

Seven Boats Academy presents

# Content Marketing Blue Book

Interesting tips, trick & hacks about content writing & content marketing!

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# Table of Contents

1. The Art of Drafting The Killer Ecommerce Content

2. Why Less Content is the Future?

3. Whip Daily Habits for Productive Writing Daily

4. What to Do with Existing Content

5. 10X Content: What, Why and How

6. Content Shock: Are You Ready for It?

7. Easy Guidelines for Shareable Content Research

8. Innovation in Content: Are you Ready for It?

9. Unique Content: Meaning and Criteria

10. Does Your Content Have What it Takes?

11. Your Blog is not Read? Find out Why!

12. Is your Content of Any Value?

13. Top 3 Blogging Mistakes You Do

14. Repurposing Content: Why and How

15. Top 3 Ways of Recycling Quality Content Effectively

16. Secrets of a killer blog post [Infographic]

17. Is Your Content Worth Sharing?

18. Top 3 New Ways to Use Content

19. Content Marketing Metrics that Concern CEOs

20. Want to Blog? Take this Litmus Test

21. Visual Content for Winning Traffic

22. Sharpen Your Content Skills to Market The Site Effectively

23. News Content Can Stand Out, But Not Without Novelty

24. Key Performance Indicators for Content and What They Could Be for Any Blogger.

25. Taking Content to the Big League

26. Why Lifting Content is a Bad Idea

27. Candid Facts about Targeted Content Marketing

28. Content Marketing Magic: The Effectively Engaging E-Book

29. Infographics - Call-to-Action Tips for websites

30. Measuring Your Content Marketing: Five Essential Key Performance Indicators

31. Do You Audit your Web Content?

32. Writing Targeted Web Copies for your Customers

33. Top 3 Content Marketing Pits to Avoid

34. Where to Set up Your Blog: Best Platforms

35. Top 3 Online Tools to Get Content Marketing Ideas

36. How to be an Efficient Blogger?

37. Content Marketing Strategies: The Good, the Bad and the Downright Ugly

38. Content Writing: Factors of Liking and Reciprocity

39. Top 3 Content Marketing Tricks You're yet to Take Seriously

40. Earn Trust as a Web Content Writer

41. The Basics of Getting Online Content Viral

42. User Generated Content: How to Generate It

43. Blogging Tips for a Newbie

44. Content Marketing Lessons for your Online Brand

45. Getting Content Basics Right

46. The Basics of Content Sharing

47. The Tricks of Effective Ghostwriting

48. Enrich Web Content for your e-Commerce Site

49. Top 5 Techniques for Prolific Content Writing

50. Three Major Content Topics That May Drive Traffic to Your Blog

51. Do-it-Now Tips to Writing Effective Web Content

52. How Long Can Your Blog Post Be?

53. Role of Social Media Lessons in Content Marketing

54. Content for Earning Links

55. Stop Writing Tips. Write About What You've Done

56. Top 3 Questions for Better Content Marketing

57. Write the Perfect 'About' Section

58. User Interaction - How to Get Conversation in the Comments Section Going While You Blog

59. Things You Should Avoid in Your Posts and Articles

60. How to Write Better Content?

61. How can guest blogging be useful?

62. How To Think Up Engaging Blog Post Ideas for Any Industry

63. Creating Content to Get Traffic

64. Role of Keywords in Web Content Writing

65. Building Up Web Page Content

66. How To Write Headlines that Matter - Web Copywriting Tips

67. Use of Keywords in Web Content Headings

68. A Writer's Identity: The Unique Voice

69. Creating the Best Content Ever for Your Website

70. Tips to Write Magnetic Content

71. The Reasons for Writing Subheadings

72. The ABC of Bullet Points

73. The Relevance of Keyword Density in Web Content

74. Writing a Compelling Web Page

75. Goal of a Website: Writer's Contribution

76. Decoding Reader Psychology in Content Writing

77. Why You Need To Curate Content

78. What is Content Curation

79. Content Writing Tips for Beginners

80. Website Content Strategy Framework - Part 2

81. How to Build a Strategic Content Framework for Website Success – Part 1

82. Join now & shape your career

# The Art of Drafting The Killer Ecommerce Content



Crafting the ideal ecommerce page is no joke. Creating an ideal ecommerce website with all the necessary elements in it deserve skill and patience that can get it moving step by step towards killing it. Attaining the best level of user experience is the idea. Only then, your ecommerce site can sell your product and idea well.

Let us have a look at the characteristics of a great ecommerce website.

## Navigation at the top:

It is important to help your target audience understand where a particular product's place is on the website. If it is a complex site with multiple products on sale, it is important to specify the exact place for every individual product and its brand.

It is a huge ask to expect **conversion** on the first visit of a user. However, the first impression should be good. He should be informed about the brand. The user should be able to figure out the process of navigating on the site easily. Especially, navigation process to the cart should be quite simple. The search function is used by the visitors

quite often. So take special care to check whether the search bar is perfectly operational or not. It saves time and makes shopping experience great for the customers, if every page voluntarily informs the visitor the shipping options.

## **Focus on the product information:**

By product information, we mean the image of it too. It is important to mind the positioning of the product's image (or multiple images) and that essentially is above-the-fold. After zeroing on the product's page, the site visitor can properly see the image of the intended product. There can be an auto scroll system to help them viewing different features of that product. It is important to help the customer view a product closely and clearly before considering on the buying decision. Video, animation content can be used to make the process of understanding simpler. However, it can only be a part of a core content describing the product. The AV and photos should capture the product from all sides, helping the site visitor understanding every details about it before placing the order.

## **No impediments on the way to purchase:**

The steps to make the purchase should be smooth and free from any trouble. The business owners are often lured by the thought of filling up individual product's page with a number of call-to-action buttons. The idea is to encourage and guide the visitor in buying more products. Truth is, only reputed ecommerce websites can win with that tactics. Most visitors know the way out of any clutter on the page of a reputed ecommerce site. However, being a novice in the domain, you should not venture that process. Guide them through a clutter-free purchase process fast. Help them understand it properly. They must find all options of colour, size of the products available at the fingertips. Eliminate any roadblock on the way to the primary process of buying.

## **Detailed information might be important:**

Detailed descriptions of the product often seem quite important to a buyer. The bulk of content of an **ecommerce** website makes way to this page. It includes different features of the product like, dimensions, the process of manufacture, material it is made from, etc. If your company is looking forward to brand loyalty rather than exceptionally high return, the aim should be to draft content in a way that the target audience can immediately understand whether this product fits their requirement or not. They must have a clear idea of what they are going to get for their money. It is important to include frequently asked questions to the page.

## Content attempting at 'seal the deal':

The ideal deal-sealing content must be of a nature that can help building trust of the site visitor. The below the fold content should be more images to ascertain the nature of product and more varieties it is available in. It should attempt at eliminating all possible scepticisms from the minds of the visitors that they can move towards a positive buying decision.

I have tried to share the most viable suggestions about creating a killer ecommerce website. If you have more suggestion that can prove helpful in influencing potential customers buying decision, do share them with us.

# Why Less Content is the Future?



I think, it won't be quite a strong statement if I disagree with the people who think that the future will be about an increased amount of content aimed at marketing. A content specialist in my team was discussing with me the value of long and elaborate content. She was in the middle of her preparation to start a marathon with a long piece.

The problem is, resource is valuable and not even the biggest of **brands** would like to waste it in the process of creating large content. It is rather a better idea using the same resource in other processes of the business. So, the failure of content does not lie in the execution of it, but in the process of content marketing itself. Many renowned brands have failed miserably in the process of chasing the content marketing process with the longer form of it. So, quantity is never advisable, especially at the cost of quality. For most brands, quantity has proved to be the wrong goal. With the fast changing scenario, content might have taken different shapes and forms like **infographics**, AVs, etc. Yet that does not mean the overall quantity has decreased.

# Why do news feeds produce too much content?

Journalists will argue on the matter that if a newsroom is bound to churn out numerous copies everyday and every individual writer created dozens of them, what is the big issue about creating them at the marketing company? Multiple copy editors, line editors, senior writers are on their toes throughout the day (and on night shift too). So, there are high level quality control measures to ensure quality of all copies. The environment of work in a newsroom is completely adverse to the creation of low quality products. On the contrary, the owners of **digital marketing** companies try to get their required service done by junior writers and often content mills that cannot offer anything but low-quality posts. However, it is difficult to say whether walking on the path of the newspaper can be helpful in this case or not.

## Following other's content strategy is not a wise idea:

Different brands have widely different ways of performing in the market. So, the same content strategy cannot work for all of them in the same way. According to research, Google's indexing of the number of pages has increased from 1 trillion to 30 trillion within the period from 2008 to 2014. A 29 trillion increase of page indexing within 7 years might look like a huge figure. But like I said, the same strategy cannot work for all types of products.

The effectiveness of a large number of content always depends on a number of other parameters. High volume can never work well without maintaining quality consistency. It is important to check the frequency of posts apart from its length, type, etc. The perfect cadence is nailing fewer of the posts created with optimum level of quality.

## Strategy should reflect goal:

BuzzFeed is among the sites that can afford posting numerous feeds, videos every day. However, every brand should not try to become a media house. Like goals, their strategy also might not match that of your business. It is absolutely okay to adopt the business or content strategy of one business running successfully. Before adopting it, make sure that the process actually fits the goals and overall process of your business.

## Ideal size of content? Whatever is sharable:

It has been noticed that shorter content (below the size worth 1000 words) are found to be shared more often. So, it would be a good trick to fit the strategy of shorter

content into your process and purpose of **brand marketing**. Owing to less time available at the disposal of readers these days, shorter content can create magic. They can be created centring just one single chart, graph or image. There is no doubt that shorter content has big potential to help your product reaching out to numerous target consumers.

Content marketing is a long-drawn process that involves many iterative games including the game of content. There is no formula to include this or that, no necessity to have one strategy or the other. All can go on simultaneously, while one can keep coming again and again. Big brands can ruin their own product or marketing strategy by taking wrong steps. So, careful and judicious steps can save you in the big game.

# Whip Daily Habits for Productive Writing Daily



How often have you heard that we are all creatures of habit? You don't waste time walking or reading the newspaper or drinking coffee every day because they are part of your habit. Such acts flow with a certain degree of flexibility. Yet, despite the fact that you write enough each day, there's rarely the same kind of fluidity. You always feel that you could have written more, and sometimes, written better. In this post, I'll dig deep into daily habits we have and find out how you can utilize them for **better productivity** at writing every day.

Let me start with a fascination of mine: I'm a news junkie! I have a ton of news apps on my phone, including the big dogs like Huffington Post, New York Times and The Guardian. Additionally, there are the NDTV and Times of India apps. Between these, I get all the possible news items that I would want to read. Without browsing through them every morning, my day does not begin. Now, you may ask here, why am I harking on this habit of mine, which is actually common to many?

The reason is that catching up on all of these news items gives me fodder for thought for my business and writing. It enriches my vocabulary and writing narrative. I'm more equipped to tell my side of the story in a precise, pithy way. News items give you a direct access to the pulse of the country and the world at large. You know what people are talking about, even if they are not really going **viral**! Marketing, digital and otherwise, is all about putting your finger on the pulse of the people. Nothing does it better than news items.

There you see how a daily habit can be churned for better productivity in writing. There are other examples as well. Like, writing requires a flow of thought. It does not necessarily come from the topic you are working on. You imbibe a topic and the valid arguments. Then you are ready to talk about the matter in your own authorial voice. When you hammer away at the keyboard, you find that you are woefully short of expression and flexibility in the thought process.

This happens because as a writer, you are feeling cramped and suffocated, even intimidated by the task at hand. A good way to circumnavigate that is through purposeless writing. You are either carrying a habit of working late or early. No matter what, keep aside some time at the end of the day or at the start to write just about anything that comes to your mind. Let the words flow. You will find you have written quite some amount without even realizing it! Build this up as a habit and when you actually write something purposeful, you will find out how fluid your writing has become.

Music fans have the option of tuning into their favourite playlists while they write. I, for one, cannot do this! Music distracts me and I simply cannot work on keeping my train of thought together. It gets derailed every now and then. But people who can focus with music on are blessed that way. According to research published by the University of Birmingham, music makes repetitive tasks enjoyable and less prone to mistakes. With music on, you can effectively keep distractions at bay, including voices from the TV and people around you.

Why just these common habits? You can turn even something like drinking coffee into a way to make writing more productive. You know well the positive effects of caffeine on the alertness of the mind. While I don't advocate drinking too much of caffeine, even though I do it, even a couple of cups per day can be utilized. Keep your research work and brainstorming for these cups of coffee! Think and do the work requiring your full focus in these times. It will give you more value for time, and the coffee as well!

It is all about how you approach writing. Do it as a chore and it will keep building up

into a mammoth task. Do it as a habit and it will purr adorably.

# What to Do with Existing Content



These are the times of conservation, be it in nature or in the digital world. You will notice how you put out content every now and then. Probably you promote them actively for a period and then you pick up the next piece. You forget about the previous one when the new one comes along. There is little sense in continuing to add content to the online world when almost none of them realize their true potential.

On the other hand, if the content you publish and optimize regularly clicks for you, it will pay equal, if not more, dividends for you. I'm not advocating that you give up publishing fresh content altogether. I'm only saying that you should have someone in your content marketing team to look after content that are published and are probably lying underutilized.

This brings me to categorize forgotten content into two types: **underutilized and unliked**. The first category belongs to those content pieces that you wrote and promoted with much fanfare. However, after a time, you let them find their own feet. When they couldn't, they hit a bottomless pit of underutilized online content. The second category is of those pieces that were not read, or liked, on Facebook or otherwise.

While the previous category gave you some momentary gain, this second type never clicked at all.

Your first job is to identify these pieces of content in your stream. The age-old friend in this regard is Google Analytics! You will find out content that got visitors but little shares or links. These had some visitors but they probably didn't like what you offered them. You will also find content that has underutilized potential. For example, there may be opportunities to increase links or probably contain **broken links** to external pages. While you are at it, you can work on the keyword alignment for better targeting of readers. Hindsight often allows you a clearer vision that you didn't have when you wrote the piece.

There are many ways to deal with content that already exists. Other than the ones mentioned above, here are some other suggestions:

- You are often writing posts on the same topic to increase the number. Clients, and I know this so well, ask for an increased number of posts when there are only a few variations of the topic possible. As a result, you have more than one posts on the same topic and none of them clicked! You can try to consolidate all of them into one post. That way, the reading material is more compact, less vague.
- A great way to use old content is to rework it. You can tweak keyword arrangement, like I mentioned. Additionally, you can use a different format to present those same ideas. How about inserting an infographic? Or a graph? The original piece didn't work anyway, so you have the license to experiment and see if it clicks.
- The third way is by far the most obvious one: improvement. You had put out a page. It didn't work, probably because it was not good enough anyway. Instead of blaming a number of reasons, accept that you did a shoddy job with the writing. Write it again with a fresh mind and approach. You will find loopholes without any provocation at all! Once it has improved, you may find more acceptability among readers.

With the writing out of the way, the next part is promotion. You have already tried some ways to promote the piece when you wrote the original version. This time around, try out those methods and include new ones as well. Consider speaking to other authors on similar topics. Share your work and try to get into the mainstream channel for your line of content. If you can get a toehold, you will be in a much better position in terms of content visibility.

Also, never rule out projecting the content from a different angle. You have burnt your fingers one with this piece. This time around, study your content well and then target

readers online. Who knows, this time around, you may hit the proverbial cat in the dark!

# 10X Content: What, Why and How

## 6 TIPS FOR CREATING 10x CONTENT



While browsing around for content creation and marketing ideas, I often came upon this term: 10X content. It intrigued me with the same questions that I have asked in the title. What is it? Why should I bother to create such content? If I actually decided to do it, how will I proceed?

On further exploration, I found that many startups and entrepreneurs are gunning for this kind of content, albeit with varying degrees of success. Before you can try it out, I have assimilated the points I found online into this post. It is like a ready guide for you if you want to try out 10X Content.

## 10X Content

### *What is It?*

When you carry out a casual search on Google, you get a listing of 10 links on the first page of search results. Your first thought, if you want to enter this domain of business, is what you need to do to be listed among this top 10 in the business. The point to make here is that the business may already be saturated with the same kind

of content.

If you join the bandwagon by creating similar content like the other 10, you are jostling for space with many other players in the arena, including the websites in the next page of search results. It does nothing for your business.

To cut through this glass ceiling, you need to create content that is better than all 10 of them combined! This is what is referred to as 10X content. It is creation of content that is ten times better than the **competition** around you.

### *Criteria for 10X Content*

Coming to the next question, why should you or I bother with creating such content? As is evident, it takes you 10 steps ahead of the competition curve. Because you are 10 steps closer to the end user, you have better chances of getting those online leads that will allude the others in the fray. It is easier said than done, though!

Your content has to be really good in order to qualify for this tag. Pooling some resources together, here is a shortlist of pointers you need to tick if you want your content to hit the 10X mark:

- User Interface and User Experience, UI and UX, make up the Holy Grail of **online content**. You need to strike gold in both these areas in order to ensure such a heads-up on your content.
- The soft skills of your content roll in next. The content, as you obviously know, have to be interesting, intriguing and most definitely incisive. You need to go up close to the user so that they feel that the content is tailored for them. The emotional response to the content is what takes it so much farther.
- The content must look to address deeper, graver and more intimate concerns of the end user. You need to take the content away from the online platform to the very lives of the reader.

### *How to Do It?*

This is quite tricky a question because, frankly, no one knows for sure! You can get the usual tips and tricks like studying users closely to tailor content for them, brainstorm for ideas, dig into for insights and come up with something unique. But really, haven't you been trying these all along?

All you need to do now is, think differently. Change the perspective. You know your domain of business inside out. Why are you limited by the content norms? Put yourself in the shoes of the user and find out if the existing content is satisfying your

demands as a potential buyer. Mark out areas which are falling short. Jump in and cater to this shortcoming.

### *Final Word*

The best tip I can give you as an endnote is that you will have to be persistent. There is no doubt that you will fail once in a while. Every big brand does that. There is no rule to create a movie that will work! The same lack of logic applies here. If you persevere, you will hit pay dirt sooner rather than later.

When you do, let me know!

# Content Shock: Are You Ready for It?



## What is content shock?

Do you know what is **content shock**? The face of **content marketing** has changed a great deal in the last couple of years. The most fundamental change was the need for it as an absolute must for digital marketing. Every online brand, even offline ones, know the importance of content. This also means that every one of these brands are producing copious amount of content every single day.

The result is what you expect to be. A saturation of content for the users is the issue here. Even if your content is of high value, you will rarely find any takers. The saturation level breached, the floodgate of content has opened up big time. There are too many pages of content written and published daily. Users are not ready for so much of content. This brings in what is commonly known as content shock.

Take an example of content shock. You develop a first grade piece of content. You go through the motions of publishing, promoting and marketing it across the board. Even then, you find very few readers trooping in and only a couple of shares on Facebook or link retweets on Twitter. This is what we call Content Shock!!

The question you end up asking: did I invest all that time and research to write a page that no one bothered to check up, even with all that aggressive promotion? Is it worth the time?

According to my experience, the threshold level of content to make a mark has hiked up to monstrous heights. With each passing day, the level shores up further. A page that can manage to get some views today, may fall flat completely if you hold back that page by two months. The quality of content is not really a factor here. The stakes are impossibly high.

What do you do in such a scenario? You cannot dump this form of marketing because there is no alternative. Research, among online users, shows that people are still game for excellent, value-added content.

In fact, with brands and interactions with those brands going completely digital, content is the only bridge between the sellers and the buyers. People are checking up online content banks more than ever! They want to read informative posts. The digital marketer's nightmare is that they are simply too many of these posts!

Matters are a little better if you are working with an established brand with probably a strong offline presence. Here, the reputation of the brand rubs off on your content, pegging them up on a higher pedestal anyway. However, most digital marketers work for brands that are struggling to make a mark. For such content marketing teams, the going is so much tougher. You have to pull up your game big time!

For such brands (yet to find their feet type), the best bet is to spring a unique surprise. Develop an ad campaign or upload a video or infographic that bends the rules as everyone knows it. To cut through the clutter of online content, you have to be different without being bizarre. It is a very difficult balance to strike. You are almost certain never to get it right the first few times around. Again, this is your best bet!

The idea is to keep improving on your content. If you surrender meekly, you are not doing anyone any favor. It is my firm belief that with quality content with a soul, you can touch and move users. You simply have to be the best in the business.

So, to avoid content shock, dip into your resources. Think of some groundbreaking ideas to overcome content shock. Work harder than ever before. Brainstorm for ideas while having an eye on the competition. There is really so much more that you can do, over and above what you are doing right now.

Buckle up for competition in the content marketing arena.

Last time I checked, there were no seats for the also-rans!

# Easy Guidelines for Shareable Content Research



The entire digital marketing world is sold on shareable content. It is a term loosely used to address content that is shared generously by online users on their private social networking profiles. As a result of their endorsement and patronage, your content is able to reach out to new readers. It is the nirvana of every web writer and the dream of internet marketers to hit that sweet spot of content sharing. However, it is easier said than done. The reason is that there is no formula that will tell on what to do to dish out shareable content every single time!

It can be that you have written and published several pieces of content that were widely shared across Facebook and Twitter. Even then, you will struggle to replicate that success on every single piece that you put out. With my team at [7boats.com](http://7boats.com), I find the same issue. A fact-finding mission told me that more than writing a share-worthy content, it is important to carry out a research on what to write about. That will help you to take steps in the right direction. Otherwise, you may write a great article and yet find no takers. On the other hand, when you know what online users are reading at the moment, you can write a post that will have takers even if the writing is not cutting-edge brilliant.

Here are some cornerstones of the shareable content research that I'm talking about.

## *Ride the Trend*

Like the graph on the share market, there are many factors that determine what is going to trend online and what will not. A trend may crop up out of nowhere and rule the Ethernet for a couple of days. Similarly, a world news may not find itself hitting the peak of trends. You cannot dictate it or customize it. You can only follow it. Do that! Pick out the [trending topics on Twitter](#) or Google and see if you can relate it to your line of business. Tell the netizens what they want to hear about. In between, plug in your own points! There is no better way of making your content share-worthy than pillion-riding on trends.

## *Gather the Data*

To write compelling, shareable pieces, you need data and information. You need to put across something that readers have not read anywhere. This is also important to ensure that your client (who's paying for the job anyway!) knows what you are trying to grab attention with. To make a marketing pitch, you have to be specific. You have to appeal to the readers. With a washed-out content that has no precise information, you cannot conquer the internet. You need to go deep into research and glean out the statistics and present them in an interesting and arresting format. Of course, dry data will rarely take you anywhere! You need to ensure that your data backs up some clarity and uniqueness of thought.

