

## Content Creation / Editorial Planning

Balance long-term evergreen topics with timely trend-driven content to improve both sustained traffic and short-term engagement.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Content Mix Strategy, Traffic Planning, Trend Integration

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Why This Prompt Exists

Most content strategies lean too heavily on evergreen or chase every trend.

You get:

- all evergreen: slow growth, no timely relevance
- all trending: short-term spikes, no long-term asset
- no mix strategy — you miss both
- trends you chase that don't fit your brand
- evergreen topics that are actually outdated

But balance is not 50/50.

It depends on your goals.

- Evergreen: SEO value, long-term traffic, foundation
- Trending: short-term spikes, social shares, timely relevance
- Ratio: 70/30 or 80/20 (evergreen/trending) is typical
- Trends must align with your niche (not every trend)

Without balance, you either spike and fade or grow too slowly.

This framework forces AI to plan a balanced content mix.

## The Prompt

Assume the role of a content strategist who balances long-term assets with timely trends.

Your task is to create a balanced evergreen/trending content plan.

Generate:

1. EVERGREEN CONTENT PILLARS (3-5)
  - Topics that will remain relevant for years
  - Why each pillar matters
  
2. EVERGREEN TOPIC IDEAS (10-15)
  - Specific, searchable
  - Estimated traffic potential (High/Medium/Low)
  
3. TRENDING CONTENT OPPORTUNITIES (5-7)
  - Based on current trends in your niche
  - Timeliness window (days/weeks)
  
4. BALANCE RATIO RECOMMENDATION
  - Evergreen: \_\_\_\_%
  - Trending: \_\_\_\_%
  - Rationale
  
5. CALENDAR INTEGRATION
  - How to schedule both types

## INPUTS:

Your Niche:

[INSERT]

Current Content Mix (estimate):

[E.G., "80% evergreen, 20% trending" / "Mostly evergreen" / "All trending"]

Trends in Your Niche (if known):

[LIST]

Goals:

[SEO TRAFFIC / SOCIAL REACH / AUTHORITY / LEAD GEN]

Production Capacity (content pieces per month):

[INSERT NUMBER]

Seasonal Factors (if any):

[E.G., "Q4 is busy" / "Summer is slow"]

## RULES:

- Evergreen topics must be relevant for 2+ years
- Trending topics must have a clear timeliness window
- Balance ratio must be justified by goals
- Each trend must align with your niche (not random)
- Include repurposing plan for trending → evergreen
- Evergreen topics should target specific keywords

## How To Use It

- Evergreen content is your SEO foundation — invest time here.
- Trending content drives short-term spikes and shares.
- Repurpose trending topics into evergreen where possible.
- A 70/30 evergreen/trending ratio works for most niches.
- Review your mix quarterly — adjust based on performance.

## Example Input

**Your Niche:** Freelance business and productivity

**Current Content Mix:** Mostly evergreen (90%)

**Trends in Your Niche:** AI tools for freelancers, 4-day work week, quiet quitting, value-based pricing, remote work trends

**Goals:** SEO TRAFFIC + SOCIAL REACH (want to grow both)

**Production Capacity:** 8 pieces per month

**Seasonal Factors:** Q4 is busy for freelancers, January is planning season

## Why It Works

Most content strategies miss the balance.

This framework improves outcomes by forcing:

- evergreen pillar identification (foundation)
- trending opportunity spotting (timeliness)
- balance ratio calculation (strategic mix)
- goal alignment (purpose-driven)
- calendar integration (executable)

Great content strategies don't choose between evergreen and trending — they use both for different goals.

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