

# The Atomic Guide to Content Strategy

By [Frank Delmelle](#), Senior Content Strategist at These Days Y&R. Father at Delmelle-Hasdo Incorporated

Here's how to clean up your content strategy in 12 brutal yet sensible steps – inspired by [#atomicdesign](#). Summary? The key to untie the content strategic knot and/or declutter your content strategy is to be found in its most fundamental component: your answers to the top of your (future) customer's FAQ list. An 'atomic' content strategy will answer FAQ #1 first, proceed to answer one question at a time, tag each answer systematically with their why, who, how, when, where to and where... and scrum from there...

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