## *Learn your Lessons*

Competition and competitors are great at teaching you lessons. You can either learn what to do from their success. Or, you can pick up what not to do from their failure! At the same time, you need to know that their brand is different from yours. You cannot blindly imitate their work and expect to succeed. That will be self-defeating because the online audience has already seen their articles and material. The first-mover's advantage is already gone. You have to take a different path in order to make an impression. Fish out the shared pages of your competitors. Study their writing and understand how they managed to grab attention. Read the comments of the readers to find out what they liked about the piece. That will give you some excellent pointers.

## *Research Tools*

There are many tools available online that will help you find out the nitty-gritty of shareable content. For example, to find out which links have attracted the most number of hits, you can use ahrefs, Majestic and Open Site Explorer. You can check out both your own content links as well as those of your competitors. Other tools include

Buzzsumo that will help you find out specific data on individual domains, including number of social shares, average number of shares per post, etc. Buzzsumo also gets you a list of shared content within a particular domain name.

## *The Final Word*

Without research, the digital marketing world is as good as dark for you and me! It is counter-productive to keep putting in effort without knowing if that is the right way. With the easy availability and accessibility of online tools, you can get the required data and statistics. Then why hit darts in the dark? Make use of these tools and inch closer to that content piece that will make your brand an online buzzword.

# Innovation in Content: Are you Ready for It?



Are you ready for the innovation in content? Peck at your **content marketing** strategies and scale it down to its very bone. What do you find? The skeleton of an idea to tell a story is what you get. All the content that you have published has maintained focus on that one particular motive: tell a story. That story can be about your brand, about the products and services that you offer or it can simply be about something else. Whatever the case may be, it is always about some story.

But you don't get much out of that content, do you? Can you take a quick guess and pin down one single reason why that is so? It is because everyone around is you doing the same! Everyone has a story to tell and they are continuously devising new ways to tell it. In order to surpass the strength of their voice, you need to shout louder. Or, you can take a lateral route. How about getting across your message to the receiver through gestures, instead of trying to shout louder than the others in the room? That is **lateral thinking** and is the bedrock of innovation, be it in content or in some other domain.

## *Why Innovate at All?*

You have got a very good reason in the lines above: to do something different from the competition around you. What can be a more significant reason, though there are many? Your competitors are trying the usual tricks in the book that involve social media marketing of the content, using article forums and blogs to disseminate their stories and posts. You have to understand here that innovation does not mean playing a completely different ball game. You will still have to worry about the usual like **SEO**

juice, web traffic and share-worthy content. Innovation is playing the same game in a different way in order to optimize your strength for greater benefit. Think along the usual, clichéd lines and take off on a tangent to get ahead of the competition curve.

## *What to Think When You Innovate*

The question present in the room like a silent elephant is: how to actually start innovative thinking? The trick lies in knowing the basics. You can only build up on something when you know its innards. For example, if you want to draw the best out of Google's algorithms and make your website rank at the very top of the heap, you need to get out of the usual route taken by SEO professionals. And which route do you take then? You bank on your understanding of Google's algorithms and how they function. When your conception about the algorithms and the science contained in them is clear to you, you can think of ways to scale up your website's fortunes easier than the competitors who are in the same arena with you.

Another important thing you can do is to unlearn everything that you have learnt. For example, in the field of content writing, you are taught a certain way of writing or using keywords. That is the foundation which is common for all content writing. When you want to innovate, you have to start thinking from the point where your competitors hit the expected route. Keeping the basics right and correct, you can go berserk with the format of your content, to name a possibility among many. You can write in a completely new narrative while at the same time maintaining your keyword density and other technicalities. What happens is that you post, then, is ranked favorably because of the attention to keywords and finds mention among online readers because you have given them old wine in a new bottle.

That pretty much sums up the story of innovation. Going the much-treaded path and then building your own tarmac and taking off! Can you think of other ways to innovate content? Share them with us here!

# Unique Content: Meaning and Criteria



How many times have you had it said that internet marketers must provide **unique content**? You need a massive calculator to hit on the right number! It is never said: what is unique content? That is the question that we will explore in this post. From the discussion it will be clear to you on what unique content is and that will, in turn, help you to provide it to your online viewers. It is a very simplified definition to say that unique content is exactly that: unique! However, when you come to the end of the post, you will find it is *the* definitive part of this kind of content.

## *Meaning of Unique Content*

Unique content has many check-boxes. Here are the three Ps of unique content:

- **Precision:** A user looks up some content on the search box. The words used are keywords. How close your content is to the user's requirement defines how unique your content is. The precision with which your content matches up to the user's exact keywords will also ensure that the user takes up your content easily. After all, that is what the user is looking for! This degree of precision is a vital key to unique content.

- **Presentation:** Your content is unique only when the users feel that they have not read or seen that kind of content, design and presentation anywhere else. This is the cornerstone of unique content. Your website or web page has to meet this demand if it has to measure up to being called unique content. Users surf a number of websites on an average. Your content must strike them as something that is never seen before on any other website.
- **Personality:** Distinction is an attribute of unique content and that comes from creating a unique personality in your content. You need a defined voice that is completely and wholly yours. It can be irreverent, sarcastic, informative, anecdotal, anything! As long as you give your users a personality that is unique, they will read your work. Remember, some may not love your voice or find things not up to their taste, but they will never ignore your work.

Now that we have checked out the three Ps of unique content, let us look at the criteria that modern marketers must cater to.

## *Criteria for Unique Content*

You may call a piece of content as unique because you think so. But that is not how the search engines or the common online users perceive that particular piece of content. That is why online marketers who claim to create 'unique' content never appear to reap the rich rewards that they feel as well-deserved. Their 'unique' content may not stand up the modern definition of online marketing. A unique content is defined 'unique' only when it is:

- **Relevancy:** We have discussed this key point above but here's a reiteration. How relevant your content is to the keywords used by the user sums up how unique your content is. Search engines and searches must both feel that your content satisfies the query searched by the user.
- **Value:** Your unique content must provide value that is not found anywhere else on the web. In terms of information, analysis or even images, the content you have posted should be completely or at least partially something that the users cannot simply find on any other web page, be it in your domain or not. It should be one-of-a-kind, exactly what unique means.
- **Useful:** The content you have published passes the litmus test of being unique only when it serves the purpose it has been written for. You may have written a brilliant post but if it does not come in for some use, no matter who, it fails its purpose of being published. Content has little value when it has no meaning. Words, however

beautifully crafted, lose their flavor online when it is not useful.

Does your content match up to these standards? Write in and share your views!

# Does Your Content Have What it Takes?



In the world where there are more content being pushed to the sidelines than the ones being read, you need to stay ahead of the curve to be visible. There are so many tips and tricks doing the rounds, offering you invincible ideas on getting your content to stick. Many of the tricks work while some don't. In this blog, too, you will find some [content marketing ideas](#) that you would want to know and implement. In this post, however, we are giving you a checklist that you need to measure your content.

For example, **does your content have an element of unexpectedness?** Writing what the user will expect from your desk will not be interesting or readable by any stretch of the imagination. You may be an authority on SEO, so people expect the routine SEO tips from your side. How about surprising them all by debunking a myth that most SEO professionals religiously follow and offer a quirky but effective alternative? That will surely spice things up, not just in that post but also elevate your value in the perception of your readers. Your blog instantly wins over a reader!

Another great way to do that is to **write about simple ideas in a simple manner**. There are too many pundits and experts mudding things up for everybody! Why not simplify them and break them down in easily digestible bites? That will ensure that your online reader's attention span is not tested and they get the message you are trying to convey. The idea is to ensure that your ideas sound and look simple. To achieve that, cut down on the jargon. Dump the long sentences and convoluted concepts. Try explaining it to someone you know. If the message gets home, use the same tact and

voice to write the post.

No one cares for generalizations anymore. If you want your content to hit the bull's eye, or Google's eye, **get two important Cs into the mix: Concreteness and Conciseness**. Your posts must be to the point and underline your message without being preachy. Don't look at the word count. Write what you want to say and then publish it. That will take care of the post's length. And back your facts with figures and stats, wherever applicable.

Try these out and let us know the results!

# Your Blog is not Read? Find out Why!



Every content marketing team published blog posts in the form of content, **Infographics** or videos. Blogs act as vehicles to disseminate information and have the potential to be excellent tools for online marketing. The problem is that there are so many blogs waiting to be read or simply ignored. With so many options on the table, many blogs are bound to feel relegated to the sidelines. How do you prevent your blog from hitting the oblivion room on the internet? Here are some pointers!

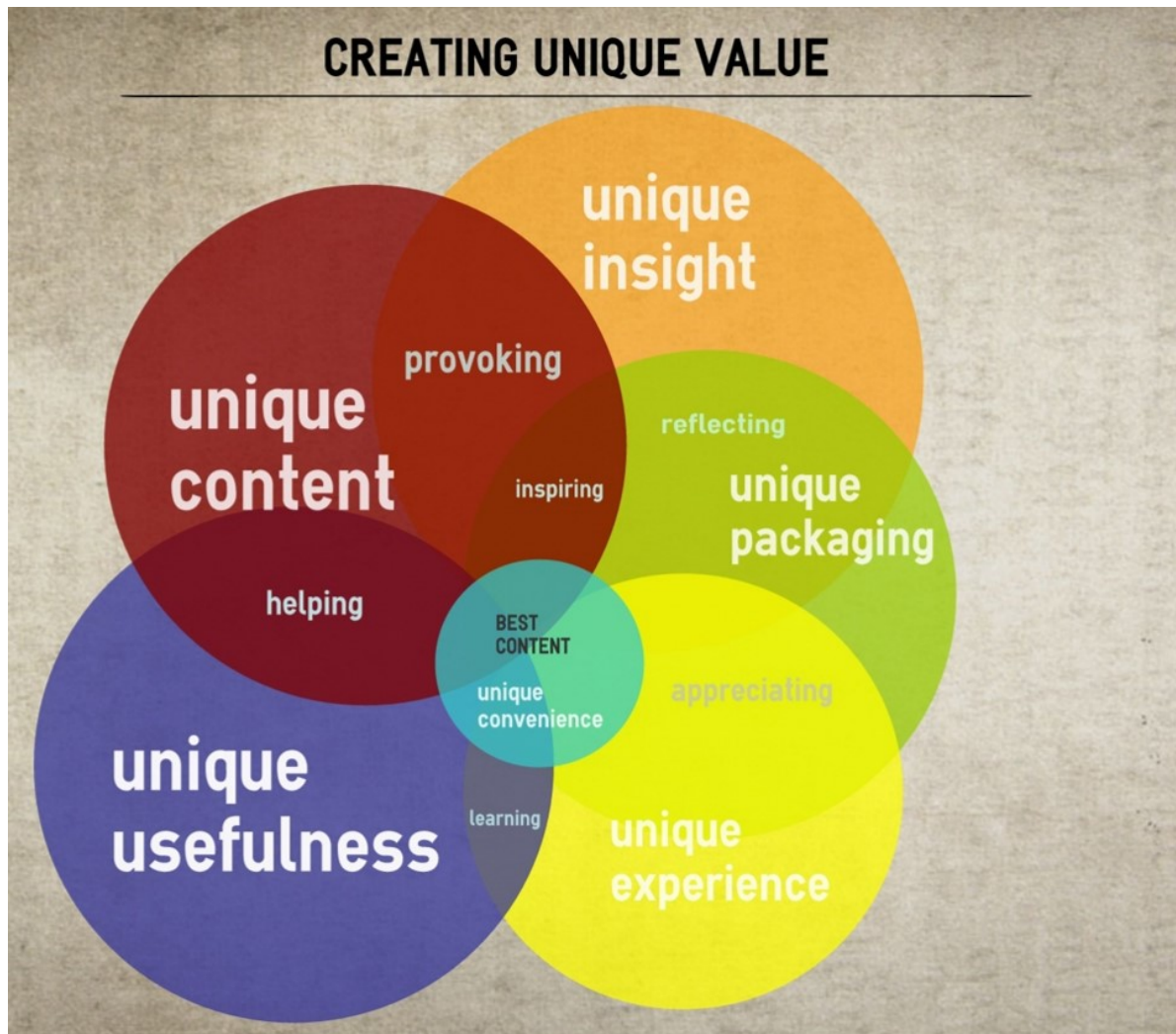
**Trust is a very important reason** why an online visitor will read what you have written. Do you buy a book by judging its quality from the cover? No! You buy it because you trust the writer and feel that you are in for a good read. The same thinking applies to blogs as well. You need to build up a credible and reputable standing in the online community. Publish your name and other coordinates. Let the readers know that you are not content churning software but a real person. Readers on the internet are tired of spammers and pseudonyms. Give them the real deal and watch them repose their faith in your work.

**Dish out something new and fresh.** The online community is packed with recycled content. You write something on your blog that is borrowed from another blog, which in turn is 'inspired' by some other piece of online writing! What happens if the online reader is discerning and has already read the original post something? You end up looking like fool and nothing more than a content duplicator. You are not perceived as a writer anymore. You do not want that to happen to your blog. If you are not able to think of fresh ideas every single day, cut down on the number of posts you publish.

Just whatever you put up on the blog, make sure it is new.

**Having opinions is a must on your blog.** Readers of blogs want subjective writing. They are not comfortable with generalized views. Such pieces of writing are for articles, not blogs. In blogs, people want personal views. That, however, does not mean you express radical views that might marginalize your readers! Be assertive without being offensive. And always leave room for readers to chip in with their two cents.

# Is your Content of Any Value?



Internet marketers trying out their hand in **content marketing** keep asking themselves this question. Is the content that they are publishing of any substantial value? Does the content add value to the brand or hike up online sales? Is the quality of content totally detached from its aesthetic appeal? These are some questions, which can put any internet marketer to the test. In this post, we will look at some metrics that determine the value of content.

For example, the **number of social mentions**, or the number of times your content is shared on the social media networks, gives you a fair idea of how your content is received by online readers. The social mention metric also tells you if your content is of sound literary quality. No online user will share or promote your blog or article online

if they don't enjoy reading it. What better measure of your content's aesthetic value than knowing how many people appreciate it?

There is something called **attribute modeling**. In very simple, layman terms, it is finding out the number of visitors that come from certain sources or points of content dissemination. For example, you publish a blog on a high-profile website. Use Google Analytics to track down the number of visitors to your website that have clicked on the web links provided in that blog. That way, you know how many readers you have successfully influenced enough to make them click. Attribute modeling will help you zero in on posts, blog or articles, that have found favor among online readers.

A time-tested metric to measure the value of content is to check **how many links it has earned**. If your content does not attract any link building invites, do not automatically conclude that your content is of no value! There might be other reasons why the invites didn't come rolling. However, when you find link invites coming your way for a content piece, you should pat yourself on the back for having written and published it! Similarly, comments that users and readers leave on your blog post or article can be helpful in measuring the value of content. A blog post that has received many readers but zero comments usually mean that your content has excellent attracting power, but little retentive or enticing quality.

# Top 3 Blogging Mistakes You Do



Blogging is considered a potent tool of dissemination content. Online content writers have blogs of their own. Most brands have a designated blog that they use to update news and other content material. Blogging is very effective, only if you do it the right away. And because it is such a popular medium online, the sheer number of people **blogging** all over the world has brought in some misconceptions and wrong ideas. In this post we look at the **top 3 blogging mistakes** that you do, without really putting much thought into it.

**Mistake 1:** Write many posts. Most bloggers and online marketers still follow the traditional method of using more content to generate greater interest about the brand's products and services. That scenario has thankfully changed! When you are writing more posts, it does not necessarily turn into greater influx of online visitors. Every blog has its own optimum number of blog posts-to-visitors ratio. If you are dealing in a field that requires real time updates, your frequency of blog posts should be high. In other cases, you need not update your blog every hour, or every day!

**Mistake 2:** Write original posts. We have dealt with this topic in our last couple of posts. It is not necessary anymore that you always write 100% original posts in your blog. You can borrow ideas, templates and formats from your own successful blog

posts and replicate the success story in other blog posts that you publish. In using material sourced from other websites, give due credit and web links. Having such a transparent approach will earn you brownie points and you will not regret using content gleaned from other sources.

**Mistake 3:** Write your own posts. This is a typical wish fulfillment that most online brands have. They feel that they are best suited to write about their products and services. So, they find it better suited to write the blog posts by themselves. This kind of operation works only if the person drafting these posts is a good, competent writer. Otherwise, this will not work for your brand. An online reader is not interested in badly-written post, even if you are the CEO of the company! Instead of getting overwhelmed, hire a professional ghost writer. That will get you quality content without compromising on your idea that customers want to hear you and only you!

# Repurposing Content: Why and How



More than ever before, content is in the driving seat of online marketing. And you can't ever have enough of something that is working for you, can you? That is what is happening to content creation! Content writers are churning out quality posts but it never seems to be enough for internet marketers. In our previous posts, we have talked about recycling content through syndicated posts or using the same content structure/template to generate more **content** quickly. Today we will talk about repurposing content.

Let's begin the discussion by knowing what is meant by repurposing content. To be very basic about its meaning, let's just say that it is using the same content in different forms. That way, with a core content material, you can develop several other forms of using the same content. That will ensure that your content machinery throws up enough quality material for your internet marketing division. Now, we come to the question: how to repurpose content? Here's a quick checklist:

- **Blog or Article:** The first job for you in this model of content generation is that you have to come up with a good copy of a blog post or article. This will be your mother content so make it the best that you possibly can. This blog post will now give birth to many other content material.

- **Audio or Video:** Prepare an audio or video presentation with the blog post that you have written. You can release it on video platforms like YouTube. Optimize the video with your preferred keywords and you have an effective material to drive home some good, solid online leads. The best part about using audio or video tapes is that people who do not like reading will listen or watch your content. You can get a wider reach of your potential customers.
- **Infographics:** This is very much in vogue in the age of **social media marketing**. Infographics are hot on the circuit for one simple reason: they are simple to understand. More importantly, their immediate appeal makes them very 'shareworthy'. Social media hounds will lap up and broadcast every single Infographic that is worth talking about. Create an Infographic from the blog post that you have written. Share it on social media networks and watch them go viral!

Do you have other ideas of repurposing content? You can share them here.

# Top 3 Ways of Recycling Quality Content Effectively



It is a known grouse in every SEO team that they do not have enough content to feed their online machinery. There is no denying the fact that quality content is far cry in the world of hasty deadlines and against-the-deadline writing. Not just in the domain of **content writing**, but in the entire content department, including images and videos, there is a serious dearth of quality material. The creative department is never able to pull up their socks enough to work it out.

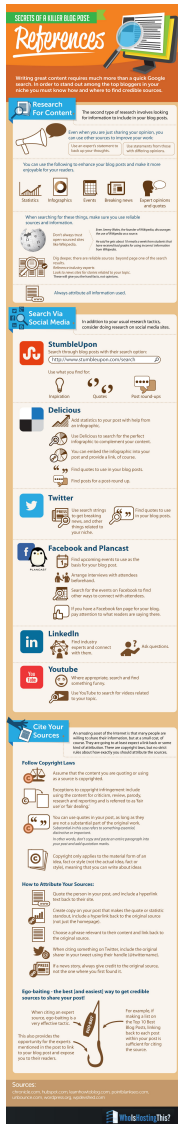
The solution to this pressing problem is the need to recycle content. If you have quality content material at your disposal, like an archivist, you have to ensure that you keep its imprint so that replicating the quality of the content is easier for future use. Here are some effective ways in which you can recycle quality content for your SEO team:

**Working with Images:** Images can speak a thousand words, yes, and when you alter keynote images and put up a similar show, those thousand words are replaced by another thousand! For example, if you have a successful banner ad that pays dividends to your **SEO team**, changing a picture here and there will suffice to use its success in similar banners across your online front. You can use the new ads for even different products!

**The Donut Theory:** Donuts are ad spaces within a video that can be filled up with images or texts. In other words, you can use different texts or pictures as donuts in videos, even white papers and e-books. The idea is to use the exterior and change the internal message core. The donut theory will help you develop numerous SEO spots without straining your budget or other resources.

**The Template Theory:** Templates, as you know, are frameworks that are customized according to different messages while keeping their exterior quite similar. No matter what kind of content you are creating, for blog posts, case study material or simple web [landing pages](#), file away the template in your archive. Keep this archive accessible to all the team members. Use this template to create more content pages effectively and within prescribed time frames. Make a few changes here and there and you will find that you can use these archived templates in a whole host of places.

# Secrets of a killer blog post [Infographic]



Source: [WholsHostingThis?](#)

# Is Your Content Worth Sharing?



Before you daydream about going viral with your content online, ask yourself: is the content worth sharing? You have to understand that for the content to go viral online, it has to be taken up by many online users and readers. These users are not your employees or paid advertisers. They will only take up your content for sharing if they feel that it is worth their time doing so. They will also be interested in your content if it portrays them in a good light. Here are some tips you can use to make your content worth sharing:

- **Expert Opinion Counts:** No one wants to read **content** that is generalized and based on vague statistics and opinions! A good example is: have you ever heard fans commenting for sports matches on TV? It is always the experts that people want to hear! That is what your content must be about: expert opinion. If you are an expert on the subject that you are writing about, you are in for a huge plus. Otherwise, you need to get an expert on board as a guest writer.
- **Sources Matter:** To enrich your content, you need to quote facts and figures. They pepper the writing with reality checks that users dig for. These statistics cannot be stated in a matter of fact manner. You have to quote the sources from where you are parsed the data and the numbers. The credibility of the source material rubs off on the content that you produce. You can use web links on your written material to

direct interested users to the source web pages.

- **Use Specifics:** A content written without any facts or figures, in other words, specific details is too watered-down for anybody's liking. You will be amazed at how online readers are hooked to specific numbers and data while being totally repelled by generalized observations. Make use of these specifics to make your content come across as more interesting and lucid.
- **Credible Platforms:** Where your content gets published says a lot about your content itself. If you are online on credible websites with a dedicated fan following, people will definitely take your work as serious material. In fact, when you get published on reputed, elite platforms, you will build up a steady stream of loyal readers who will check out your material no matter where they get published.

# Top 3 New Ways to Use Content



Content is definitely the fuel on which brands run. Digital and **online marketing** teams have to work on content generated by writers in the team. However, with more content required to inject into various online channels, internet-marketing teams are using and reusing content through fresh, innovative ways. The content written by your writers is not the only source of written material at your disposal. In this post, we will look at some other ways to procure content and use them in your digital marketing purposes.

