

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

SEO for ABM content: answer the questions your buying group actually asks

QUESTION

Which search questions deserve a useful public article?

GUIDE TAKEAWAY

An account programme and a search content programme can support the same buyer decisions, but they serve different contexts. Public search content must help someone understand a problem without assuming access to a private account brief.

START HERE

Select a real buyer question.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Select a real buyer question

Evidence or input

Output or decision

Owner and review point

2. Write the complete answer

Evidence or input

Output or decision**Owner and review point**

3. Add evidence and useful visuals

Evidence or input**Output or decision****Owner and review point**

4. Connect related decisions

Evidence or input**Output or decision****Owner and review point**

5. Review discoverability and use

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Public decision guide

Useful when: A buyer needs a broadly useful answer

Limitation: Cannot assume private account context

Suggested action: Explain the decision and evidence clearly

Why this fits our situation**Evidence needed before acting**

Account-specific asset

Useful when: A known relationship needs tailored analysis

Limitation: Requires validated context and appropriate access

Suggested action: Apply the framework to the agreed account

Why this fits our situation

Evidence needed before acting

Supporting technical article

Useful when: Readers need a prerequisite or implementation detail

Limitation: Can distract if linked without explanation

Suggested action: Use contextual links at the relevant step

Why this fits our situation**Evidence needed before acting**

Programme page

Useful when: A reader wants to evaluate the service

Limitation: Service claims need a clear scope

Suggested action: Connect the article to relevant deliverables

Why this fits our situation**Evidence needed before acting****COMMIT TO A BOUNDED NEXT STEP****Chosen action****Responsible owner****Required approval****Success measure and definition****Review date****Continue, revise, or stop criteria**

Guide: <https://outselll.com/blogs/seo-for-abm-content/>

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