

Make your content work for you

**How to squeeze the most out of your content
without it taking up too much time**



Hi, I'm Helen!

Introduction

- What is content?
- The problems small businesses have with content
- 5 ways to solve these problems with the minimum time and effort

What is content?

Web content is the textual, visual or aural **content** that is encountered as part of the user experience on websites. It may include, among other things: text, images, sounds, videos and animations.

- Wikipedia

Types of content

Articles

Blog posts

Workbooks

PDF Reports

Ebooks

Checklists

Cheat sheets

Pre-recorded audios

Podcasts

Webinars

'Talking head' video

Screen capture video

Audio/video transcripts

Presentations/Slides

Email broadcasts

Autoresponder emails

FAQs (Frequently Asked Questions)

Flowcharts

Infographics

Patterns

Recipes

Colouring sheets

Spreadsheets

Glossaries

Resource lists

Images

Quotes

Press releases

Content is so valuable because...

- It's inexpensive
- It can be great for building relationships
- It helps generate free word of mouth marketing
- It helps establish your authority and expertise
- It's great for search engines
- It's very shareable



The problem with content...

- Can be time-consuming to create
- Sometimes it's hard to know if you've created the right content until too late
- Easy to forget to promote it
- Getting it seen and 'consumed'



You don't have to do it all yourself

- Get video editing and graphic design work done on Fiverr People Per Hour, Elance...
- Group projects
- Interviews
- Ghost writer

Content tip 1

Give them what they want.

How to find out what they want...

Look at the content you've already got

- Which blog posts get the most views?
- Which YouTube videos get the most views?
- Which ebooks have had the most downloads?
- Which links get the most clicks in your mailings?
- Social media likes and shares?

How to find out what they want...

Watch your 'competitors'

Keyword research

Surveys

Your 'number one question'

Expand blog post into ebook



Keyword research

Content tip 2

Have a strategy.

Strategy tips

Make sure every piece of content has a call to action

Plan out your content well in advance of a launch

Have a variety of different types of content

Watch your stats to see which gets the best response

[Sign Up](#)

Content tip 3

Recycle and repurpose.

Repurposing

- Take some text from a paid product and turn into an article
- Refresh and republish an old blog post
- Product that didn't sell? Turn into series of blog posts
- Article >Powerpoint presentation > video
- Post image on Instagram, Twitter, Facebook, blog post...

Content tip 3

A good headline is essential.

Headline help

- portent.com/tools/title-maker
- Write to Sell - Andy Maslen
- Ca\$hvertising - Drew Eric Whitman
- Ask - come up with 3 titles and ask which is best



Content tip 5

Optimize it!

Optimization

Doesn't have to be difficult

Google Keyword Planner

[Video on optimizing YouTube videos](#)

Hashtags on Twitter, Pinterest, Instagram, Facebook,
YouTube

What you could do now...

- Update your content strategy
- Optimize some old content
- Update some titles/headlines
- Repurpose some content
- Look at some of your stats

Thank you!