**First, make use of videos** as a form of disseminating information. At conferences and seminars, speakers give away a wealth of information through their speeches and talks. Use these videos to inform your online users about your products and services. At various events, use the speeches in transcript formats for those who want to read rather than watch what the speakers are saying. You can even use the spoken word as material for your blog or article. This is a smart way of reusing content.

**Second, online readers want value for their time.** A brainstorming session in your conference room will throw up interesting facts. These facts, if outlined in the form of a blog post, can make for some very absorbing reading material. The best part about using brainstorming transcripts as content is that potential clients and customers will come to know about the thinking process in your team. They will know your way of working, a fact that will come in handy when they want to pick a business partner.

**Third, reusing one form of content as another** is very much in vogue these days. They open up your options of reaching out to your online readers. For example, you can compile your blog posts in the form of an e-book or a newsletter. Your business updates can be expressed in the form of an online press release. Another smart way of reusing content is dissecting your company white paper into smaller, easier-to-read blog posts. These posts will be rich in information, as a white paper, and will be useful for B2B marketing.

It is important to not just create excellent content but also use them optimally.

# Content Marketing Metrics that Concern CEOs



Are you under the assumption that CEOs care about how flowery your **web content** is or how readable your blog posts are? As web content writers, you have to throw out such assumptions out of the window! CEOs, as rightly should be, are concerned with the commerce aspect of the business rather than art and literature. An article or a blog post is good only if they get in business revenue or engage customers. Clearly, the performance metrics the **content marketing** team are different from those of literary societies! Here are the top 3 content marketing metrics that concern CEOs:

- **Online Leads:** Are your articles and blog posts bringing in online leads? That is the first and foremost content marketing metric that determines performance of the content writers. Are people and users of the interest getting drawn to the brand that you are writing for? Is it converting the amount of online traffic coming to the website into possible leads? Getting in the online traffic is the job of an SEO professional. Converting those online visitors into potential leads is the responsibility of the content team.
- **Return on Investment:** The content marketing team, simply because it is dealing with a non-tangible domain when it comes to hardcore business metrics, cannot be excused from the return on investment quotient. The ROI of the content

marketing team must justify the expenditure it takes to hire writers and other associated costs against the returns in terms of revenue generated for the brand. If the ROI is not green and sufficiently so, you need better content marketing ideas.

- **Customer Retention:** Building up brand loyalty and engaging customers with the brand is the job of the content marketing team. You have to come up with new, fresh ideas constantly and keep updating your website to give something new to the online visitors every single time. This will help keep customers glued to your brand and also cut down on the number of customers leaving your brand to join competitors (churn rate). Content marketing metrics should contain a column depicting customer retention rate and the churn rate.

# Want to Blog? Take this Litmus Test



A blog makes a writer out of everyone! But to maintain and sustain a blog through a considerable period of time is a challenge stiffer than most best-selling authors have to go through! To an anonymous reader, your writing is your introduction and fame. If the writing fails to interest the reader, your blog fails too. In due course, you abandon it and it lies dormant for years to come. How do you know if you have it in you to start and sustain a blog that is worth any value? Check out these pointers.

**First, pick an area of interest that you want to write about.** It sounds simple but is not! For example, if you are interested about F1 racing, can you write down possible titles for 50 blog posts related to this domain? If not, you are simply going to add to blogosphere without making any impact at all! This does not mean, however, that you can only write what you know about. It is usually easier to talk about topics you are most comfortable in. But, it is the easiest to write about topics that genuinely interests you.

That brings us to Point Two. **What are you passionate about other than writing?** If there is a domain that you root for, even if you don't know much about it, your blog will soar. That is because you will eagerly learn as you move along. You will not take it like a burden that you want to shake off at the earliest opportunity. You will read

more, you will watch videos and you will inject your own insights. In other words, with research and your own brand of thinking, your **blog content** will certainly be unique.

Third, **you have to be patient**. Bloggers looking to earn some money as you write: be warned! It may be months, even a couple of years, before you actually hit any spike in internet traffic. Do you have the tenacity to pull through? Research suggests that blogging for most topics are saturated with bloggers and online writers. To stand out, choose a very niche topic and then branch out into mainstream content that broadens your blogging domain.

If you hit ticks in most of these check boxes, blogging is your game. Good luck!

# Visual Content for Winning Traffic



It is not only the documents in black and white that is conceived as the content of a site. The **digital marketing** world these days demand higher quality content on each page of a site that can attract the attention of visitors and hold it for a considerable amount of time. **Infographic** is among the very new and effective components of online search engine marketing.

**ATTENTION:** Even a mention of this word reminds you of the magic it used to create in the grayish part of your brain during the school days. Your marketing components on every page should have the same effect on site-visitors. The onset of a digital world started diminishing attention span by hours, minutes and seconds.

The biggest challenge **online marketing** faces is probably grabbing and keeping the attention of visitors. A lot of hard work goes in the efforts to hold the attention of internet users for a few seconds. Even the smartest online marketing budget cannot afford bounce rate. Graphics of great quality and eye-catching visuals have the power to grab and retain the attention of visitors.

**SHARE:** The present day social networking site users know how important and how much fun sharing online content is. If there are enough amounts of fun, wit, information and intelligence in your sharable visual content or infographic, it will compel a large number of netizens to share it on their timelines.

Interesting visual contents on serious, sometimes political affairs reflect professionalism as they encase serious political information in interesting package. It is quite difficult to attract as large traffic and increase the conversion rate as much only through text format of site-content.

**EYE-CATCHING:** It is a proven fact that it takes a lot of effort to keep a readers glued to a block of text. In order to encourage them reading an entire text, site owners burn a lot of their mid-night oil. It has become necessary these days to put in a bunch of graphs, visuals, charts and images to pep up a written content.

It is a fast world where marketing has to work immediately or the efforts will go down the drain. Nothing can make it happen faster than visual contents on a page.

# Sharpen Your Content Skills to Market The Site Effectively



Content is one of the most important elements for marketing of a website. When discussion is about the content of a website, it is wrong to spend much time only on written documents like, articles, blogs or web-page content. **Infographic**, video, image, whitepaper or e-book any relevant element that adds value to the page, engage the attention of readers are the part of content marketing. The ultimate aims of all these forms of content marketing tools remain the same, which is driving profitable action from the customers' end.

Online content is not a very new thing in the field of **online marketing**. The earliest online cook-books, guides for farming and tourist guides are examples of such forms of content. As more and more content started being uploaded online, it became a challenge of considerable level to retain the attention of a large group of target readers. Some of the farmer's guides started giving out information about getting loans at lower rate of interest and making more money through larger amount of harvest. This tricky but smart way of content curation helps earning loyalty from the repeat visitors.

There are a few thumb rules of making your content a winning one. With time, a marketer starts learning to use those tricks with enough smartness and make them their weapon to attract the readers' attention.

1. Given a chance, always take up a topic you are passionate about. That brings out

the best of your talent in no time and makes you a pro in the game of writing.

2. Target the best in the business while trying to cater with your content. Do not wait for them to link to your site and offer them what they might need. That helps in bringing the best to your doorsteps not through link building but through link attracting.
3. Easily sharable content grab the attention of a large group of visitors and help retaining them all for the benefit of the site. For example, if you want a video on your page, embed its i-Frame code there.

There are numerous ways to make your web-content stand out. With time and proper practice, your skills will become razor-sharp and effective for the purpose of marketing.

# News Content Can Stand Out, But Not Without Novelty



For years, webmasters have trusted on three types of contents for the success of internet marketing and have focused on the three major formats viz. *News, Humor and Opinion*. In recent years, people are seen inclining towards only one format among the three, which is news, having least inkling that they are gradually pushing themselves into a flow that carries several (or should I say most?) in the business. Sometimes, site owners do not even pen a headline for the story and just post the link/ URL of the original story instead.

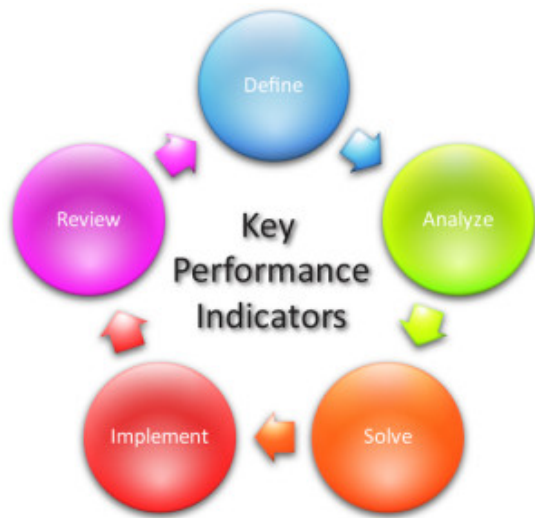
Poor run-of-the-mill stories never had the power to draw the attention of a large volume of readers or hold their attention for a long period. The group that hardly spends time off the crispy and magnetic everyday news has already chosen the sites they want to trust. Entering that field is not easy for new or inexperienced publishers. Before clicking the mouse, loyal readers are ready with their plans to enlighten themselves with the raw, breaking news of the day and not to chew on the repackaged, half, semi or fully cooked stories borrowed by the blogs from some other source. This repackaging or spinning of news procedure can hardly add any credible value to the requirement of the readers.

The problem is not always that too many people are trying to retell the story multiple

times. The problem lies in their laid-back approach that manages to churn out little amount of uniqueness or novelty to be injected to the content. When a large group of people try to present a common story without putting in much effort, they end up creating sub-standard versions of the same story. Not many people can be amused by such a worthless effort. Engaging contents demand some thorough research by browsing through some well-credited resources and not by attempting a rephrased written materials tweaked from a particular source.

Too many sites relying on the same resource ruling the SERPs can reduce value in user experience. In order to stand out among the lot, publishers should keep a vigilant eye on added information that can be collected from lesser-known resources. The trick of winning the content battle is not always finding the best of information. **Just fishing out something before anybody discovers it can help you beat a diligent group vying with you.**

# Key Performance Indicators for Content and What They Could Be for Any Blogger.



KPIs, or Key Performance Indicators, have been around in business for years. This particular piece of management jargon actually describes a fairly straightforward concept. What measures can indicate whether the actions of the enterprise are doing what they are meant to do? It does not matter whether its mission is to increase recycling, or sell ferret health insurance. Bloggers, the new essayists of the 21<sup>st</sup> century, are often writing to help promote their client or their own business. Even bloggers who blog for joy are implicitly selling *something*, even if it is merely their own thoughts, advice, and observations. Even so, it is helpful to know if one's effort is reaching anyone.

Since bloggers may not have direct interaction with the customer or with the product, it is particularly important to know *how they are doing* in order to adjust their writing, their subject matter, approach, or some other factor. What might be Key Performance Indicators for a blogger?

Well, actually this question is actually jumping the gun. First things first: to begin with, you need to know what your mission is. If you don't have one, sit down and

come up with one that expresses the core of what you are trying to do in your endeavors. Based on that, you can set goals that can be actually perceived. “Making the world a better place”, for example, is a bit vague. These goals should permit you to assess progress towards them. There may be several indicators out there to reveal whether you are making such progress. The most predictive measures among all the possible ones out there in the universe, ideally, will become your KPIs.

Furthermore, your KPIs are just one element in an ongoing process that ideally should include identifying any necessary adjustments to the product or the process. Customers can provide invaluable input that to help with this. Then, assess performance again, and so forth. It is a process, not just one task.

All this is the **underlying marketing thought process** that should inform what KPIs you use. However, this might seem a bit overwhelming for a stand-alone blogger, or for a startup business. Condense these steps to the following questions, if necessary: what do you want to achieve, and how can you tell if you have done so? Then do what needs to be done to make things better.

Some categories of KPIs that often used in businesses include:

- quantitative (numbers) versus qualitative (non-numerical)
- Leading (predicting outcomes) versus lagging (revealing how things went after the fact)
- Input (cost of resources) versus process (productivity or efficiency) versus output indicators (what results were achieved?)
- Practical (related to an existing process in the firm)
- Actionable (identifies actions to be taken)
- Directional (shows trends)
- Financial

How would any of these apply to blogging? Consider the following suggestions from John McTigue at **KunoCreative.com**. To measure outputs, you could track the number of

- monthly blog posts,
- guest bloggers,
- syndicated bloggers,
- author comments,
- posts to social media,
- Downloads of eBooks, videos, webinars, or press releases.

To assess the degree of interaction that our blog is encouraging with the readership,

we can measure how many of the following we garner:

- views,
- subscriptions,
- reader comments,
- visits from inbound links,
- visits from searches,
- number of times readers shared the link on social media,
- reader likes,
- reader designations as number one, and
- Comments on social media.

The most important measures for sales are conversion statistics. These can include tracking how many leads have been generated from the call to action (or CTA) from

- blog posts
- blog post links
- blog page
- social media posts (by your readers)
- press releases
- downloads of longer documents, such as a pdf
- webinars
- landing pages
- content as customer's first contact with your endeavor
- content as customer's last contact before taking action
- revenue generated by the blog, or other single marketing activity

In very practical terms, you can also design your web page and your blog to capture data very precisely. For example, if you put the information about different services that you offer on different individual pages, you will capture specific information about the amount of interest and the number of eyes on that content from the clicks on each page. If you have blog posts on different pages rather than available to simply scroll down, you will get more information about which blog posts are most appealing or compelling. However (*and this is really important*), you need to consider that many readers today may access your content from a device with a data plan. In other words, people may be paying for a measurable number of kilobytes of data *every time they click*. Be conscious of this and considerate of your readers when you design your web presence. You may actually alienate readers if they have to keep clicking and clicking to get to your content. Be sensitive to this as you balance your

need to capture data, and your need to make your blog readily accessible to all readers.

If you have the resources, as a mid-level firm, there is a good subscription tool available to keep track of all sorts of analytics, called [Domo.com](#). They plan to roll out a tool for small or startup firms within the next year, so check them out. You can also use plug-ins available through [Wordpress](#), which is a modest investment for newbies or small enterprises. With a bit of instruction, you can probably get much of the most important data that you need on your own. This will definitely help you become a more effective blogger.

**Author:**

*Article by Alex Dundee, who is a professional blogger, working with Place4Papers.com – content creation service, which offers articles, essays and [research papers for sale](#) as guideline materials and sources to be used and cited in academic works. Alex is an avid gamer, who tries to balance his family work and hobbies to get the most out of every free minute of his time.*

# Taking Content to the Big League



Thousands of pages are being added to the internet every single day. These pages are full of content in different domains and interests. Hundreds of writers all over the world are earning their supper by drafting these **web content** pages. Yet, only a handful of them eventually matter or create ripples online. The rest die a premature death, much like films that don't click at the box office. However, there are ways in which you can propel your content to the big league, only if you know and follow them. Of course, there are some variable beyond your control. But if you stick to these guidelines, you will eventually make a large splash online.

What is the core idea of advertisement? It is to identify a need among customers and then appealing to that need. There is also the idea of bringing out the latent need in customers or creating an artificial need for the product. Unless the advertisement message is directed to a need, it will not have an effect on the minds of the potential customers. The same goes for online content. You have to find out what is lacking in your domain of business. What kind of content is your customer group craving for? Do your research and then develop content marketing strategies according to that survey. Find out the need and then direct content toward fulfilling it.

Give your readers an experience that they cannot find elsewhere. Everyone comes up with content. Your competitors in the business domain are writing and publishing web pages as well, probably more than you are doing! How do you make an impression in this scenario? You give online readers something that is unique to your

domain. If all the others are writing articles and blog posts, go for infographics. If they are putting up statistics and data, interpret those data for your customers to understand things in their perspective. This will help you project your brand as a friend and confidant that the customers can turn to at any time. It gives them a unique experience that no one else does. That is how you propel your **content** to a league levels higher than the competition around you.

# Why Lifting Content is a Bad Idea



When we talk about lifting content or plagiarism, we are always talking about copyright and legal issues that will harm you. There is more to it than meets the eye on first glance. You will be facing more than just lawsuits from blogs and websites that you duplicate content from. If it was only limited to legal tangles, companies in offshore destinations will feel free to violate the norms because they know that their chances of being brought to the book are minuscule. In plagiarism, you will end up losing your online identity, something that will hurt you more than some lawsuits slapped on you.

Firstly, you may duplicate content from unknown, unpopular blogs or forums, even websites. Your readers may not find it possible to detect the original source of the article. But you cannot fool Google! With more sophisticated algorithms and search engine tools, Google can spot a duplicate web page the moment it crawls up against one. The aim of Google, and all other search engines in the fray, is simple. They are working to put up the best results according to the searches inserted by the online users. If they find that the results coming up are identical in some way, they will push down the content that was published at a later date. You lose out on Google's SERP

because of plagiarism. In other words, you miss the online marketing bus totally!

Secondly, plagiarism gives you an unenviable status in the online community, especially in your domain of work. What could have become an added networking channel for you becomes your bane. You could have got backlinks from these websites or blogs that you are lifting from. That would have spelt more benefit in the long run than simply burning away those bridges for some content that will not do you any good either. You cannot ask a blog for mention or **backlinks** after pinching paragraphs off their blog! Readers will also identify your duplicate content, sooner rather than later. In such circumstances, you will lose the credibility that your brand badly needs. You will be tagged as a plagiarizer, a label that you will never be able to rip off, no matter what you do to repent.

# Candid Facts about Targeted Content Marketing



We are working in an advanced stage of **internet marketing**. In terms of **content marketing strategies** as well, we will do better to think in some progressive lines so that we can keep pace with the changing times and also the search patterns that have evolved in the recent past. Of course, your content marketing has to be targeted towards your customer base. There is no two-ways about that one. However, you cannot limit yourself to just thinking in terms of targeted content marketing to grab online business. You have to go deeper and think about **buyer-oriented targets and research-oriented ones**.

To throw more light on the differentiation here, consider an example. *Suppose you want to buy a book. Before buying it online, you want to know more about it by reading Wiki pages, or book reviews and blogs on that particular book. You search with the name of the book and expect these pages to come up as search results. This is the result-oriented targeting stage. After you have decided on buying it, you search again for the book. Only this time you precede the name of the book with the word 'buy' or 'buy online'. This is buyer-oriented targeting. Here you want the results to throw up online bookstores from where you can buy that book. When you are developing your content marketing strategies, you have to be clear about this differentiation in the psychology of online searchers.*

Studies have revealed that the conversion ratio of **buyer-oriented search is better than research-oriented searches**. For obvious reasons! But it is interesting to note that, more often than not, the buyer-oriented phase does not come before the research work gets done. And the websites that provide quality and dependable research information is usually the ones that online users end up buying from. That clearly shows how you need elements of both these targeted content marketing fields in your content. **The long-tailed keywords do more for your online marketing success than the generic, specific ones**. That is because when users are detailed in their search query, in the form of a long-term keyword, they are clearly interested in a definite outcome from the search. This another factor you must consider during content marketing brainstorming.

# Content Marketing Magic: The Effectively Engaging E-Book



Search engine optimization has changed over the years. In the beginning, it was a bit easier to 'manipulate' engines, stuffing keywords and attracting scores of incoming links. The algorithm shifts, ushered by Google Panda and Penguin, struck fear in the hearts of web masters and practitioners.

Increasingly, SEO providers invite clients to engineer quality content focused on a target market. Content appears in the form of on-site pages, guest posts, landing pages, and other editorial varieties such as e-books.

E-books, instantly downloadable, packed with information, and spanning a variety of industries, are oft sought by consumers. Consider [orchestrating an e-book](#) for your business, minding the following insights.

## Thought Leadership

What brands do you elect to purchase or notice? Likely, your go-to brands are those that have established a sense of authority and reverence within a respective industry. For example, Apple is a well-respected name in technology, and the esteem fuels the company's revenue stream; when Apple produces new products, people sleep outside for the chance to be one of the first owners.

E-books facilitate the process of thought leadership. An e-book may address a particular problem, yet the product aligns a brand with its industry, fertilizing sentiments of mastery.

## Case Study

E-books provide opportunity to discuss specifics. Marketing and advertising literature is often vague, hosting catchall sentiments. However, regardless of the product or service, each customer will use it in a unique fashion to address personal issues. E-books containing particular case studies invite readers into the problem-solving world of publishers.

While some marketing material provides limited space to accurately describe end-to-end solutions, an e-book allows publishers to write in-depth upon how a company addresses client issues, engineers a plan, and executes it to perfection.

## Online Marketing

Publishing an e-book and creating an associated landing page where browsers may see the advertisement helps with online marketing. Building authority to a landing page (the page introducing and leading to the e-book purchase page) helps spread awareness and secure a brand's legacy using online resources.

Brands with little online exposure may use the e-book method to target digital markets concordantly with offline buyers. Since brands create, publish, and host ongoing e-book ads with small overhead costs, companies of all industries see search engines as a potential marketing channel. Seek [SEO reseller services](#) for more information.

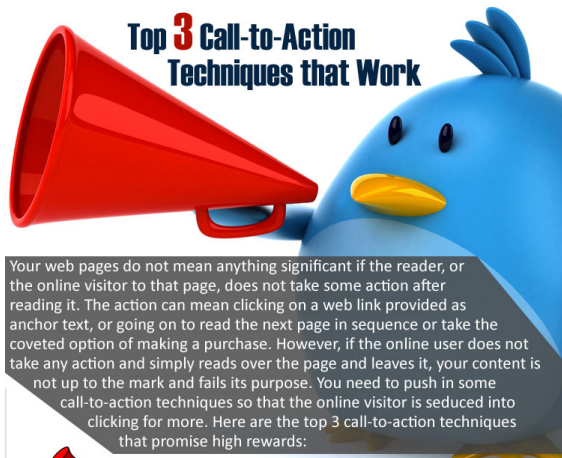
## Branding

You may remember text books going through iterations of publishing; every few years, a mathematics or English textbook would reveal its newest edition provided by the same publishers, who sometimes added only a few changes or chapters as compared to previous versions. It's a way to keep readers current, but it's also a branding method.

Publishers want to remind schools (the customers) that when it comes to particular subject matter, the former is an authority. Overtime, the customer begins to associate the publisher with the product, branding the relation into mind and habit. Producing one e-book invites the opportunity to create ongoing editions, forming stronger associations. Taking the notion a step further, a brand may create a library or 'university,' replete with e-books, videos, podcasts and more.

*Jermaine Easterwood has extensive experience in online marketing. He enjoys tracks trends and writes for marketing blogs.*

# Infographics - Call-to-Action Tips for websites



### 1 Something in Return:

You have to give back to the online user something in return for clicking on a link or downloading a pdf document or any such action that you desire from your end. You have to offer them an additional discount or some freebies in the form of software or merchandise. The idea is to make the reader, or user, feel tempted about taking some action after reading through your page. No one likes to do something for nothing!

