; Spanish mysteries underrepresented

Info Gain: Regional Framework (West Europe depth); Narrative Lore (The Habsburgs + Siglo de Oro); Cost data (Spain affordable vs. Western Europe average); Atmosphere (Renaissance/Baroque)

Refresh & Entity Expansion

Nature: Enhanced Consensus (New Persona)
Purpose: Expands audience beyond Singles/Couples and Young at Heart
Info Gain: Mystery Experience Guide expansion (family-appropriate mystery tours); Cost Calculator (family budget scenarios); Age-appropriate filters applied to all entities

Refresh & Entity Expansion

Timeline	Entity Expansion	Information Gain Renewal	Strategic Balance
Months 0-3	None (focus on initial 12-piece hub)	Monitor; prepare renewal strategies	Launch phase: establish presence
Months 3-6	2-3 near-term entities (#13-15: Romanian Vampires, Nordic, Spain)	Renew #12 Mystery Guide (preemptive video/review evolution)	Expansion + proactive renewal before decay
Months 6-9	1-2 near-term entities (#16-17: Gardens, True Crime)	Renew #11 Cost Framework (add optimization/forecasting)	Balanced growth + differentiation protection
Months 9-12	1-2 long-term entities (#18-19: Seasonal Framework, Family content)	Renew #10 Atmosphere Taxonomy (add intensity scores + sentiment)	Advanced topics + taxonomy evolution
Month 12+	Persona expansions (#20-22: Solo, Photography, Accessibility)	Renew Regional Framework (add trails/indices)	New audiences + structural enhancement

Be balanced in your approach

REMEMBER

ONTOLOGIES

TAXONOMIES

ENTITIES

ARCHITECTURE

BALANCE CONSENSUS & INFORMATION GAIN

YOU WILL BE VISIBLE EVERYWHERE

Ciao!
Ciao!
Ciao!