Online users often shy away from taking an action after reading a page because they are worried about consequences. Will the product be delivered safe and good? Will the cash-on-delivery option be available on your address? The best call-to-action technique in such cases would be to anticipate what the concerns might be and then address them directly. You can put up a widget promising money-back guarantee or allow users to check cash-on-delivery availability by typing in their pin/zip codes. You have to dispel forebodings of the users.

### 2 Address Issues:

### 3 Cat in the Bag:

Curiosity is the key to call-to-action. If the online users are not curious about your ad copy or widget, they will never click on it to find out more about it. You have to keep the cat sealed up in the bag for users to come look for it. Of course, you have to put in sufficient number of clues to tell them that there is actually a cat in the bag! No one clicks on links that does not give the impression of revealing a wealth of information. Bring about that mystifying quality in your ad and anchor text links.

E-Mail : [info@7boats.com](mailto:info@7boats.com)

[www.7boats.com](http://www.7boats.com)

Ph : 080 17 048 042

Address : AC-147, Sector 1, Saltlake, Salt Lake City, Kolkata, West Bengal, 700064, India

# Measuring Your Content Marketing: Five Essential Key Performance Indicators



Marketers and advertisers stretch creativity to the limits, trying hard to capture the attention of an audience and convert large parties of interest into customers. Trying is essential, but it is not enough to make rational and measurable progress. Therefore, KPIs or key performance indicators are adopted, expressing whether endeavors are realized by practical actions.

The early days of the web offered a minimum number of **KPIs**. For instance, the number of visitors on a page or how many times an ebook was downloaded helped marketers gain a sense of the worth of content, but advertisers of today enjoy added cues, analyzing the efficiency of waged campaigns.

## Content Marketing: Five Essential Key Performance Indicators

### Unique Visits

Imagine a local storeowner, enjoying the commerce of neighborhood consumers. To gain a better sense of the potential of expansion, the owner would want to differentiate neighborhood commerce from consumers living farther away. Distant

and unique visitors rather than the same regular commerce will indicate whether the store's popularity is growing. Unique digital visits calculate how many different parties landed on a web page within a particular period (usually 30 days).

How many unique visitors does a brand host? Investors and hopes of expansion beckon the question.

## **Geographic**

A car enthusiast starts a blog, lending mechanical insight to readers. After some time, the mechanic realizes a number of people seek answers to winter-related car issues; the decision to engineer an ebook seems lucrative. Spending more time analyzing digital metrics, the mechanic realizes a majority of his readers live in Pennsylvania. Rather than a general mechanical guide, the author decides to tailor the information to better address the needs of a car operating in the northeastern hemisphere of America, with a specialized section on winterizing one's car.

The greater attention to geographic detail gained the attention of those living in Pennsylvania, New Jersey, Delaware and Ohio. Additionally, those using review sites like [Yodle.com](https://www.yodle.com) are alerted to the geographic precision.

## **Mobile**

Ted operates a one-man graphic design business, with hundreds of samples displayed on his web site, figuring the colorful displays will help sell his services. However, Ted's metric analysis indicates that over one-quarter of his site's visitors use mobile phones to peruse the site. After checking his site with his own mobile phone, Ted realizes most of his graphics are getting modified and 'cut out' of the screen. It's likely making a poor impression on otherwise interested parties.

Ted's ability to review his KPIs and realize the disparity of what's seen on a laptop and a smart phone screen will help his business make more sales.

## **Bounce Rate**

A number of owners, obsessed with search engine result pages, build links in the hopes of raising their pages' ranks. It's a wise investment; research has shown a large majority of users click on results featured on the first page. However, great search rank only facilitates exposure; it does nothing to engender a sale. Analyzing bounce rate metrics, a web owner can view whether pages are satisfying a user's query; does the page fulfill a consumer's expectations? If it does not, the page will reflect a high bounce rate, meaning browsers do not spend a lot of time on the page, whether due

to poor navigation, design, content, etc.

## Page Views

Page views are an oft-overlooked KPI, but very important, especially for ecommerce and news sites. Once a consumer lands on a domain's property, how interested do they remain? For example, a browser, wanting to learn about the US government strike, may click on a article, and after reading, continue to read another one on a separate domain page. The amount of time the browser spends on a site sends good and bad signals to search engines. Web masters, with high amounts of page views, can enjoy the satisfaction of knowing their site's navigation is user intuitive and hosts a number of pages of interest.

Online marketing is much like the segmented enterprise of an entire and robust marketing campaign. Brands need to analyze a number of metrics and traces of consumer behavior. Key performance indicators are weighted differently per brand; however, don't lean too heavily on one element. Analyze a variety of indicators to devise a clearer holistic picture of consumer behavior.

*Eric Bryant is a marketing maven of many years. When he has the time, he enjoys writing about what works for him by posting on a variety of blog sites.*

# Do You Audit your Web Content?



It is an obsolete thought to look upon the word **audit** only fit for number crunching and hardcore business statistics. Audits can be carried out for your **content** as well. Just like in an audit conducted on your business ledgers, the idea of the **content audit** is to figure out how much you have achieved by writing a particular **blog post** or web page. There are so many metrics available online that can tell you the reach and impact of your content if you have the heart to follow those roadmaps. In this post, we will take a closer look at how to audit your web content.

To begin with, take stock of all the web content that you are publishing, starting now. Keep track of the articles being published on online submission sites, blog posts being put up in your own blog or as guest posts on other blogs and also additional web pages that you are adding to your existing number on the website. For each web content page that you put out, you need to know how much they have worked, if at all. A quick look at the bounce rates, the page views, the average time spent on each page and several other statistics will tell you if readers actually read your page.

A study of the clicks on **anchor texts** provided in the content and the number of social media shares are other metrics to measure the success or otherwise of a content page. A content that is shared more on Twitter or Facebook is definitely a bigger success in terms of impact than another article which you think was better written. You don't get to judge here, just analyze the available data. Armed with the statistics, you will be in a better position to take a call on what kind of posts work for your

business and the topics that you want to cover. Other than these audits, asking people to come up with ideas or vote online about topics that they want to read will keep your content juices flowing.

The *content audit* will help you in taking the right **content marketing** decisions. In this age of stiff competition in the content domain, you have to cater to tastes or fade into oblivion.

# Writing Targeted Web Copies for your Customers



Web copies are written with an objective in mind for them to be successful. The objective usually means a consumer group that you know to be responsive to the kind of products or services that you offer them. For example, if you sell mobile phones that are trendy in design with lots of social media functions, you know that the young brigade is more likely to take an instant liking to your product. Once you have identified the consumer group, your web copies must be written exclusively with these consumers in mind. That is the only way in which your web copy will be able to fulfill its purpose.

It is often noted that web copies dabble in highly technical matters related to the domain of business you are in. The ghost writers on your team crank out a well-written article on some finer technical detail that will be of great interest to people in your domain of work. For common consumers, such technicalities are a burden that they will shrug off at the slightest opportunity. In other words, despite all the effort that you invest in getting such a scholarly web copy off to the press, it fails to get you any readership. It does not even engage with your consumer group! When such web copies are written by your team, send them off to channels that cater to specialized professionals in your business. Do not dish it out to the buying public.

For people who buy your products or services, you need to interpret those technicalities for them to understand why they need a particular product. Instead of telling them how the car you manufacture gives you lesser mileage, tell your consumers how much dough they save in the process. That is more up the alley of

common buyers. They want to know what you have in your product to make them life easier. They are not interested in the innards of the product and how trend-setting the technology is! So, the next time you write a web copy for the business to consumer (B2C) domain, make sure you don't go all high on technical details. Keep your target readers in mind and write something that you would like to read as a layman reader.

# Top 3 Content Marketing Pits to Avoid



If you are actively into **content marketing** for your brand or company, you must be aware of the various challenges that you have to face on the job. There are the obvious challenges of writing cutting-edge content that is easy to read and interesting for online users. Add to it the constant need to write about issues and topics that are relevant to your brand. You need to be ahead and different from the competition curve around you. Even when you have ticked these boxes in your content marketing initiative, there are 3 areas that require your full attention:

## Content and Link Building:

**Link building** must be a product of your content pieces and not the other way round. You have to develop your content pieces by maintaining a deep connection with your brand, products and services. Catering to the top trends of the internet even if they are not relevant to your brand will get you links and online traffic but they will be useless. Visitors will simply bounce away because they are coming for the wrong reasons.

## Content Marketing Goals:

You need a proper goal or aim for your **content marketing** to be successful. Without all of your posts going somewhere definite, they will remain disjointed articles and blog posts that do not connect together. On the other hand, if you have a goal in mind, you can write posts to meet that aim in the horizon. You need a clear strategy to ensure

that all your writers are contributing towards one objective instead of just churning out content by the dozens.

## Promotional Fanfare:

Content marketing today is crippled severely without promotional fanfare. It is not enough that you write beautiful, evocative content and publish them online. You have to keep promoting them actively on **social media** networks and other channels to get maximum leverage out of them. Get the promotional machinery in place by networking actively online. Once you have fed the content into this machinery to grab eyeballs online, write the next post.

# Where to Set up Your Blog: Best Platforms



Your blog is a major platform for your online marketing initiative. Content helps in a number of ways, as you clearly know. The ideal platform is necessary to get your blogpost on the right track. Blogposts can be mounted on different platforms, depending on what kind of benefits you are looking for. In this post we have highlighted the major platforms to establish your blog on, measuring the pros and cons in each case:

- Subdirectory: You can build up a blog on the subdirectory of your main site. This will come across as an attached entity to your website. You can promote the blogpost as an independent page too and the URL name will make the name of your website obvious to those who are looking for it. It helps to add new content to your main directory, spiking up the value of your SEO drive.
- Subdomain: The main advantage of having your blogpost on a subdomain is that you can mount this as a stand-alone entity. Your blogpost will be able to garner some online space on its own, without having to depend on your main website. Strong interlinks between your blog and website will ensure that your visitors do not find it as a conflict of interest to check out both the blogpost and your website.
- Separate Domain: This is beneficial for those who want to break away completely from their website's presence and build up an individualistic, independent blogpost. Create content that is free from the overbearing shadow of your main site. You can end up adding substantial brand value to your website and the blogpost as well. With quality content in the tank, you can develop unbiased linking

between the website and blogpost.

- Wordpress or Blogger: The easiest advantage is that anyone can start up a blog here with little or zero technical knowledge. You can utilize the inherent the popularity of these domains with online users. Moreover, you can pursue web linking vociferously without fearing damage to your online domain. The flip side is that you cannot experiment beyond the set blog template designs or add SEO value to your root domain.

# Top 3 Online Tools to Get Content Marketing Ideas



Content marketing is one area of online marketing where your content is your identity. People know your brand and your product and services through what you write about them. Needless to say, you have to be ahead of the curve at all times to anticipate and deliver what the reader wants to read. You are more likely to grab the reader's attention if you can dish out what they are looking for. What is the best way to find out about their topics of interest? Use these top 3 online tools for your content marketing ideas:

**Google:** The predictive search function is close to your perfect tool for content marketing ideas. Here you can key in the primary keyword and then look for the predictive input results offered by Google. You will get a comprehensive idea of the kind of searches being made by users looking for information in your domain of interest. Note these down and use them to write content. You can also use the website [soovle.com](http://soovle.com). This site will provide you with predictive searches for not just Google but also Amazon, Bing and YouTube.

**Yahoo Answers:** If you have hit upon the wise idea of resolving the queries of users interested in your line of work, a great way to do that is to tap Yahoo Answers. You will get some often-asked questions here that online users have posted for answers. Use these questions as your starting point. Solve the questions and you will get

enough topics for content marketing. The questions are often narrow and niche, helping you to get to the core of your readership's necessity for content.

**Social Media and Forums:** What better way to find out what the users want to know in your domain of work than to use the social media for the information! Hang out on the social media platforms like Facebook, Twitter and LinkedIn. You can keep a track of discussion forums as well. Engage with other users and find out what they are looking for. Write on those topics and don't forget to share them on those specific discussion threads for maximum impact.

# How to be an Efficient Blogger?

*What is a blog and who is a blogger?*



The word blog has come from the word 'weblog'. A blog is a kind of content written online. It may be an online diary or may be an online journal. **Blog** can be written by a single person or a small group of persons on the same topic. **Blogging** is the act of writing content on a blog and a blogger is one who writes posts for a blog.

*Purposes of writing blog*

According to the purposes, there are different types of blogs which should be known by an efficient blogger. Some blogs are written as personal diaries providing one's personal information. Some blogs are written for the publicity of a product of a company. There are some blogs which invite online comments from others on a particular subject. There is also much kind of blogs which are written on the basis on their needs. So a blog can be anything you write on the web to fulfill your purpose.

Now the question is how to be an efficient blogger. The efficient blogger are those who write their blogs attractively and keep in mind the purposes of their writing blogs. Some points should always be followed to be an efficient blogger are as follows:

**Good content:** First of all a blogger has to focus his mind on writing **good content**. Good content means writing the content with simple and attractive language. Your **content** should be easy to read. You have to trap your readers with your words. You

don't need to use typical and complicated words which will make your readers rather bored and detached from your blog. Online readers don't have much patience to read an elaborate description written in a literary way. So feed the reader with your content to that extent they want to feed and not more of that otherwise you will see the face of failure. So a good content being the bottom line of a blog helps a person become an efficient and good blogger.

**Knowledge:** Knowledge is also an important determinant for becoming an efficient blogger. As a good blogger you have to acquire vast knowledge on different topics. Sometimes a blogger may need to give some suggestions or advice to his readers. If he doesn't have much knowledge he will be unable to deliver proper advice or suggestion, which will impact badly on his career as a blogger. So first gather knowledge, be sure and then give your advice to your reader.

**Using Social Media:** An efficient blogger should always be passionate in social space. Associating with your readers in **social media** is a great tool for writing your blogs. Here, you have a great scope to know the readers' mind and their tendencies. You just keep in touch with them personally and make them interested in your blogs by sharing comments.

**Speed:** To be an efficient blogger one should not forget the speed he is **writing a blog**. Speed is a vital point when you are writing blogs. You have to write your blog speedily as well as accurately. Mind your all messages are there you need to provide your readers.

**Updating of Blogs:** As you are an efficient blogger, it is very important for you to update your blogs regularly so that you may get your readers interested in your blogs. It will refresh your blogs as well as your readers.

**Being Neutral:** A person should be neutral in any respect in his writing if he wants to be an efficient blogger. While writing blogs, you should maintain neutral attitude irrespective of caste, creed, religion and country. Don't get involved in this thing and think of yourself as a cosmopolitan and then you can enjoy the traffic your fans in response to your blogs.

As a good blogger one has to follow the above-mentioned points thoroughly. Then he can sustain in the field of blogging and earn a high respect and income.

# Content Marketing Strategies: The Good, the Bad and the Downright Ugly



There's no doubt about it: content is one of the most important factors when it comes to marketing. If you don't have enough content, you can't reach your audience. Still, there are different types of content you can use and many different strategies to employ. Some of these strategies are brilliant, cutting-edge tactics, while others are holdovers from different Internet eras.

Here are some of the content marketing strategies you may have encountered, along with information about which ones work and why.

## Hiring one journalist isn't enough.

Some companies hire a full-time journalist to take care of "all their content marketing needs" and then pat themselves on the back. This is bound to go spectacularly wrong. Hiring a journalist isn't enough to meet the content demands of the average company or organization. If you're serious, you need to come up with ways to get users to create content, invest in methods of interacting with your customers that produce a great ROI, and consider outsourcing to freelancers or a company devoted to content

creation.

### **You can't ask every department to take care of its own content.**

A terrible content marketing strategy that has become more common is getting each department to take care of its own marketing message. You could have multiple Facebook accounts for the same company, many voices and tones establishing inconsistent brand messages, and a fragmented strategy that still doesn't generate enough content. Instead, the solution is clearly centralized and coordinated.

### **Delegating content marketing to those who aren't trained.**

Instead of hiring content marketing experts, freelance writers, or branding experts, companies try to hand off these jobs to existing employees. Even if they have had some experience in this area, it isn't the same as hiring an employee or outsourcing to a team who is dedicated and trained in marketing. Running your personal jewelry page is not the same as running a corporate identity. Worse yet, some companies hire interns for general work, then put them to work as social media representatives when they don't know what they're doing.

### **Creation without analytics.**

Another content marketing “strategy” that comes about from lack of oversight is mindless creation of content – posts, photos, or videos on Facebook made without examining analytics, new blog posts without looking at your Google Analytics account, and so on. If you don't have a centralized voice and training method for employees responsible for content creation, you'll just be firing “missiles” of content in random directions and hoping you find an audience.

Your content marketing strategy may need a revamp if you are relying on decentralized employees who haven't been properly trained. You need to be able to scale up your content creation, engage your audience, and measure the results. If you aren't doing so right now, look at creating a dedicated team or at least hiring an employee for a content marketing position with prior experience. One journalist can't handle the demand for content creation that most companies have, and the answer isn't about delegating it to different departments without careful thought put into a unifying guidebook or brand guidelines.

*Jennifer Watts is a retired copywriter who still likes to delve into marketing. You can find her articles on marketing and business websites. For helpful web hosting reviews, just go to the [WebHostingReviews.ca](http://WebHostingReviews.ca) website and learn more.*

# Content Writing: Factors of Liking and Reciprocity



Content writing has come to the forefront of online marketing like never before. So, the onus of looking after the various aspects of **customer relationship** lies with the copies generated by the content writer. Their job is not limited to churning out marketing copies to grab eyeballs. They also have to look after the subtle aspects like building and nurturing the **brand** or the company's relationship with the client.

How much do your customers like your brand? Do they reciprocate the relationship building overtures from your end? These are questions that the content writing department has to worry about.

These are the days of fluid brand loyalties. A more attractive offer or a larger discount is always around the corner for the customers to be tempted. You need more than discounts and freebies to keep customers glued to your brand. You have to build up the factors of liking and reciprocity. By liking we mean that you have to endear yourself to your customers. Imagine a situation where you are providing excellent customer service and informative content to your customers, along with solutions to their problems related to your products and services.

Juxtapose this situation with one where you don't know what your customers want and keep publishing content that they don't care a fig about. The former is how you develop liking about your brand among your customers.

Now we come to the factor of reciprocity. This is where you offer what the customers want through your content dissemination on your blog and social media updates. Your customers do not want to know about the big product launch that you have slotted in a week's time. Instead, they want to know how that new product is going to

make their life easier and simpler! Make your **content writing** focus on your customers' needs and demands, rather than your own.

When you give them what they want, they will feel obliged to reciprocate your good gestures by positive word of mouth publicity and content sharing in their personal circles. In this way, you will find it possible to reach out to more potential customers with your web content. The factor of reciprocity will have a huge impact on how many people read your online material.

# Top 3 Content Marketing Tricks You're yet to Take Seriously



Every SEO firm is into the **content marketing** game. They are inhaling **Penguin** and exhaling **Panda**! So conscious they are about the new impetus on content in the context of SEO that many are overhauling their content marketing strategies to begin afresh. **Keyword** packing is out, a more subtle approach to embed keywords is in. In short, SEO firms have a new sheen on their content marketing approach that they lacked six months back. But are they really doing it right to appease the Big Brother Google? Here are the top 3 content marketing tricks that you're yet to take up seriously:

## *Quality Content! Really!*

There is no point screaming from the rooftops that you have got quality **content** onboard. Ask yourself: have I really got it? Are you still working with the same content writers who churned out pages after pages of monotonous writing expecting that they will give you clutter-breaking content all of a sudden? You are greatly mistaken! Get a fresh perspective on your content team before sounding out the verdict that you have got quality content on your websites. Read the web pages of your competitors and analyse your own pages.

## *Your Brand's Voice*

The best written content page will lose itself in the maze of the internet unless it has a distinctive voice. This voice is that of your **brand**. Your content must make a strong impact on the mind of the reader or the internet user. Your USP is this distinctive voice and personality of the brand. Develop this voice in your writers and get them to draft copies in this voice. That will help you get quality content that gets heard or seen by breaking through the maze of online clutter.

## *Research is the Key*

Your writing is of little worth unless you have done your research well. In-depth analyses and critical content is the order of the day. Half-baked facts and figures will be highlighted in no time and you will lose your brand's credibility. Conduct a thorough **research** and build up this habit of crosschecking facts among your writers. Insightful writing is the best way to get attention and after doing so, if your facts come up to no good, all the effort will be undone.

# Earn Trust as a Web Content Writer



With more focus on content and writing quality as the main asset of a website, **content is truly king!** But some internet marketing experts beg to differ slightly. Their opinion is that **content writing** is valuable as an entity only if the author has earned the trust of the readers. Content comes to no good unless your readers are loyal to your writing and opinions. This trust factor takes long time to build up and can be yours only through consistent hard work and focus.

Generating hype that amounts to nothing is the best way to lose the **trust** of your reader or online user. Online readers come to your blog or website to find solutions to their problems or to find out if you can make their life simpler. They are not here for rhetoric that is all sound and fury signifying nothing. They want tangible value for their time. As a writer you have to respect that and offer them solutions to their problems and if that is not possible, be a sympathetic guide in the right, positive direction. That is step one to earn the reader's trust.

Trust cannot be gathered if you are building up your content on third party platforms and random blogs and article sites. You need to find a place of your own and build your own house. Only then will these guests feel welcome and rely on your hospitality. If you are staying as a guest yourself, what dependability can you expect from your own guests! Build up a quality website and **social media** presence. Add up real people who are loyal readers. Don't stack up your profile with spammers for the sake of piling up the number of friends and **followers**.

Finally, to earn trust you need the backing of industry influencers and reputed industry names to write for you and vouch for your reliable presence. Engage these industry leaders in discussions on their forums and **social media** pages. Request them persistently for guest posts that will do a world of good for your credibility as a **web content writer**. Of course, you have to offer some online services as a writer to compensate for their contribution! You can find out what you can do by talking to them. You may be refused, but do not give up!

# The Basics of Getting Online Content Viral



Viral is a word that sounds like nirvana to every internet marketer! Once your **content** goes viral, there is no stopping it from being shared with an insane number of online users. Your online **traffic** shoots through the roof and you are instantly an internet phenomenon. But what happens to PSY's 'Gangnam Style' is unlikely to happen to your content unless you are simply lucky or catchy enough. For hardcore business content, the number of content going **viral** is lower, more because very few internet marketers know how to take their content on a viral spree.

To get your content viral, here are some terms that you need to understand about viral content marketing. The first one is called **viral coefficient**. This is the number of online users that are generated by a single user who shares your content online. The higher the viral coefficient, the more successful your content is going to be. The next one is called the **viral cycle time**. This is the time span required for a content material to go viral. This is usually a period of one or two days. And finally, you need to know about **total available market**. This is the number of online users out there who might find your content shareable. If you are dealing with generic content, this value is higher while for niche **content**, it is narrow.

Now that the basics are in place, how do you get your content to go viral? The trick is

that you have to understand that people share content **only when they feel an emotional connect with the material that you offer**. The tug at the heart-strings must be stronger than the ones pulling your online users to other content material! Remember that you are competing not just with players in your domain but with practically everyone on the internet space. Users check out websites of different types every time they go online. So, you are vying for their attention just like the others. Unless your **content** is unique, different, eye-catching and connects at some level with the user, it cannot go viral.

# User Generated Content: How to Generate It



User generated content is written by your users. They are your customers, existing and potential, who are online and can write about their tastes and preferences, opinions and suggestions. Before we discuss how to generate user generated content, let us first look at why it is so important in the context of content marketing. User generated content is essential because most online users prefer to read such content and take decisions. They know all about content farming and how brands always write positively about themselves. They want an authentic opinion about products and services and that is why they turn to user generated content.

Now, how can you generate user generated content for your content marketing department? The most basic trick is to provoke their senses. You can do so by engaging them in discussions and debates on social media networks. Users who write such content are usually capable of writing in a presentable way but you need to edit things a little here and there. On the whole, the essence of what the user is trying to say must be retained during the editing process. Do not make it too smooth a work of editing as that might look doctored.

Another way to generate user generated content is to comment back on their responses to your blog or article. Blogs have a field to make comments. You can take the discussion on the blog further by adding your two cents in answer to the user's comment. That will make the user feel important because you are valuing his words and ideas. They generally write back in such situations. You can extract the part that you think might be useful for your content marketing team. Always inform the user about your decision to blow up their content in your content marketing plan.

User generated content can be picked up from social media networks. Encourage users of Facebook or Twitter to talk about your products and services on your page. If you find something worth promoting or highlighting, do so. User generated content can sometimes be disjointed or fragmentary. It is an editorial decision to chisel it into structured writing or leave it raw. No matter what you decide, make sure that you are exploiting user generated content in your content marketing's bag of tricks.

# Blogging Tips for a Newbie



Hundreds and thousands of bloggers take to the online world every single day. Some to voice their opinions, some to disseminate information while other take up blogging as ghost writers for companies. Their idea is to promote and market products and services. In this post, we are going to talk about all the kinds of bloggers in general. There are some specific tips for each category of bloggers, depending upon their objective of blogging. Those are beyond the scope of this post. Let us look at some generalized ways in which a newbie can blog their way to success.

The first thing that you have to do is develop your own voice. Blogging is an intensely personal medium, even if you are writing for a company. And because the connection with your readers must be on a personal level, your voice must be unique and individualistic. You cannot copy someone's writing style or follow other bloggers in order to replicate their success. Build up your own voice and soon you will find readers coming to your blog because what you can give them in terms of content, no one else can.

Bloggers often falter on what they want to write about. There are a variety of topics under the sun. You can choose to write on anything you want to, unless you are working for a client. However, even if you don't have a certain box to fit into, it pays to not write at random. You have to build up your authority over a certain domain. That way, your readers will identify you as a reputed and established source of information on that particular domain. That does not happen when you write about anything and everything. Be the master of one trade and Jack will be a great blogger!

Read. There is no substitute to reading if you want to be a good blogger. There are so many things happening around in the world. You have to keep yourself updated. You

may not need the information directly for your writing but it will surely come in handy, one way or the other. Moreover, the more you read, the better will be sense of understanding what kind of writing readers are looking for. Pin down some bloggers whose works you admire. Be inspired from their work to write better but never copy them.

# Content Marketing Lessons for your Online Brand



It is important for an online brand to invest in content marketing. This will help them spread out their marketing message to the existing and potential consumers. The trick lies in effective content marketing. Here are some tips that you can learn lessons from:

- **User Generated Content:** This is most important for content marketing if you are dealing with a brand that has a large fan following. To keep pace with the demand for more content, your in-house writers will find the going tough! You need your brand fans to write for you. And because they are laymen writing especially due to their liking for your brand, their words will have an instant connect with other users. The credibility factor works strongly and you will never run short of content!
- **Fans as Brand Ambassadors:** There is nothing like your brand's fans acting as brand ambassadors. You will want your brand fans to share not just content but also photos and promote your brand in their personal circles. Tweets or Facebook posts that portray your brand in a favorable light must always be encouraged. You might find it necessary to indulge these proactive fans with some goodies and freebies!
- **Social Media Team:** Generating content is not enough. You need to promote the content so that your material is viewed by more users. Social media networks are perfect for this kind of content sharing. You need an experienced social media team for this purpose. It can be an in-house team or an external agency that is helping you with the social media marketing. Actively use these platforms for content marketing and you will reach out to a much wider base of consumers.
- **Customer, the Protagonist:** Always develop your content with the customer as the chief protagonist. All your stories must be directly addressed to the reader. If you talk about your business and the features of your products or services, your content will have no takers. Instead, talk about how these features will make life simpler or easier for the customer. That will grab the attention of the customer and

ensure that your content marketing strategy hits the bull's eye.

# Getting Content Basics Right



What are the best practices that you need to follow in order to ensure that you have a steady content flow for your **online marketing** and **SEO**? The key to cracking this riddle is made up of three ingredients: planning, planning and more planning! With the right kind of planning and doing so in advance with a clear-cut objective will help you roll off content with ease. Look at some of the ways in which you can plan for your content flow:

**Topic Farming:** Hunt for topics well before you get down to the task of **writing**. The topic list must be ready to hand so that you internalize the matter that you are going to deal with in due course. That will help you become familiar with the topics and also give you sufficient time to conduct thorough researches. For the sake of variety, not just for the readers but also you as a writer, look for different domains that you need to cover.

**Editorial Chart:** The editorial chart deals with the calendar of your **content**. This calendar is essential to schedule your content according to your need. Content scheduling is the best way to keep the content flow steady. Your deadlines do not mean to be flexible because you set them! Stick to your editorial chart with topics and dates etched on it.

**Writing and Promotion:** It is not enough to write quality **content** anymore. You have to back it up with active **online promotion**. There are so many platforms to promote and market your content. If you include the **social media** networks, your arena of operation becomes wider. Also, if you come up with excellent content, you can depend upon your readers to share your content with their friends and family.

**Monitoring:** This last step is as important as the ones that preceded it! Monitoring the response to your content is necessary to know that you are on the right track. You can read the comments made by readers on your **blog post** or article. Take them seriously. Comment back and ask for suggestions. Use your social profiles to ask for feedback and also opinions about what kind of writing they want to read. Incorporate these suggestions and feedback into your editorial chart.

# The Basics of Content Sharing



You must have read in about a zillion places about the importance of **content sharing**. Content sharing is all about throwing open your writing to as many online readers as possible. The aim is very simple indeed: to grab eyeballs and entice readers into visiting your website to check further details if the content is informative, or to make a purchase if that's your objective. However, sharing content is not an easy job to do if you want to exploit maximum benefit out of it. There are three ways in which you can share content:

- **By the writer:** This is more of a solo show in which the writer shares **content** through various online tools. The advantage of going by this method of content sharing is that the writer is fully aware of the readers they are targeting. They can easily choose platforms that are better equipped to suit their purposes. Another advantage is that the writer can modify content here and there if the need arises to suit the platform that they want to share on. The flip side is that writers don't always know all about online sharing tools and their features. So, if you are planning to work on this model, you need to teach yourself quite a bit!
- **By automatic feeds:** This comes across as a more effective means of content sharing. In this method, your content is automatically shared across the board by automated means the moment you publish them online. A good example of this kind of content sharing is **RSS** feed that goes out from blogs. The subscribers registered with your blog immediately get a copy without you having to stir a finger! The negative side of this process is that you need a wide subscriber base to effectively make an impact.
- **By social media teams:** The word 'teams' can be replaced by departments or even

executives. These are **social media** experts who take your content and help you share it across social media networks. This works for many writers with limited social media exposure, but often does not work well because it takes a good deal of time for a social media team to read your content, mark the core points (or write a meta tag) and then draw up a gist that pulls eyes. A wiser idea is to get the **meta tag** or summary of the content written by the writer themselves.

# The Tricks of Effective Ghostwriting



With search engines, especially Google, coming down heavily on content farming, focus is finally on quality content writing. It is easier said than done, however, more so if you are a ghostwriter. A ghostwriter has to come up with different copies on various topics, all maybe in the course of a single day! No mean achievement that, simply because there are so many websites and content out there and you have to be the best in order to be read, let alone convert your reader into a buyer!

Picking up the tricks of an effective ghostwriter requires a lot of practice and an open mind. You need to pick up feedback from your clients and readers. If you shut your ears and eyes to anything that spells criticism, you can never be successful in ghostwriting. The successful ghostwriter is one who can convert this criticism into lessons in writing. You can pick up feedback to your writing from social media networks as well.

While feedback shapes your next copy as a ghostwriter, it is the identification with the 'voice' of your client that decides the authenticity of a good web copy. By 'voice' I mean the unique style of a client or brand that must permeate itself through your writing and find an impact in the reader. Without this unique quality, your copy is as good as one generated by content generating tools available free on the internet. Every client is different with individual stories to tell. The closer you get to their voice, the better your writing will be.

Ghostwriting involves a lot of homework. Research is the key to get under the skin of

your topic. And because you may be dealing with five different domains at a time, your research needs to be accurate and precise. You cannot afford to spend a lot of time in your homework and at the same time, not add undercooked facts in your content. A thin line it certainly is, but then whoever said ghostwriting was easy? You need to develop split personalities in your mind as a writer. Pull them out of the closet without overlapping territories and you will do a great job as a ghostwriter!

# Enrich Web Content for your e-Commerce Site



There is little consolation in having a website that does not pay dividends. More often than not, you will find that the shortcoming is because of the content that you have on your website. SEO and social media marketing (SMM) can get you online visitors but unless you have valuable and enriching content on your website, you are missing more than a trick or two. The primary cause of concern for more e-commerce websites with faulty content is that they are not clear in their delivery of the marketing message.

The writing of a web page for an e-commerce site must have crystal-clear objectives. Ask yourself before drafting a web page: what is the purpose of this web page? Is it information dissemination? It is convincing the online visitor to make a purchase? The answers to these kinds of questions will help you draft the content in a precise manner. Of course, you have to keep a mental note that you don't try to pack in too much within a single web page. That will not just confuse you but also the reader. Segregate topics for different web pages and stick to the demarcations.

For content that works wonders for your e-commerce website, you have to ensure that there is a smooth, organic flow from one page to another. Content is less likely to work for your website if you leave them to function in isolation. A better idea would be to form an interlinking chain of web pages. Place strategic anchor texts and hyperlinks within your web content so that online readers can quickly move on to other web pages without having to hunt out for those. It also makes sure that the different components of your content, like the blog, articles or even external web pages, are all in sync with each other.

Finally, your e-commerce website will be successful if you use keywords judiciously in your content. Optimize the content of every web page with keywords by using them in the natural flow of writing. Experts advise that instead of making a big deal of keywords and keyword density, your focus must be on coming up with quality content, instead of keyword-rich content. That will help immensely in drafting competent content that works for your e-commerce website.

# Top 5 Techniques for Prolific Content Writing



It is every writer's dream to wake up in the morning and crank out as many words as possible! However, on sitting down at their computers, and spending about a couple of hours in the process of writing, they find that their output is woefully low. That is a reality for most web content writers. To take up this challenge head-on, here are the top 5 techniques for prolific content writing:

- **Distractions:** Kill your distractions ruthlessly. Shut off the digital distractions like online chat, emails and other alerts. As for the offline ones, segregate a writing zone for your work. Do not allow distractions like laundry, post deliveries or phone calls to cut through your writing mood.
- **Plan:** Keep your writing plan ready the day before. Crucial time is wasted hunting for topics or surfing for data online. Spend some time in research and put them on stand-by. When you sit down to write, get into the thick of things immediately.
- **Freedom:** If you want to write creative content, you must be prepared to waste some words in coming to the idea that you want to put across. Write freely and edit furiously. Do not be miserly about how much you write every day. Write what comes to your mind and that usually takes lesser time to finish.
- **Errors:** While writing, do not spend time going back and forth about spelling mistakes or grammatical errors. Weed out the typos during the editing phase and not when you are writing. If you find some errors or doubts in your data or stats, mark them out and come back for them later on.
- **Jot:** You can produce voluminous amount of writing every day only if you never run short of ideas. To keep the idea bank filled to the brim, carry a notebook around with you. Jot down ideas, sentences or concepts as you get them in your mind. Keep these jottings ready by your computer when you begin to write formally and

draw generously from these idea cards.

Finally, your writing will get smoother with practice. Hit a certain number of words every day so that you are always in the practice.

# Three Major Content Topics That May Drive Traffic to Your Blog



After numerous posts one thing that always haunts me is my anxiety to know whether or not my posts were enough productive that I expected. With 100 of Facebook likes and 500+ tweets per post I tried to explore the key points that could make up the mind of my audience and captivate them to pause for a while on my blog or site. There is a number of subject matter that can yield traffic for your business blog. Let me take some of the prominent topics that will certainly pull the visitor's attention and grab maximum traffic you want.

## Technical Resources:

This is seriously a great idea I bet. I am in technology domain where millions of core techniques, tools, gadgets and apps are used 24x7. If you have any good or bad experience with any of these, share with the community. I don't think it's a bad idea to tell your Facebook friends why an application is better than another one. If you contain a technical acumen, write a post on an application(s) that you like most. Enlist its pros and cons to the readers and tell them why you like or dislike it. Undoubtedly, it will generate good traffic to your webpage. Apps enthusiasts are everywhere.

## Write Tutorial:

Do you really think that creating a Facebook profile is an easy task? I don't think so. You can have the notion because you have 5000 friends and 1000 followers in the row

but what about a newbie who is looking for his maiden date with Facebook. If you are a master, be the guide now. Write a tutorial to tell a newbie Facebook user that how he can create a worthy FB profile. It is just an instance. You can write tutorials on any technical subject matter that you find important for the readers.

#### **Pen Down Reviews:**

Do you remember the last movie you have seen or the last cell phone you dumped? It is truly a great thing to write reviews about the last movie you enjoyed. Point out the good and bad about the same so that your fellow movie enthusiasts could decide their move. How good it is if you write a blog post comparing two newly launched mobile phones. If you write it in the right context, you will certainly get a massive audience base to read it and share it.

***Author Bio:** This article is written by Sr. Content writer of **SEO India** Company. We are the leading online marketing, digital marketing, reputation management, seo, smo and ppc services Provider Company in India.*

# Do-it-Now Tips to Writing Effective Web Content



There is no dearth of articles and blog posts dealing with this topic! But no matter how much you read about them, it all comes down to how you are implementing them to actually write a copy. It is important that you come up with a post that actually follows these tips that you learn. In this post, we will try to help you in writing a post while we guide you through the process! So, instead of just reading this post through, open up a writing document and write a post as you read this. Let's begin!

First, **think of a suitable title**. Don't rush on this. Think carefully and while doing so, try to incorporate your main keyword in the scheme of things. Most web copies are sold or rejected on the strength of the title or headline alone. There are so many copies out there fighting for the reader's attention. You have to break through all that clutter and register an impression. At the same time, your title must encapsulate the post that you are going to write.

Now that you have written a title, sit back and draft a **synopsis of what you are going to write**. You have to come up with content that is not just engaging and interesting, but also informative. There must be some take-away from your content. The reader must get the worth of their time and effort that they invest in reading your copy. Do not think of keywords now. Instead, write a copy as you would talk to a friend. There's nothing like packing in an anecdote here and there, if it is relevant.

**Avoid excessive emphasis on keywords and jargons.** Readers do not care about terms that mean everything to you! You have to decode these terms so that laymen

understand what you are talking about. Keep your marketing messages subtle and well wrapped. Nothing must jut out like a weedy stub. The writing must flow naturally and organically from Point A to Point B. Pack in the message within the fabric. You can draft a persuasive web copy without going overboard with the marketing punch lines. It requires some practice. Go ahead, write it out!

**End your copy with a call to action:** to make a click, visit the next page or simply 'share' your content with other readers. This is essential to bring your web copy to a fruitful conclusion.

# How Long Can Your Blog Post Be?



There will always be a raging debate on how 'long' your blog post should ideally be. Some writers prefer to keep it short and precise, while others want to delve deep into a topic and cover all the areas associated with it. Objectively speaking, there are two aspects that you must keep in mind when you draft a blog post: the readers and the search engine crawlers. To hit the right number of words in your blog post, you must blend the requirements of both these factors. Let us now look at what they demand from your post.

Search engines like the blog post to be a little longer in length. The reason is that you have to pack in a specific number of keywords in your post so as to satisfy the algorithms of Google. If you write a very short post, either you have to leave out important keywords or you might exceed the ideal keyword density. There is also the factor that search engines hate content farming where a writer cranks out about 200 words of content packed heavily with keywords. Instead, search engines adore blog posts which are dealing with the topic in some detail. So, if you write about 400 words, you are in the safe zone.

Interpreting the requirements of the reader with regards to a blog post's length is far more complicated! You cannot rule out the fact that most online readers are running against time. They like to sift through the post quickly to locate specific information. In the same vein, they would love to read information presented in the form of an engaging, entertaining content. So, it would be good to conclude that if you write about 400-500 words of content in a blog post, your readers will not be intimidated as

they would be if you gave them a 1000-word copy!

Other than these generalized aspects, you must keep in mind that every blog post defines its own length. You need not adhere to these guidelines like laws carved in stone. Allow your writing to flow naturally but guard against irrelevant information. That will see you through. You must keep in mind that readers will appreciate if you explore the topic with in some detail but they will not be pleased to read about associated information in the same blog post. Edit ruthlessly.

# Role of Social Media Lessons in Content Marketing



Content marketing is not about churning out articles and blog posts by the dozens every single day. It is about offering to your online readers and customers (both existing and potential) what they want to read about. As evident, you will need to know what the readers are willing to invest their time in when it comes to content. Writing about something dramatically opposite will increase your website's bounce rate and lower your returns on investment (ROI).

You can take hints from your social media networks to guide you in content marketing. Your social pages on Facebook or LinkedIn are a collage of opinion and ideas pouring in from online readers and customers. You can use these pages to frame your content topics. Write what your readers are interested in, instead of what you want to talk about. Their comments and tweets must be followed to get a drift of what's working on their minds. Get your writers to pull their topics from these discussion threads.

The use of social media statistics can be eye-openers for brands. You will be able to check how many of your 'friends' or 'followers' are hitting 'Like' or 'Share' on your content links. If a particular topic is getting more approvals from your network than the others, you have done something right there. Try to cash in on the popularity of that particular post. At the same time, keep testing with different topics and share them on Facebook and Twitter. It will help you break new grounds when it comes to content marketing.

Social media networks will help you write fresh content. You can pick up threads of a

debate and write your own inputs. Readers want to know your side of the story as well. In fact, your credibility as a brand will increase manifold if you write inclusive content. Your online readers will also feel a sense of belonging with your brand. Some brands have done well to write content exclusively for social media networks. That is beneficial for startups as well.

You must strike a balance with the information you want to share on behalf of your brand and giving your readers what they want. At the same time, encourage your readers to come up with content as well. User-generated content gleaned from social media must be a significant part of your content marketing plan.

# Content for Earning Links



Link building is still one of the most effective means of getting Google's attention. Now, to grab a spot on websites more reputed than yours, you have to come up with some killer content! That is probably the only way to earn back links from websites with higher stream of online visitors. They will allow you to put up your web link on their page only if that leads to content that looks good on their brand credibility. Brush up your content by following these easy steps:

- **Create infographics.** They are the 'in' thing now! To create infographics that are 'share-worthy', you need a crackling good copy and excellent designing. Hire professionals for this job. If your infographic is good work, you will not just get links but also 'likes' and 'shares' on social media networks.
- **Cut down on lengthy copies** for your website. Online readers were always looked upon as an impatient lot. Now the stakes are even higher with more websites and more options available to netizens. If you were writing 3000 words to get your idea across, bring it down to 500 or even lower! There is no point in rambling on. State it as it is and move on.
- **Solve problems.** Readers do not like to read about their problems and how difficult the problem is for them to deal with. If you know how to solve it, offer the solution. Ask questions in your post and go on to answer them. That will bring your content quickly under the attention of your reader. Once they get solutions to their queries, they will read more of what you have to say.
- **Stop talking about your brand always.** There are others topics to write about. You

may leave out writing about your competitors and how bad they are! But speak of related issues that concern your domain. If you are selling shoes, you can afford to write a couple of posts here and there about pedicure or foot massage tips. It breaks away from the monotony.

- **Offer to write guest posts.** This will broaden your network as a writer and also mean well for your brand. Through guest posts you can reach out to readers who are not part of your network. Be ready for rejections! Keep trying and you will be surprised by what one published guest post can do for your brand.

# Stop Writing Tips. Write About What You've Done



Have you ever read an article and thought, "Haven't I read this somewhere before?" I know I have. If you've been in anywhere near online marketing for six months or longer you've probably read numerous versions of the same regurgitated marketing advice again and again. Feel free to nod your head if you've read something closely resembling these headlines in your RSS:

- Top 10 Wordpress Plugins for Your Blog
- Forty Ways to Start Guest Posting
- The Best 7-Ways to Get Motivated in 2013

While posts like this continue being published across hundreds of marketing blogs, you've got to admit that "tips" articles get pretty stale after awhile. If you're planning to publish an article in 2013, unless you've written something truly innovative you'll probably be disappointed with the results you get. Fortunately, there's a new way to create content actually requires less work and makes you look like more of an expert. It's called writing about what you've done and it's going to be a big part of my content marketing strategy in 2013.

## Making the Switch

If you've been stuck in a rut writing "tip" themed articles in the past, it's okay and I need you to know that it's not your fault. After all, it's what you've been taught to do from hundreds of marketing articles online. But when you think about it, is this really the type of content you as a reader invest your time consuming on a regular basis? Probably not if the style of content being consumed on the fastest growing blogs is any indicator.

Many of the most popular internet marketing blogs on the internet right now include [SmartPassiveIncome.com](http://SmartPassiveIncome.com), [LifestyleBusinessPodcast.com](http://LifestyleBusinessPodcast.com), and [YoungPrePro.com](http://YoungPrePro.com). Notice a trend in their content? The majority of the content is about stuff these entrepreneurs are actually doing. Often, all these blogs do is write about what they are in the process of accomplishing with their own business.

## Why Writing About Your Experiences Works... And Why It's Actually Easier Than What You've Been Doing

So why are people attracted to this form of content? For one, it's easy to be unique when you write based on experience. If you decide to test something as mundane documenting how much traffic you receive from commenting on forums. This simple, low-cost test could be the start of a series of posts about your discovery of forum marketing. Just tell the story as it happened and you'll probably find that some people are interesting it.

The second reason writing about something you're experiencing is that it's easier for people to connect to the real world. Yes, a tips article can be helpful to provide you with the five reasons I should include an email intake form on my blog. But there's something about writing about an experience that you've actually tested, failed or succeeded at that can set you apart from other content creators.

Finally, believe it or not, writing about experiments or experiences that happen to you might actually be a lot easier than writing traditional advice posts that often require a lot of research. When you write about things you've done you can just document what you do, what you felt, or what your thought process was at the time of writing. And you don't need to be the smartest guy in the room to get noticed for this type of content either. You just need to be yourself.

Brett Lindenberg is a active blogger that writes about lead generation and content development on his blog. Visit his website to learn how to build your first [1,000 leads online](#).

# Top 3 Questions for Better Content Marketing



Content marketing is the most vital tool if you want to make a big impression on the internet. Startups and established brands have to look at their content marketing strategy in order to grab eyeballs on an extremely congested internet space. You need to ask some questions to yourself on content marketing and the answers will guide you on how to do things right. Here are the top 3 questions for better content marketing:

## **Question 1: What do I write about?**

Answer: You have to write about what the potential consumers and users want to know rather than what you want to say. Content that promotes your business and its features are slowly becoming obsolete. Internet users have no time for such articles and blog posts. Instead, they are interested in reading on how your products and services can benefit them. It's back to the basics of marketing! Informative content that offers solutions to users' problems will find takers.

## **Question 2: Why should you provide information through content?**

Answer: If your write-up contains all the necessary information, readers will be curious about your business. You have to pack in marketing messages subtly and

smartly. Some may argue that readers will not be pursuing your brand if they get all the answers through the content that you put out. That's a fallacy. Readers will definitely note how knowledgeable your brand is about a particular domain. They will recognize your expertise and endeavor to use it if you can convince them that your brand is their best available option.

### **Question 3: Where should you post your content?**

Answer: The traditional areas of content marketing, like article directories and blogs attached to websites are not the only options available on your table. You have to think beyond these avenues. Offer to write guest posts for established websites. That will get you plenty of attention. You can also leverage social media to publish your online content. Get as many 'shares' and 'likes' as you can on your content. Offer easy buttons for online readers to promote your content through their personal networks. But make sure that your content is being available to the maximum number of readers.

For those with a shortage of content, hire full-time or part-time writers to meet the demands of content marketing. Remember that this is the best way to create your own identity on the internet.

# Write the Perfect 'About' Section



The 'About' section of a blog or social media page is where you write some short sentences about yourself. This section is becoming all-important now because of a bagful of reasons. For starters, online readers are skeptical about reading blog posts that are not written by a 'person'. Anonymous is not authentic anymore. Your 'About' section will dispel those fears in the readers' minds. Secondly, the 'About' section presents a perfect opportunity for you to speak directly to your readers in the way of an introduction! If you can make an impression here, you will grab the reader's attention.

To write the perfect 'About' section, you must allow the reader a quick glimpse into what they will find in your blog. A short summary of the areas that you intend to cover in your blog will help the reader to decide whether they want to read your blog posts or move on. It saves their time and they appreciate this. Secondly, you have to inform the reader as to why they can rely on you for the information that you have shared in your blog. Suppose you are writing about digital marketing and drawing upon your experience of having worked in the capacity of a digital marketer for years, you must mention that in the 'About' section.

Thirdly, you have to provide other web links in your 'About' section that proves that

this blog is not a flash in the pan and you have other web pages where you exist. You can provide links to your Twitter or LinkedIn profiles or other blogs that you have. Once your professional credentials are established, you have to dive into the personal. Blogs are essentially personal experiences. To make that happen, you have to talk about your personal life in short, like you may write that you have two dogs or a teenage son. Such details endear you to the reader.

Pictures are absolutely integral to an 'About' section. The readers will feel that there is a credible person running the blog when they see your picture. It lends a large degree of authenticity to your blog. Lastly, the 'About' section must inspire your readers in some way. They must be able to identify with you as a writer and as a professional. They must feel that they want to be like you in this sense. If you can achieve that with people, you have got loyal readers on your hands!

# User Interaction - How to Get Conversation in the Comments Section Going While You Blog



Maintaining a blog is an exciting but challenging task. In the current age of diminishing reader interest and aggressive online competition, getting visitors to actively contribute to and comment on your blog is perhaps one of the more exigent challenges. Here are a few pointers on how best to increase user interaction through the comments section of your blog:

## 1. Simplify the Comments Procedure

The simpler you make it for users to have a say, the greater will be the number of comments generated. Therefore have a simple comments procedure wherein users

are spurred to interact sans impediments like registration formalities, long-winded text boxes, and jargon. This ease of commenting will definitely prompt visitors to comment more, more often, and – importantly – faster.

## **2. Frame a Comprehensive Comments Policy**

At the outset, possessing a comments policy is imperative. Having formulated the comments policy, you ought to make it exhaustive and keep it as uncomplicated as possible. Your policy should:

- a) Explain the comments procedure thoroughly, unraveling any tricky steps along the way.
- b) Elucidate your tough stance on decent, unprejudiced, and healthy conversation.
- c) Be strict about spam rules.

Not only would these steps engender more comments, they will also help keep unwarranted remarks at bay.

## **3. Encourage Comment Making Explicitly**

As a blog owner, it is incumbent on you to adopt a very active approach. Thus simply having a discrete comments section is not sufficient; you should energetically and explicitly encourage comments through your blog posts as well. Seeing these conspicuous invitations would propel more users to comment and thus improve conversation.

## **4. Host Appealing Content**

In order to attract maximum user participation, your blog should be suffused with absorbing content. Recommendations in this regard:

- a) The content must be vigorously kept error-free and unbiased at all times with a special focus on appropriate language.
- b) Your blogs posts must feature topical, thought-provoking, and engaging material triggering more people to air their views.
- c) Tricks like compelling language, having stimulating queries as titles, and abridging blog posts can greatly assist in bringing in supplementary comments and sparking conversation.
- d) Sometimes it pays to host polemic subjects to invite impassioned and increased

comments; however you must tread with caution to avoid sensationalizing any issue.

## **5. Adopt Modesty and Civility**

You would do well to be as unpretentious and considerate as possible; these qualities should reflect in all your blog posts and dealings thus:

- a) You must write with adequate authority never appearing to be condescending or supercilious at any time.
- b) Accepting your mistakes gracefully is a worthy practice. Therefore you ought to acknowledge errors such as grammatical gaffes and inadvertent factual inaccuracies with humility and promise to redress them forthwith.
- c) Never react angrily to any adverse comments. Instead recognize the literary freedom of the user and express your response tactfully.
- d) Similarly you ought to praise well-framed comments publicly.

## **6. Participate Enthusiastically Yourself**

Your comments section should not be restricted to external participation alone – it should also host your active involvement initiating conversation and replying to the various comments contained therein.

The above actions and approach will manifest your blog in a positive light yielding more comments.

# Things You Should Avoid in Your Posts and Articles

As a competent blogger or content marketer, you need to look out for better ways to communicate with your target audience. Creating quality posts and articles can easily captivate and grab the attention of people coming to your blog or site. Apart from getting good traffic at your blog or site with quality content, you could also help in building up a good brand for your business with good posts and articles. This increases your trustworthiness and credibility before your audience or in market. In order to produce good posts and articles, you need to make them free from a couple of flaws. The below is the list of things, which you need to avoid while developing your posts and articles.



## The errors and mistakes

There are many bloggers, who are not English native speakers, hence they are seen committing several grammatical errors and using irrelevant vocabulary. It is simply difficult for people to avoid these mistakes if English is not their mother tongue. But you could avoid committing the spelling mistakes, which could be corrected using spell checkers. At the same time, put efforts to master your language skills so that you could come out with articles and post with correct and quality English. And for better vocabulary, make dictionary your friend.

## Omitting valuable details

The posts that omit a couple of valuable details could give a shabby look to your blog especially when you are dealing with news articles. It will give a bad impression to your readers thus driving them away from your blog. Hence before you write down any blog, make sure you research the topic and write down on the same.

### **The ambiguities**

While writing any post or article, make sure you use words and sentences, which can help the readers to understand things clearly rather than confusing them. Creating content with confusing words and sentences could simply waste their time. The right way to write any article or post is to put things straight and direct what you intend to say or put across your viewpoints. The message coming from you in the article should be clear and this will help in enhancing the value of your blog and thus gain a good respect for your readers.

### **The inaccuracies**

While producing post, make your content is reliable by avoiding all the details which are doubtful. Things like confusing over people or event's date should be avoided. Also, publishing some obsolete details could simply damage your reputation of being a credible blogger or writer.

### **Being partial or biased**

If your blog has a good reader-base where people of different countries, origins and social status come together, you are not supposed to be partial to any class in your blog posts or articles. Instead, you need to stay very objective. Readers coming to your blog regardless of their background should get a warm welcome and must enjoy the freedom to put his or her opinion. By having radical views in your articles could make your readers offended, which you need to avoid.

### **The misinterpretations**

While writing any article, you are not supposed to manipulate facts. Some bloggers are seen having a bad habit to generalize the facts, which could be extremely harmful while you put such things in your writings. Misinterpretations are often very common at the websites or blogs talking about celebrities and their lives. People usually get one piece of information, which they keep on adding more on their own. This is called as gossiping or speculating things. Always avoid these things while writing your blog posts or articles.

### **Avoid the mess**

If your content has disorder, it could be very harmful for your blog or site. All the posts over your blog must be organized with the moot ideas being presented in the most logical fashion. The best way is to plan for the things you are going to write. This will give you less amount of efforts while writing quality posts and articles. You could indulge in a mess without a proper plan and by doing things abrupt.

### Final word

The interesting and useful posts and articles are the best way to attract readers and retain them over your blog or site for a long run. Your posts and articles would have quality only when you avoid the above discussed things. Flawless and quality posts will build you credibility in the market.

*About The Author: Alyssa is a blogger by profession. She loves writing travelling and reading books. She contributes to [Dr. Dave E. David](#).*

# How to Write Better Content?



You are a business owner. You are not a writer. How can you be certain that what you are writing is actually good, that your readers connect with it and understand what you try to express? Are there better ways you can tighten things up and improve upon the skills you already have? Of course there are. Here are few tips to help you improve the quality and write better content.

Before you start writing:

- ***Know your goal.*** Identify what it is that you are trying to achieve with your article – is it explaining how something works, or connecting with your customers and building brand trust, or maybe putting them on a determined conversion path – and filter the content and set your tone accordingly.
- ***What's your hook?*** Like when fishing, you need a hook to 'catch' a new reader in your 'website net'. No matter if it is a humor hook, a news hook, or an attack hook, you better define it before you start writing so you can easier frame and organize your article in your mind and determine the appropriate writing style.
- ***Get in the mindset of your reader.*** The content you write is for your audience. When creating it you need to concentrate on what they want and how they need it, put yourself in their position and write like they would like to read to easily understand your message. Don't use your profession jargon if you are not writing for experts in that area.
- ***Get rid of what distracts you.*** When writing it would be best to log out and turn off all those websites that distract you from your work, like Facebook, Twitter,

YouTube, etc. so you can be more productive and write better and faster.

While writing:

- ***Include only what's relevant to your goal.*** Just because you know everything on a certain subject, it doesn't mean that you have to include all that in a single piece of content. An article on brewing the perfect espresso should not include the history of coffee, or the places in the world to buy the best beans. Keep your goal in your mind and write about things that support that goal. The more irrelevant information you include in your content, the more you'll confuse your readers and drag them away from the point you wanted to make.
- ***Let yourself write, and not edit.*** Writing and editing are two different stages of the whole process of writing. You cannot, and should not do them both simultaneously. If you are editing while writing, you are risking making your copy sound longer and more fragmented, and it will take you a lot more time to write a good quality article because of all that deleting and correcting of each one of your thoughts.
- ***Keep your sentences short.*** The shorter your thoughts, the easier you'll be able to express them, and the easier for the readers to understand them. Overly complicated writing will only confuse your audience.
- ***Use direct and clear titles.*** You want your readers and the search engines to see the title of your post and understand what that post is about. You don't want them expecting one thing and ending up disappointed at the end, or not even being able to predict what the article is about. Don't get clever on the titles, but keep them simple and to the point.
- ***Make the content scannable.*** Writing for the Internet is not the same as writing in other formats. You can make your content easier for the readers to scan and read through by using lists, white space, short paragraphs, links, etc., and help them learn the things you wanted to share.
- ***Use your own voice.*** Write like it truly matters to you, express your own opinions on the subject, say what you mean. Your readers will be a lot more interested in reading your articles this way, than if you remove yourself from your content.

Before publishing:

- ***Read what you've written aloud.*** Once you are finished writing, read the article aloud to yourself a few times before you publish it on the Internet, to see if you stumble somewhere, or if it's too wordy. If it doesn't sound good to you, it probably won't sound good to your readers too, so you'd better correct it until you trust it is 'ready'.
- ***Try reading backwards.*** If you have problem noticing all the misspellings and typos,

scan your copy backwards so your brain won't subconsciously read 'what you meant' instead of what there actually is.

*Author's Bio : Austin Rinehart is the senior writer on [PapersConsulting](#), married and have two lovely adult daughters. Looking for opportunities to publishing on various topics such as internet trends, science researches, strategies of life improving and etc.*

# How can guest blogging be useful?



Search engine optimization or SEO as it is shortly referred to is a technique which can get your website or blog to the top in the search engine rankings and make it come up at higher ranks in search engines like Google. It focuses on shifting the attention of users for a particular query specifically on your site rather than your competitors. This is useful for attracting more visitors to your site. This is a very good thing to apply to your blog if you're a **blogging** for monetization.

There are many methods used for applying genuine white hat techniques for SEO. Guest **blogging** is one such technique that can help you to increase your blog's back links, provide great organic visits and increase your reputation as a genuine writer. You can use the blog as a fresh medium for uploading your contents and contact the owners of the blogs who are having their blogs on the basis of your expertise. Reading short, clear and concise meaningful blog entries will drive the visitors to know more about you which will land them to your blog ultimately. The back links that you get for your blog from Google are an added advantage.

Guest posting on other blogs can be a fun and rewarding experience. Guest **blogging** helps you to connect with fellow writers on the internet, meet new content creators

and get to know some journalist and expand your knowledge on various niches. The side benefit of getting more visitors is always there. A guest post is a post that is written by you on someone's else's blog and which contains the material that is relevant to both yours and the owner's blog. The idea is to bring fresh content for the owner's blog and to give enticing feeling of freshness to the readers who would be eager to see more of your own content on your target blog. This way all the parties are benefitted with guest **blogging** and it is recognized thus as a perfectly white hat technique for applying SEO to your blog.

### Role of Guest posts in SEO

The guest posts that you submit on other's blogs allow you to put a link in a small section at the end of your post called the resource box. The resource box contains the overall idea about the writer's post, his expert niche and a link to his own target blog. Thus reading the resource box will get the visitors to click the link of your blog and they may like your blog and subscribe to updates. Thus guest posting plays a major role in SEO.

All in all guest posting has quite a few benefits both tangible and intangible for **blogging**. Thus one should always develop the practice of guest **blogging** and get to know about the fellow bloggers on the internet. The added benefits of link building and monetization through referral programs are just like icing on the cake. It is a great technique to make your voice be heard in front of the world.

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# How To Think Up Engaging Blog Post Ideas for Any Industry



One of the biggest fears most businesses have of blogging (besides finding the time to do it) is coming up with relevant topics to blog about. Most businesses finally see the importance of blogging (for your brand, your online visibility, your SEO, etc.) – now we just need to help them figure out what to blog about.

When faced with a skittish client in need of blogging advice, here are some tips on how to get them thinking outside the box for ideas.

## Help Them Develop Objectives

Get them talking about what they hope to achieve with the blog, what they want to come from it, who they foresee their main audience being, etc. Make sure they have a plan for who from the office will be blogging and monitoring comments.

It also never hurts to sync social media accounts to blogs to easily share each new post. This [“Sensible Blogging Checklist”](#) from The Whole Brain Group is a useful visual

to show to get the clients thinking about the questions above.

## The Usual Suspects

First, get the usual business ideas out of the way – be sure to tell them to blog about:

- Company news/press releases
- Product information/insider info
- New hires/promotions/employee achievements
- Customer interviews/spotlights
- Relevant local events
- Conferences/shows they attend

## Easy Pickings

Next, tell them about “easy” posts – the kind of posts that require a little research, but not too much brain power since they’re more opinion/editorial:

Reviews – they can weigh the pros and cons of a tool or technology they use in their field.

Resources – research and develop a post filled with resources on a particular topic related to their business.

Critiques – Find another post on a relevant topic and analyze or critic why you may or may not agree with it.

## Digging a Little Deeper Into Business Blogging

Once you have the easy and obvious out of the way, it’s time to dig a little deeper into blog ideas.

Tell them to:

Talk to their sales and customer service team to get insight into the types of questions, concerns, or hot buttons prospects and customers have and then blog about them.

Research industry-related blogs and keep them as a sort of “swipe file” to use for inspiration.

Not be afraid of getting a little personal by talking about fun office events, personal stories (preferably that can tie back to the business), and generic customer issues /complaints they’ve run into and addressed.

# When In Doubt, Turn to Technology

One of the best things about blogging for your business is how it can help your SEO and search engine visibility. So it's definitely important to have some blog posts dedicated to specific keyword topics that the business is trying to rank for.

By no means should a post be written just to have keyword content – but rather, a post can be adjusted in order to hit on specific keyword topics for which the business wishes to rank. In this case, you can often come up with useful, keyword-centric topics for your blog by using a couple tools freely available online.

Our favorites are:

UberSuggest.org – this tool shows you a ton of long tail keyword phrases based on the main phrase you type in. It's based from Google Suggest and other tools, which tells you what other long tail terms people search for and specifically some of the terms that pop up in the Google dropdown when someone does a search on Google.com

Wordtracker's Keyword Questions - This tool identifies questions people type into the search engines related to a specific keyword. Writing a post that specifically answers a question people ask online is an awesome way to aid SEO and engage relevant visitors to your site.

## What More Do They Need to Start Blogging?

At this point, you've given them a ton of ammunition to start blogging for their business. They now have no excuse NOT to inject their website with new, engaging content on a regular basis.

*Author:*

*The RankPop Team*

*RankPop's President and co-founder, Dave Conklin, has been in the Internet marketing industry and helping companies with their online strategies since 2000. RankPop.com is in the business of making Internet marketing simple and AWESOME!...and affordable. With business growing so rapidly, Dave and his team are excited to be helping other businesses thrive!*

# Creating Content to Get Traffic



Content serves a lot of purposes for an online marketer. It drives traffic to a site, helps to create a viral in the digital sphere, market product or service on the social networking sites, and last but not least, helps to earn the writer name and reorganization amongst the digital marketers. Millions of articles, blog posts, press releases and whitepapers are put up on websites on a regular basis. Unfortunately, most of them go unnoticed unless they can successfully gain the attention of a wide audience.

Thus, the first tip to get traffic through your site content is to create something that can attract the attention of the people, so that they invest time to read it. Better yet, make it interesting enough to encourage people to share it on social networks. This is one of the most pertinent moves for achieving juice passing links. The following are some more tips that will help you to create content to get more number of traffic as well as shares.

**Create controversy.** Yes controversies provoke discussion, which in turn, help in making your content going viral all around the Internet. You must have seen your friends and followers sharing the same articles on Facebook or Twitter; the fact is, these articles were successful in provoking a discussion. And the best way to do it is by causing controversy. However, go easy with the topic and your flow of writing. Of course you have every right to pen down your opinion, but just don't try to create a controversy for the sake of creating it. Your write-up will show the forced effort.

**Share news (read top news).** When big story breaks on regarding any company or organization, Google is more than likely to show you the news articles in its search

result when you type the name of the company or organization in the search query. And in most cases, these news articles get higher ranking than the company/organization's websites. Take your cue and start sharing news about your specific industry with your readers. Better yet, create a blog and start writing articles related to the news of the day. As more number of people is looking for such information, it will bring you both traffic and bring up your name in the search result.

**Bring comic relief.** Take examples of websites like The Oatmeal or other humorous and jokes pages on the social networks. They are all over the Internet. People love gags, memes and are consistently seeking for entertainment. If you have noticed, you will find that most of the highly circulated content deals with media-rich comedic pieces. In fact, in the past year alone the memes have become so popular in the social networking sites, especially Facebook. The same applies for entertaining **infographics**. These are some serious tools for gaining more number of traffic.

# Role of Keywords in Web Content Writing



In every form of writing, the words must reach the reader to be read and appreciated. You read a news story by buying a newspaper or checking it online, you read a book in a similar manner. When it comes to web content, the writer must find his reader and not the other way around. The reader is not aware of what you are writing and posting on the Internet. It is only when they search through particular words and phrases that they come across your content, be it blog posts, articles or web pages. Every web content writer knows that these words used in the search engine boxes are called keywords.

As soon as you take up web content writing, the role of keywords will become a throbbing presence. The key to successfully combating this challenge is to not let the use of keywords become more important than the content that you are writing. Keywords are like the frame of a picture. You have got to paint well, otherwise the frame is not going to take you places! In other words, your web content must have substance and must be engaging. Focusing too much on keywords will distract your writing from this primary goal. Write a good copy first, with sharp attention to the tents of content writing. The keywords come in later.

Let's look at how keywords help your cause before proceeding any further on this discussion. Online searches pick up keywords from your content and generate search results. Using keywords smartly and organically will ensure that your content comes up on the top of the search results. It is a common psychology among netizens that they think that the top results are also the best results. That is why the number of

clicks is the highest on the top three search results. Your content will benefit immensely if you grab these slots. More visitors to your content page means more readers and in turn, more customers. This is the simple reason why the use of keywords have pushed ahead to become a kind of parameter to judge good web content.

Now, if keywords are that important, why must you treat them as secondary? Web content writers face this dilemma when they are starting out as cub writers. The reason is that if you allow keywords to dictate the content and your writing, your output will be inferior. Though in terms of keyword usage your writing may rank high, the quality of your work will suffer. So, despite getting better search engine ranks, you will achieve little because visitors (and subsequently, readers) will take away little from your poorly drafted web content. In fact, once they back off from your writing because of substandard writing, they are most likely never to come back! That is a price that no writer can afford to pay. It's a much better idea to write quality web content and use keywords as per relevancy.

*The topic-idea is contributed by Dan Mahoney, CEO of Pensarc, [Web Design in Charleston, SC](#)*

# Building Up Web Page Content



In the field of web content writing, there's one old English proverb that you have to keep in mind: Morning shows the day! Readers or online visitors who surf through websites are short on time and low on attention. As a writer, your toughest job is to grab the attention of the reader. A snazzy first line or an innovative headline will be a huge help in this matter. However, grabbing the reader's attention is just the half battle won. You have a task on your hands that is equally challenging, if not more. You have to write your web page copy in a way that carries the reader's interest throughout.

It is true that as a web content writer writing for a variety of readers, you cannot be sure how your copy will be perceived across the board. Some will like it and there will be those who are not so impressed. That is a fact that every writer has to live with. What you have to do is ensure that your reader gets the relevant information that he's looking for. Online visitors want your writing to get to the point without wasting words on building up a climax. They want their data and statistics instantly. You have to cater to this instant gratification syndrome if you want your writing to make an impact on websites. Here's how you can do it!

In the world of print journalism, reporters and journalists use a format of writing news stories. It is commonly known as the 'inverted pyramid' style. The crux of this approach is to state the most important points at the very beginning of a report. That way people can get the information without having to dig deep for it! The same principle can be followed in web content writing. You have to make full use of the area on the computer screen that is technically known as 'above the fold'. This is the

space that an online visitor can see without scrolling down. The writing that fits into this space has to be top notch. Once you get that, readers will surely scroll down and read the entire content.

Another advantage of this method is that readers who want to leave the web page after reading the first paragraph of your writing can do without denting the purpose of creating the web page. If the reader leaves before registering some information from your web page, that is a disappointment for you as a writer. But if the reader gets to read the cream of your web page before he shuts down his browser, your task is done! The appeal of your writing and the information that he takes along will ensure that the person will come back to read the rest at a convenient time later on. So, you have to make sure that when you are writing a web page, you are stating the most important points first before moving on to the others.

# How To Write Headlines that Matter – Web Copywriting Tips



Reflect on your experience of reading newspapers. Any broadsheet will contain scores of news items. But you read only a few of them. How do you pick what you will read from all these varied choices? You go by the headlines! This sort of reader behavior is synonymous with online readers as well. Headlines are often the only reason why a reader would go through one copy and reject the other. It creates the most lasting impression on online visitors. Weak headlines lose the reader well before the visitor starts reading the copy that you have written. Web content writers cannot go slack on headlines.

There are different kinds of headlines, depending on the approach you want to take and the purpose of your web copy. Some of these different formats of headlines are listed below:

- ***The Question:*** This is a tested headline stance that arouses the curiosity of the reader. In this, your headline is framed like a question. Don't make it too inquisitive as that might offend or repel the reader. Frame questions that the reader would feel compelled to find answers to. Example: Are burgers as healthy as you think?
- ***The Shock Value:*** online readers go through numerous web pages while looking for information. Headlines that shock them make an instant hit. Readers find such headlines breaking through the clutter, and sometimes boredom, of so many web

pages that a search engine might throw up. Example: Your emails are being read!

- ***The Direct Appeal:*** There is no denying the power of a direct marketing message to grab attention and eyeballs. Readers do not care for much of subtlety when the product or service that they are looking for falls in the instant gratification slot. Similarly, if your website is offering a huge discount, announce it on the headline unabashedly. Example: Get 40% discount on Photo Retouching
- ***The Command:*** Online readers are known to be passive unless goaded into action. Do it with your command headline! This is the best way to make readers click on your web links or check out other associated web pages. It also calls the reader to action. Use a strong verb at the start of the headline to make maximum impact. Example: Paint your House Today
- ***The News:*** The domain that you are writing for might announce some news or updates for your online readers. Such copies must always have a news headlines. This headline is like an alert that everyone associated with your field of work must know. The fact that the news is not fiction or a marketing gimmick adds to the credibility of this headline. Example: Online Products Business Increases by 12% in 2012
- ***The How-to:*** Online readers want to read up on web pages to know the process of certain tasks. Writing how-to headlines is comparatively easy but you must keep in mind to use simple words to construct it. Example: How to Write Snazzy Copies

# Use of Keywords in Web Content Headings



As a web content writer, you have to be prepared to come up with quality headings. Just as in a newspaper, readers are attracted to a web copy if the heading is interesting. There is another reason why headings should be written in an interesting format. Web copies are usually pulled and indexed by search engine crawlers with the help of keywords. As you know, keywords are those words or phrases, that online users key into the search box to look for information and material. The content that you write must contain a liberal use of these keywords so that readers find your web copy on the top few search results.

Other than in the body of the content, you have to use these keywords in your headings as well. The chances of your content being indexed by search engines favorably increase manifold times when your heading contains the main keyword. Search engine optimization (SEO) experts will give you a list of keywords that are trending among online users. These keywords are domain specific and have different degrees of competition. The entire list of keywords can be divided into two main groups: primary keywords and secondary or tertiary keywords. Use these primary keywords in your headings to ensure that search engine algorithms can find your web content easily.

Other than the obvious reason of SEO advantage, there are other reasons why headings must contain the primary keywords. That reason draws from the psychology of the online users when they are checking up search engines for information. Users

key in words and phrases which they think will bring up the relevant content that they are looking for. In other words, the words or phrases that the user types in are what he's actually looking for. When your headings contain the same words, the connection with the information seeker is instantaneous. Your web copy is immediately chosen over other web writings because the reader sights the same words in the heading as he had typed into the search box. He feels that your copy is the most relevant search result.

Make the use of keywords more effective in headings. Try to draft a heading that has the keywords at the very onset. That way, your online readers can find the keywords popping up into visibility range without having to look for it. This way of using keywords also has the SEO boost that we have discussed earlier. From a reader's point of view, use of keywords in the headings help them to sort the numerous web results that are thrown up on every search query. If you use your keywords relevantly, readers will appreciate your effort. A tip for budding content writers: do not try to force in a keyword into the heading. Check if the keyword is relevant to the web copy that you have written. That is why it is always a wise idea to draft a heading after you write the entire content page.

# A Writer's Identity: The Unique Voice



Writers are as good as their individual identities. No writer can be successful in trying to imitate or reproduce the linguistic style or method of another writer. The same can be said of web content writers, though many prefer to follow writers who are more successful on the Internet. Whether you are a web writer or blogger, unless you create a unique voice for yourself, you cannot expect to be heard. There are numerous writers going through the motions every single day. They are writing standard copies for online readers. Then, how will your work stand out? The answer is that you have to create and develop your brand of writing.

How do you do that? Firstly, separate the two selves in your creative being: the writer and the editor. You will not be able to get into the groove as a smart-thinking web content writer if you are too concerned about the end result. Web writers have to think of many different aspects of writing. For example, you might get bogged down by the pressure to insert keywords. Or, you might worry too much about making room for anchor text links to be placed on your phrases. Once you allow these secondary matters to dictate your writing, you will feel stifled. Instead, get into the flow and write the way you want to. Once you are done with the writing part, it's time to put on your editor's hat.

Web readers are repelled by writing that smells of sermons or lectures. You will quickly lose the interest of your reader if you get too preachy. Try to develop a conversational style. Be natural in selecting words and phrases. Write as you would

talk to a friend. Of course, the tone of your writing has to be in sync with the project you are working on and the topic you have chosen. You cannot afford to sound flippant in writing about serious issues. However, do not drop the easy tone of speaking with a fellow human being. That is your best guide to carving out a separate identity for yourself as a writer.

Since teenage, we are taught to write and frame sentences in a particular manner. You have to unlearn all of that as a web content writer! The Internet writing rules are flexible and varied. Your topic and subject dictates the construction of sentences and matters of syntax. Being too particular about conventions will work against your writing ability. A wiser idea would be to write as you know the language. Be clear in your mind and the words will tumble out spontaneously. That is why writers who are transparent in their thoughts are able to achieve that same kind of clarity in their written words as well. Finally, you have to feel comfortable about the subject you are writing about. If you feel unsure, put in extra amount of research. Your unique voice as a writer will remain choked as long as the information you are looking to share is not processed well in your own mind.

# Creating the Best Content Ever for Your Website



Google has made it clearer than ever that they are watching the content on websites and rewarding those that have original content that is relevant to the subject of the site. Now it is important to make sure that all of the pages on your site contain unique articles and material that are user-friendly to the end visitor. When you keep this as your main goal there is no way that you can fail with any website you create. It will keep your visitors returning for more and will also keep Google happy at the same time.

## How to create content

The best way to get the content for your site is to think as a visitor would. People are typing in the keyword to find your site but what are they really looking for? When you take out a pen and paper and actually list the things that your target market is searching for in a site, you just have to go ahead and provide this to them in many different forms.

## Videos are great

Some people don't like to read a lot of content and will quickly head off the site if there aren't a lot of pictures or videos on it. By using videos you can get your message across in a clear and effective fashion that will keep a lot more viewers at your website for an extended period of time. The longer your visitors stay, the more likely they are to purchase something or to perform a requested action.

## Images and pictures

Pictures help to make the written word come alive. They make your site look great and can add to the relevance of the content on it when the images and pictures are chosen wisely. Don't underestimate the effect that photos, pictures and even simple images can have. An aesthetic site should be a part and parcel of the whole website content experience.

## It doesn't matter who writes it

If you aren't a writer and have a hard time stringing words together you can hire a writer to do it for you. These people are called ghostwriters and when you purchase an article from them they give you the rights to call it your own. Don't let the writing get you down – hire it out if you must. The important thing is to focus on getting quality content onto your site that makes both your visitors and Google happy.

*This article was written by Joel Mayer for [awm](#), your local [SEO Consultants](#).*

# Tips to Write Magnetic Content



All content writers want netizens to read and love their writing. There is no harm in thinking along those lines, provided you know what it takes to achieve that! Web content writing follows a different set of techniques that you might not be conversant with. So, if you have written excellent essays in high school and think that web content will be just a walk in the park, it's time for a reality check! Web content writers have to survive under stiff competition from other websites in the same domain. If your content is not interesting enough, the reader will shut down that browser tab and buzz off to another website.

What are the points that you need to keep in mind? To start with, **do not take your readers out for a long ride** before you break your core information to them. Readers on the Internet believe in instant gratification when it comes to data. No reader would enjoy reading through your introductory lines and rhetoric to get to the information he is looking for! The more blatant you are in parting with the information, the better off you are as a content writer. Keep the factor of brevity in mind and sort out your material according to relevancy. If you are ruthless in editing words and phrases that look redundant, you will be able to crank out a killer web copy.

**Web content is best written in an active, conversational style.** The reader on the other side of the computer screen is connecting with your writing through a digital medium. Do you speak to people on the cell phone in a passive voice? Follow the same tenet in

web content writing. A key purpose of your content is to urge the reader into some sort of action. It could be a click on a web link or a response to a survey. The use of active verbs will be able to bring about that sense of urgency in the reader. Passive writing will also make your copy obese and verbose. Both have the potential to kill an otherwise competent content writing.

As a web content writer **looking to plug in a marketing message here and there, you have to look for opportunities to make the reader think and respond.** Provoking the reader through intelligent arguments and smart writing will be beneficial for the web copy. Don't try to solve or answer the problems that you have raised in your copy when your purpose is to bring out a response in the reader. The 'call of action' must be subtly wrapped so that the readers do not think that you are desperate for a click. While you balance these threads in your mind, keep an eye on the most clichéd of all web content mistakes: using clichés! At the same time, get rid of soppy adjectives. They don't work on online buyers. As long as you have a direct approach, your web copy is bound to attract readers.

# The Reasons for Writing Subheadings



Every web content writer is aware that online readers scan web pages instead of reading them thoroughly. The readers go through the content quickly and pick up the relevant words and phrases that contain the information they are looking for. So, as a writer you can expect online visitors to browse through your work in some seconds! You can do little about this tendency of the readers. What you can do is attune your writing style and use of embellishments in a way that gets your message through without stretching the fragile attention of the readers. Just like you will do justice to your content with the use of smart headlines, the use of subheadings will offer you purchase as well.

## *Why Subheadings?*

Why must you write subheadings in your web content copy? There are many advantages of using subheadings and the most basic of them stems from the reader psychology explained above. Because the readers are scanning through your content, subheadings help them find what they want, even if they are reluctant to read through the entire content. They can quickly find what they are looking for, read the information you have provided and move on. If they are interested in reading beyond, your web copy is on their screen anyway.

Sometimes the reader is informed about much of the web copy that you have written. It may be that he wants to know only a portion of the web copy to fulfill what he is looking for. Subheads allow him to get to that elusive point quickly. This kind of content reading is very prevalent on the Internet. Online readers are repelled by

paragraphs lined up one after another without any subhead to lead the way. When the reader scrolls down, he is easily fatigued at the sight of the effort he needs to put in to find what he's after. Subheadings reduce this sense of fatigue immediately because you have already broken up your content in digestible and accessible subparts. This is a smart way of informing online readers without taxing their minds unnecessarily.

### *SEO Advantage*

Subheadings provide you with an opportunity to plug in keywords organically. Web content writers are often faced with the difficult task of inserting keywords without disturbing the flow of content. That is not always possible in the body of the content. Subheadings can be exploited for this purpose. Search engines find it easier to index content when they come across subheadings that make use of keywords deftly. While composing subheadings, try to use the keywords towards the beginning. Other than favoring the search engine crawlers, online readers scanning through your copy will also find these words popping up and helping them to locate information.

Writing quality subheadings is an advantage for content that is shared on social media platforms. As you know, the search algorithms of social media networks have a similar mechanism as search engines. When you write keyword-rich subheadings, you are likely to bag the top ranks for relevant searches. That will help your web page get more readers.

# The ABC of Bullet Points



What started off as a feature to highlight important points and drive them home, is now a legitimate web content writing tool. Web pages are almost sure to have bullet points if they are looking to give the reader a quick glance at the information. Through bullet points, you can explain your point quickly and move on to the next one. At the same time, bullet points allow the reader to check through the mainstays of your copy without having to read through it all again. The trick that web content writers need to learn is how to make use of these bullet points most effectively. Here are some bullet points to help you grasp the trick:

- ***Bits and Pieces:*** Information overload is a common problem for readers. Web content writers may go overboard and cram the copy with too much information. That becomes a problem for readers because they are unable to retain most of it. It is also a losing proposition for the writer. It would be much better if you use bullet points and break up the large chunks of information into small pieces. This is more effective for online readers
- ***Highlight:*** Bullet points are used to highlight the most important points in your web copy. As the saying goes, too much emphasis is no emphasis at all! Believe in this saying when writing web copies. Use bullet points judiciously and relevantly. Don't break up points just for the sake of increasing the number of bullet points. Before crafting out bullet points, list the main points of your copy
- ***Brevity:*** The content against a bullet point cannot go on forever! You have to edit them out and keep them short. If you are looking to list only some technical points,

do away with the explanations. If you look to explain a little against a particular bullet point (as in this copy), keep them short and relevant. As soon as you feel that you are cramping in two different topics into one bullet point, hit 'Enter' and write the next

- ***Crux:*** Jot down the crux of your web copy in bullet points. That will enable readers with little time on their hands to browse through the points and know what your content is about. If the points interest them, they will scroll down and read your copy. Listing the main points also gives the reader a list for instant reference.
- ***Symmetry:*** Keep your bullet points of equal length in terms of lines and words. That gives a sense of symmetry to the reader's eyes. It looks odd when your bullet point lengths vary in their size. For example, a bullet point of a single line is best not followed by one of 5 lines. Of course, the copy and relevancy will determine the length, but it's worthwhile to keep this point in mind while construction bullets.

Remember always that while writing bullet points treat each one like a headline. That will help you construct meaningful, efficient bullet points in your web copy.

[illegible]

What is this concept of keyword density that web content writers are so concerned about? On a very skeletal level, keyword density is the ratio of the number of keywords you are using, both primary and tertiary, as opposed to the total number of words in the web copy. So, if you are using 4 keywords in 100 words of content, your keyword density is 4%. According to the traditional school of content writing, your web copy must hover somewhere between 1.5 to 2% in terms of keyword density. Going below this range will mean that you have written content that might not justify your effort and the cost borne by the company. Shooting above this limit would be considered as spam material by search engine crawlers.

Now, the problem is that search engine crawlers and algorithms have taken huge leaps of progress since this theory was in practice. Today, the search engine crawlers are more life-like than ever. They judge and index content from a human reader's point of view. The algorithms are conversant with the use of synonyms and smart framing of sentences. So, as a web content writer, you are less likely to fool the

crawlers by using generous amounts of keywords in a veiled way. This kind of indexing is termed as Latent Semantic Indexing (LSI). This takes away the notion that you have to pack in a certain number of keywords to be favorably indexed. The focus has shifted to writing relevant content in order to grab those envious top search engine result slots.

This shifting of the onus to quality content being the primary factor and not keyword density has made life easier for web content writers! You need not be hassled by the burden of using a specific number of keywords in each paragraph anymore. Instead, concentrate on writing a web copy that is worth reading. That does not mean that you will do away with the list of keywords completely! Use keywords judiciously and solely on terms of merit. Organically used keywords in the content will highlight your writing both for human readers and also search engine crawlers. Work on the natural flow of thought and express and let keyword density take a backseat. After all, we always say, content is king; not, keyword is king!

# Writing a Compelling Web Page



For a web content writer, the body of a web page is the most important aspect of all. This is more crucial than writing articles and blogs or even press releases. The reason is simple. You write other forms of web content to promote your website. Finally, when your targeted online visitors come to the website, you cannot afford to treat them with anything but the best content that you can come up with. Failure to do so would mean that these visitors will shy away from your website, along with other promotional and marketing content that you write. The body of a web page, especially the home page, is the litmus test for any web content writer.

The first point that **you need to focus on is to keep things straight and precise**. Online readers have a short attention span and even shorter time to devote to a web page, what with so many online portals vying for their attention. A web content writer has to get to the point quickly. Write your copy with relevant details, without sticking to a point for longer periods of time. The better you are at changing tracks, the more interested your reader will be. At the same time, keep your copy furnished with required data and information. Writing precise lines does not mean leaving out required and valid points.

Secondly, **rely on short lines**. Long, winding sentences may have high literary value in books but on the web page, the mechanics are very different. Write to get your point across without taking refuge in a sack of unnecessary words. Because they are reading

your work on the computer screen, they will be distracted by other occupations like checking emails, or chatting with friends. Online readers hate having to go through a labyrinth of words to find out what the actual message is. It is always a wiser idea to give them that message point blank. It saves their time. And yours!

The third point to bear in mind is that **you must have control over your tone of writing**. Websites have a purpose of their own. If your copy is intended to sell, you must not be blatant about it. No one likes to buy something that is being sold in a desperate way. That makes customers suspicious that something might be wrong with the product/service or the seller. Blend in your marketing lines effortlessly. There is no better writing style than the one which strikes a balance between hard-core selling and information dissemination. Educate the reader on your product/service so that the customer can decide for himself whether he wants to buy or not. When you provide that choice and information to the customer, then you are trusted as a seller!

Finally, **be convinced about what you want the customer to be convinced about**. If you are vague and clueless as a writer, your copy will smack of it. Always research before you hit the keyboard. Collect the data and present them in a way that you will enjoy yourself as a reader. That is the best way to know what to include and what to edit out in your final draft.

# Goal of a Website: Writer's Contribution



The job of a web content writer is contained in the goal of a website. Every website is created with a reason in mind. Some are built to provide information, others for online lead generation while some others help customers to make purchases through the Internet. The kind of writing that you crank out for your website depends largely on what you want to convey. A successful web content writer is never confused or vague about the aim of the website he is writing for. In such cases, it makes more sense to tap information sources and find out what you are writing for.

Let us take up how you must write web pages when your client or the owner of the website is looking to provide information to online visitors. Such websites do not sell any product or service, but as a writer you can take it that you are selling information. Visitors to your website will **refer to your web pages as credible sources of online information** if you provide them accurate analysis and authentic data. There are numerous sources from where an online visitor can parse information. But every netizen knows that online information and statistics are not always credible, unless they are pulled off reputed websites. As a writer, you must get your website into this trust zone of the online visitor.

The most popular goal of websites across the world is to generate online leads. The general view is that online users look up for details about products and services on the Internet. That is why businesses hire search engine optimization experts and fine-tune their websites for better online visibility. Their task is to get online visitors to the website. The job of the web content writer is to keep these visitors engaged and

interested. If they like what they read, they will check up other web pages. Finally, when they are convinced about the product or service that your website wants to sell, they will make a purchase. As a web content writer, you have to be fluid about mixing the marketing message with specific information. An overdose of either is undesirable.

**Another goal of a website is to facilitate online payments for customers.** Usually this goal is secondary to the purpose of generating leads. Web content writers must understand that people are wary about making online payments because of several inhibitions. You have to present your case by choosing your words carefully. Online payments must be hassle-free. The technicians of the website will have to take care of that. What you need to do is guide the online customers through the process. Address them with easy-to-follow instructions. It is better to guide them in small steps instead of packing in all the directions in one paragraph.

In your career as a web content writer, you have to write for all these reasons and many more. How you put down one hat to pick up another decides your mettle as a writer!

# Decoding Reader Psychology in Content Writing



Tomes have been written by scores of literary critics on how to understand the psychology of the reader. Authors across the ages have debated and discussed the issue. Their aim was to evolve a method on knowing what the reader wants to read or what they are going to enjoy reading. The Internet has trashed all their findings. Reading a printed paper, like a book or a document, is very different from reading on a computer screen, tablet or the mobile phone. A reader browsing through web content on the computer will have a different approach as opposed to someone reading the same content on a paper or book.

As a web content writer you have to **know what your reader wants to see on the computer screen before he decides to read what you have written**. The first point that you must keep in your mind is that an Internet reader has plenty of options to choose from. There are dozens of websites catering to the same domain and are equipped to provide the same information to your reader. Why must he then read web pages that you write? The answer is that you have to grab the reader's attention very early and

very fast. The headline or the very first line of your copy must be able to achieve that attention.

The second point is to **keep the reader interested throughout the copy** that you write. Distractions are always popping around when someone is reading on the Internet. The chat window may buzz up or there may be an email coming in or other diversions that wean away a reader from your web page. Unless you have written your copy in a gripping narrative, you will lose out on the reader's focus. Use snazzy lines and bullet points generously. Another technique to keep the reader interested is to use a conversational style. No one likes to read lines that imitate a textbook.

The trickiest point of all is **to convince the reader into what you are trying to convey through the web content**. Other than the fact that there are other websites trying to do the same, marketing copies written exclusively to sell products or services usually ring false with an online reader. You have to draw a line that balances your commercial side of the web page with the aesthetic quality of your writing. One must not outdo the other. A brilliantly written web page with little sales thrust will leave the reader happy but your business will suffer. Similarly, too much of a sales thrust will repel the reader, and make your web page look like your business is on an ego trip.

Web content writers must always keep in mind that online readers do not like being led on a labyrinthine chase to unearth the message you are trying to convey. Readers like **relevant points stated in a straightforward manner**. Stick to the basics of lucid writing and you will do just fine!

# Why You Need To Curate Content



In our last post, we discussed about [what is content curation](#) and its categories. Now we would discuss why you need to curate content. A content curation helps you pull videos, images, presentations, tweets, blog posts and other web content into a bundle which you can then easily embed and share on the web. Now if you are wondering you should you consider content curation as a part of your online marketing plan, here are a few points:

**Content curation helps to conquer long-tail keywords:** Content curation enables you to have a dedicated section curating the best relevant content to your specific market. This way, you can optimize and enhance the long tail keywords for your site. All you need to do is discover and curate the content, provide perspective and add value commenting and credit the sources. However, don't forget to mention the source otherwise you would be pushing duplicated content onto the site, which will cause the wrath of the original author and you are likely to get penalized by major search engines as well. You can use the online tools to export the feed of your curated content into your website, making the whole process easier.

**Content curation helps in finding link building contacts:** We all know the value of link building, when it comes to SEO efforts as well as the amount of trouble we have to go through to find valuable link building contacts. However, content curation helps you to find quality contact for link building. In fact, it is almost natural effect of this online marketing strategy. When you discover and share the best, relevant content about

your niche market, other content creators are likely to follow your site closely. This helps you to build credibility and you can leverage upon this credibility for link building. They are more likely to mention about your curated content, providing you a back link. You can even contact them to create business collaboration with them. There is another way to leverage upon this marketing trick. You can submit original content to those content creators as guest writer and ask for a link back to your site. Better yet, you can create the original content based on your curated content and cite your sources to obtain links back from them.

**Curated content can be your source for original content:** In continuation to the previous point, content curation helps you to find and collect relevant and quality content that can be re-used later. In fact, you can have access to great ideas and information to create quality original content, but again do mention the original source. Another advantage of using curated content is that you are not limited to online content for reference purposes. There are various offline sources offering industry specific content, which can be easily collected and curated.

**It allows to obtain social signals:** Content curation, if it is well executed, will surely attract readers. Simultaneously, it will generate lots of social mentions in form of tweets, shares and likes. People like to share or repost content that they find interesting and valuable. Thus, curating relevant and insightful content is likely to obtain social signals. In addition, content related to general market trends attract a lot of links and citations. Similarly, tender photosets too obtain better results, especially from social networks like Facebook and photo sharing sites.

**Content curation facilitates branding:** Content curation platforms help you in branding your business by creating a qualified presence in those sites. In fact, the explosion of Pinterest is one of the best examples how content curation can help in creating brands. However, you should be very active on those sites and practice content curation wisely. This allows you to be participative with other content curators; thus, you can enhance and demonstrate your thought-out knowledge of brand. It also helps in achieving higher search engine ranking as well as in managing online reputation issues. Better yet, content curation helps in obtaining constant flux of organic traffic.

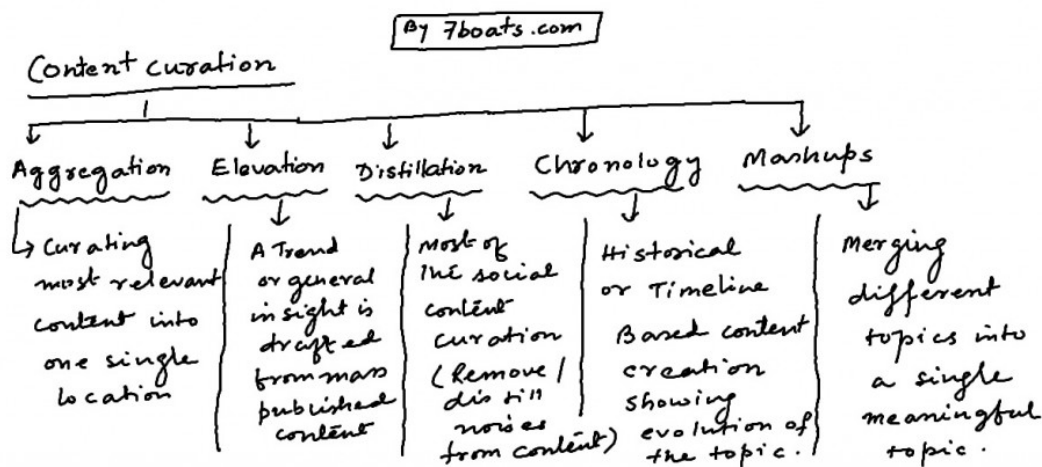
**It allows you to become an authoritative reference in your niche industry:** Content curating is the best option if you want to become an authoritative source for your specific industry. And you can use the social media profiles to share the valuable content with the world. This will help you to become one of the most trusted and valued reference in your industry. In fact, becoming an authoritative source was never easier. With content curation you can share and credit the best sources, as a result people will look at you as a reliable source for relevant information. Also, other content

curators that you have mentioned are more likely to mention you and refer to your content. Google and other search engines too will start taking you as an authoritative source for information about your niche.

**In conclusion, content curation helps your search engine efforts.** You can use the content curation sites actively to increase the value of your site to Google and other major search engines. This alone can help you to obtain authority and relevance in the web. Also, you can have more relevant organic traffic to your site, thanks to the ability of this marketing strategy to conquer long-tail keywords. However, make sure you mention the original source to avoid being penalized by Google as well as the original author.

# What is Content Curation

## Content Curation



Content Curation, in simple terms, is to discover, gather and present web content based on their specific subject matter. The concept is age old – we are prone to collect and catalogue the best of human inventions and have looked at those as the right sources of knowledge to solve our needs. Content Curation has become essential in the age of Internet. In fact, it has every potential to bring more order and utility to the social web. In addition, it will add voice as well as point of view to businesses, connecting them with customers. This, in turn, will create a communication channel based on valued content instead of marketing messages created by brands.

Content Curation is classified into five categories:

- **Aggregation** – This practice involves curating the most relevant content into one single location. Aggregation is widely practiced when it comes to Content Curation. Most of the online service providers use this form of content curation.
- **Elevation** – In this practice, a more general insight or trend is drafted from a mass of regular content published online.
- **Distillation** – As the name suggests, this practice distill the noise about a specific topic to the most relevant and important concept. Most of the social content

curation follows this practice.

- **Chronology** – This practice follows the chronological order. It is also termed as historiographical content curation. It presents the curated information based on a timeline, showing the evolution of the topic.
- **Mashups** – This is the practice of merging different content that deal with a specific topic. It helps to create a new and unique point of view for the same topic.

A large number of tools and sites provide content curation service. However, it needs one essential skill on your part – your ability to filter the content. And to do so, you need to listen what people are discussing out there i.e. the hot trends and the buzzwords on the Internet. The best way to listen what people are discussing is through Twitter and RSS feed. While the micro-blogging site will help you to track relevant content that people are posting, RSS will help you track content production of the sites where you have subscribed.

Coming back to Content Curation, there are several sites and tools to help you in the process. Some of these include Scoop.it, Storify, Bundlr, and Pearltrees. The last site mentioned here is widely gaining popularity among content marketers.

Now if you are thinking why you should consider curating content in the very first place, keep your eyes open for our next post. In the meanwhile, don't forget to check the aforementioned sites for Content Curation and let us know if you find some other resources.

# Content Writing Tips for Beginners

Your visitors are visiting your site either for information (read solution) or for entertainment. Thus, it is essential to have interesting and quality content to attract more readers to your site, as for online marketing “Content is the King”. Even the search engine giant Google value fresh and unique content more than anything. But before moving into the tips part for writing quality contents, you need to understand why content is so important for your site. Google as well as other search engines send web crawling bots or spiders to your site to collect information. This data help the search engines to build a searchable index, which provide the search results when users queries with relevant keywords or phrases. And you have a better chance of getting indexed by Google with a rich and informative (also unique these days) content. This only a brief concept and there is more to it.

Now that you have a fairly clear concept about the importance of content for a website, it's time to focus on the content writing strategies. Though technicalities are essential for writing content for web, conceptualizing is most important. You should know “What to write”, how to present it will only follow.

While writing for your own blog or web site, you have the liberty to anything you want. However, it must be relevant to your niche. This is especially applicable while writing for business website. In such case, the focus should solely on topics that interest your customers and are relevant to your specific industry. Also, writing for business website calls for concrete knowledge regarding the subject to make your content effective. For professional writers or those who want to joint this noble profession (no-pun included) it is hardly possible to have knowledge about every subject under the sun. The key here is thorough research.

Remember the purpose of your content is to help the customers in making purchasing decisions, thus make it informative. Using vague adjectives to praise your product or services will only make the customers skeptical.

Correct grammar is a must for content writing, though it often gets overlooked. Same

goes for spellings, you can't afford to publish a content with spelling mistakes or typos – it will kill your credibility. Format the article in such a way that readers have no problem in understanding the thought.

Moving to the more technical parts of web content writing, give special emphasis to your keywords. Place them strategically in your content, while maintaining the recommended density. For keyword research, you can use various online tools like Google AdWords, Overture Keyword Selector Tool, and Worktracker.

Selecting proper keywords and including strategically into your content is essential for improving your search engine rankings. Read more about [writing for the webs for beginners](#)

## 22 tips for compelling content creation - Infographic

Source - [Copyblogger](#)



# Website Content Strategy Framework – Part 2

## How to Build a Strategic Content Framework for Website Success – Part 2

We have already discussed the importance of fresh and quality content and understanding the difference between main content pages and regular content page for [building strategic content framework](#) in our [previous post](#). Now it's time to recognize what your visitors want i.e. study what your visitors are searching for. And this is where we begin our third content strategy.

***Research, research, research*** – Content itself is based on research. You need to know everything related to your products, which also include your competitors. Study how they are planning their content and what they are focusing on. However, the most important part of your study would be the phrases or the keywords that the browsers are searching for, while looking for products that you sell. In general, you will have 3 categories of visitors – (i) the random visitors, who come to your site accidentally and they are mostly unlikely to become your buyers; (ii) visitors who are just browsing, they are the window shoppers and have no planning to buy though they can be your potential customers; (iii) finally the visitors who know what they want and where to find. The last category of visitors are the real buyers and include people who know exactly what they want and people who know approximately what they are looking for; however, the latter are yet to make the final buying decision.

As a content writer you need to research the keywords that all the 3 categories of visitors are searching for and consider the interest of all the categories of browsers while developing the content. The forth or the final strategy is to identify the keywords that most searcher and using and to do so you need certain online tools.

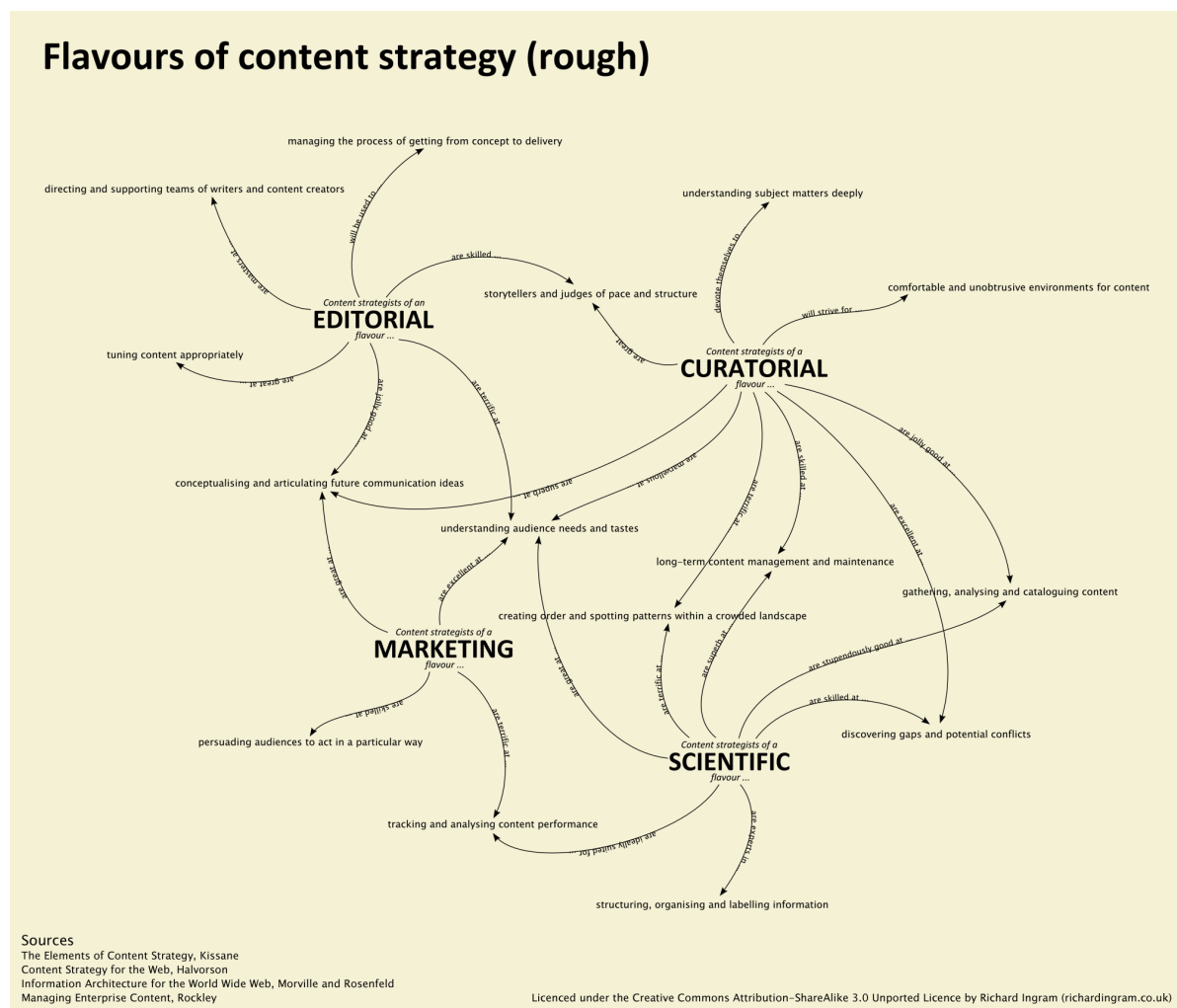
***The online tools*** – There are several online tools, both free and paid that help to identify the searcher's behaviors. The Google Analytics or any other web analytics can be the basic place to start with. They provide information about the keyword referrals, the bounce rates, and the most visited pages. Now start with the keyword referral data and make a list of all the keyword referrals. Also consider the bounce rate; the

pages with higher bounce rate definitely need a makeover based on the keyword referral data.

Additionally, use the Keyword Research Tools – you can use Google’s Adwords or other online keyword research tools. Give special emphasis on the **long tail keywords** that show the intention of the visitors and develop content accordingly to attract the visitors as well as to decrease the bounce rates. The result would also include more satisfied visitors and higher number of page views.

## Flavours of content strategy (Rough)

Source - **Richard J Ingram**



## Infographic – Why content for SEO

# How to Build a Strategic Content Framework for Website Success – Part 1

In today's competitive market it is really tough to survive for a site, unless they have something unique and interesting to offer. And yes we are talking about content. SEO is important, but it is a strategic content that can make your business stand apart. After all it is the content that forces people to visit and come back to a site again and again. However, it is often difficult to get interesting content to make it intriguing for the visitors. But before discussing how to build a strategic content, readers need to understand its importance.

You must have heard the popular phrase "Content is King" – yes, it is. But for a business it means more – content helps to create loyalty. Why do you keep visiting sites like Wikipedia, Britannica or Answers.com? It's simple – their content has turned you into a loyal visitor. Follow their example, when it comes to plan your own content strategy. Users will keep visiting your site if they feel they are getting something valuable, in this case it is the helpful and useful content that you are providing. Most Internet users are addicted to good content, which is hard to break. And it is a good thing for you as well if you can provide the users with what they are looking for. But make sure your content interests both the search engines and the visitors. Nothing is better than a "fresh and quality content" to attract the search engine spiders and your visitors. So here is your first content strategy:

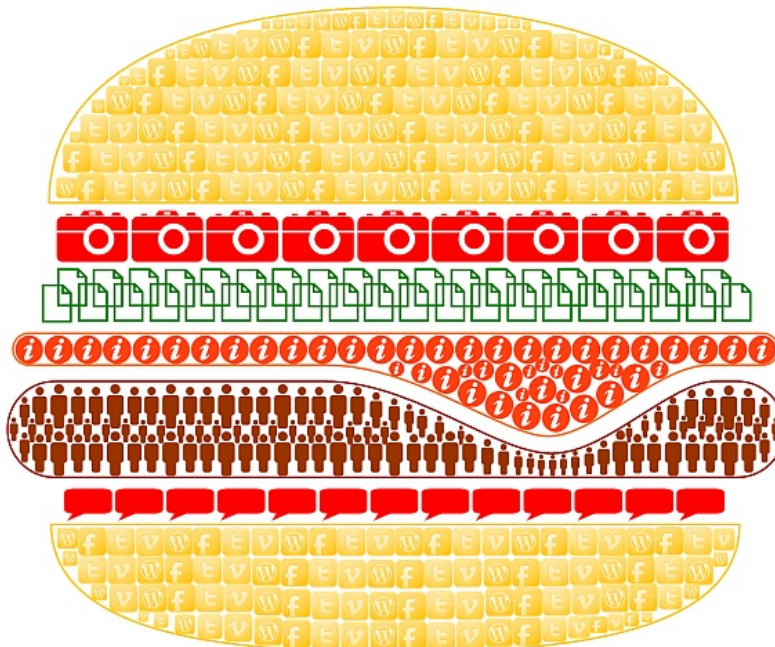
***Fresh and quality content*** – This is what interests you, isn't it! The same goes for your visitors and not to forget the search spiders. In fact, search engine giant Google has gone as far as launching an update called Farmer/Panda in early 2011 to identify sites with low quality content. So if you have no plan to get penalized by Google or any by other search engines (as a matter of fact) focus on the quality of your content. Though creating fresh and quality content on a regular basis can be challenging, it is achievable with some prior planning. To begin with create a plan for your main content pages and regular content pages.

*The difference between main content pages and regular content pages* – From here onwards we move on to the second level of building a content strategy. Creating content for the main pages of a website (also termed as main content or site content) is the most crucial factor. These are the pages that your users see as they land on the website. You really need high quality articles and sales pitches to hold your visitor's interest (as well as to reduce bounce rates).

Now to keep the show going it is essential to know the requirements of your visitors and serve them exactly what they want. This is the bottom line for every business and content is no exception. So the third content strategy is to study what the browsers want.

## Infographic - Content Strategy Burger

Source: [Social Media Explorer](#)



**AUDIENCE:** The meat of your strategy. For substance, invest the time to understand the information needs of your audience.



**CONTENT THEME:** The gooey, tasty information goodness that melts over your audience. Relevant content sticks.



**VOICE & TONE:** The sauce! The flavour and personality of your content will depend on things like culture and industry. Tobasco? Ketchup? Mayo?



**CONTENT FORMAT:** The mix of content condiments that add texture and variety to your strategy.

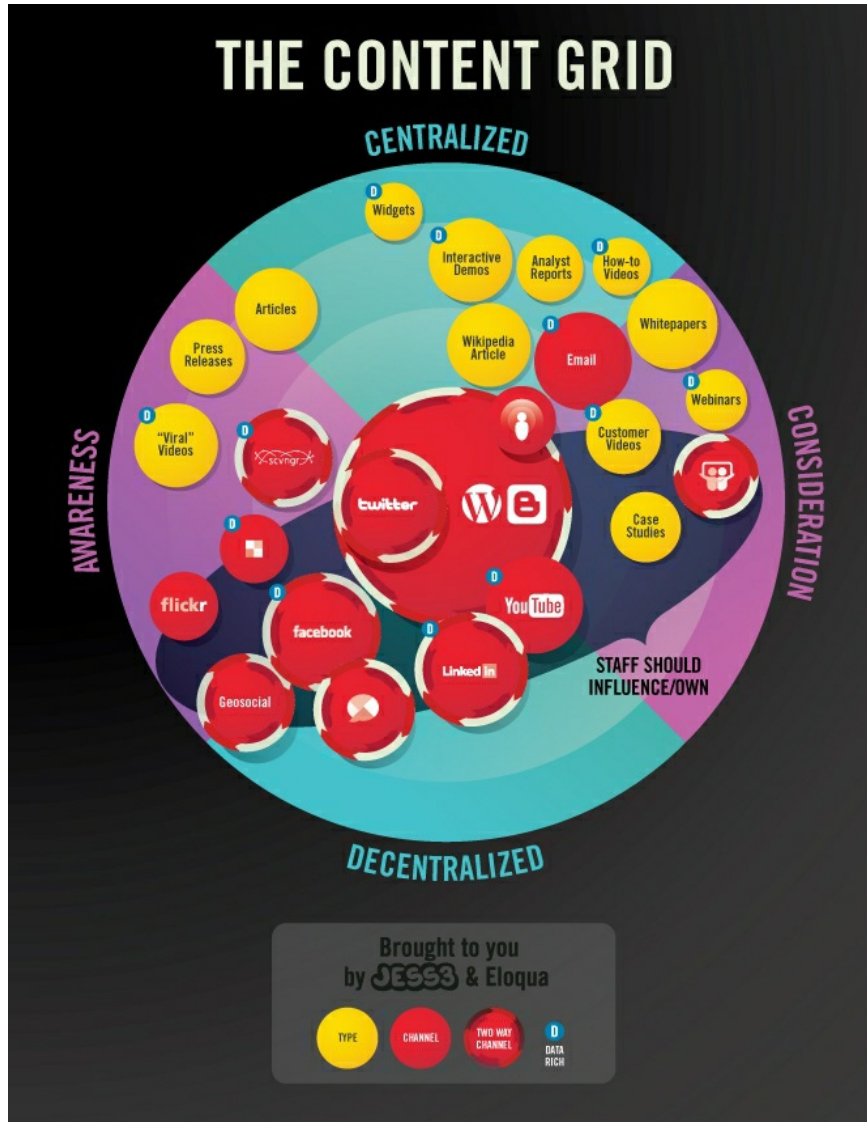


**BUN:** Your digital channels provide the platform for your content strategy and hold it all together.

© Mark Smiciklas, Digital Strategist, [IntersectionConsulting.com](#)  
Inspired by Jeffrey L. Cohen, 6 Layers of Social Media Content Strategy, [Radian6.com](#)

## Content Strategy Grid - Infographic

Source - Eloqua



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