



1000

Content Marketing *Tips*

Presented by



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This ebook has been written to help people to understand the basics of content marketing. This will give you tips on how to make your SEO better so you get more awareness and exposure. Here are the 100 effective SEO tips below:

1. Check for Grammatical Errors

Not only do you look a little silly to your potential customers if you can't spell (particularly with spellcheck on every platform from Word and Google docs to WordPress), but you may also see a drop in rankings. Google wants to deliver authoritative results and nothing makes you look less authoritative than having misspellings and grammatical errors throughout your content.

2. Only Publish Your Very Best Material—and Be Consistent

With so much content being produced, competition in today's so-called "attention economy" has never been more intense. As such, it's vital that you only publish the very best content possible, or you can't possibly hope to succeed. It's better to publish one excellent post per week than five mediocre posts per week.

3. Write About Trending Topics

Let's face it: Most topics are SUPER competitive. For example, take a super niche keyword like "seo site check up". According to Ahrefs, this keyword only gets 90 searches per month. It's the same story with most topics nowadays. By the time you write an article about something, there are already hundreds (or even thousands) of posts out there on that topic. What's the solution? Write about trending topics. Trending topics are popular topics that aren't super competitive (yet).



4. Understand the Content Marketing (Sales) Funnel

The sales funnel is essentially a broad-based term that describes the buyer's decision-making journey, with the three key phases being awareness, evaluation, and purchase. Anyone involved in sales and marketing needs to pay close attention to this process in order to gain a better understanding of what makes buyers move through the funnel.

5. Write About Trending Topics

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6. Build Company-Specific Hashtags

Hashtags are a great way to make your content searchable on social media channels. Having hashtags that are specific to your organization makes it easier for audience members to find content specific to you and include you in their conversation.

7. Keyword Research

Keyword research should be the starting point for any SEO campaign. Why? Because if you don't know what people are actually searching for in your niche, you'll be relying on luck—rather than data—to guide your decisions.



8. Improve User Experience Across Your Entire Website

You'll need to think about that constant desire to show the best results when you're optimizing your website for SEO. Why? The answer is simple: If your site isn't high-quality enough, you'll have a tough job ranking for your target keywords.

9. Complete your Google My Business profile

Google My Business is a free public profile or listing that appears in relevant search results on Google. You've probably seen Google My Business profiles when researching a brand, searching for a place to eat, or finding directions to a specific location.

10. Remove anything that slows down your site.

In the past, you could get away with a slow-loading site. I can recall a time when I had to wait for about 5 minutes before a popular news site fully loaded. I'm sure you can relate to that. That's never a good experience but it's the kiss of death in today's marketplace.

11. Create Launch Campaigns for New Products or Features

Social media campaigns are a great way to announce and inform your fans about new products and features. Take Taylor Swift for example. Her social campaign building to the announcement of her latest album had fans going crazy.

There's no better way to show off your company culture video. Video performs well on platforms like Facebook.

12. Push your handles

If you're really looking to bump up those Twitter followers, you can't be afraid to be a bit shameless. Speaking at a conference? Put your Twitter handle on the slideshow (heck, keep it in the corner the entire presentation). Ordering new business cards? Better include that adorable handle!



13. Use your own domain

There is a great benefit for you to Buy a domain name that is relevant for your business and use it to build your brand. So that people can come back next time because they know they will get a great content from your website always.

14. Know What You're Talking About

In order to fully understand the process of digital marketing optimization, you need to know exactly what we're talking about.

15. Understand where you advertise

Identify and follow the rules of Bing, Yahoo!, and Google search ads before running your campaign as all have slightly different formats.

16. Create a Custom Facebook URL

Custom URLs can make it easier to for your fans to find you on each social network. Typing in Facebook.com/yourcompanyname is easier than trying to search the site wondering which Facebook page is yours.

17. Evaluate the Success of Your Content with Data

One of the most common misconceptions about content marketing is that simply by publishing blog posts, your business will magically take off and you'll be besieged by armies of eager prospective customers clamoring for whatever you sell. Unfortunately, this is rarely the case. Smart content marketers don't just produce excellent content, but also know how to measure the results of their efforts.



18. Write Relevant and Actionable Content

In order to be a great marketer and business owner, you must first understand your customer. Regardless of the niche you are in, you should know your customer's problems and pain points like the back of your hand.

19. View Your Content as Data

A great content marketing strategy can engage audiences at every turn, and in order to do this, a good strategist needs to know how their content is working. When you know exactly how to spin your content so that it's effective in one phase, they then you can use that information as you move into the next phase in the funnel.

20. Publish Your Posts at the Best Time

To get the best results on social media, you need to post when your audience is most active. Follow the times on this infographic to give yourself some starting points to consider. Then, tweak your schedule based on what does (and doesn't) seem to work best.



21. Make Sure You're Targeting (and Optimizing for) the RIGHT Keyword

Most people make one of three mistakes when it comes to keyword targeting:

1. They fail to optimize for any keyword(s) at all;
2. They attempt to optimize for too many keywords;
3. They optimize for irrelevant keywords.

It's also important to try to avoid targeting the same keyword on multiple pages. This is because Google will usually only choose to rank one of these pages, and it may not be the one you want them to rank!

22. Make Your Posts Stand Out By Using Infographics

So your marketing team just completed a bunch of research and you've created an awesome blog post and landing page to share your findings. While those do well on LinkedIn why not stand out from the crowd and design that data into an infographic?

Infographics are visual and present data in a way that is easy to digest and skim through.

23. Your Posts Easy to Read

Ever heard the phrase "formatting content for the web"? To stand any chance at increasing your organic rankings, we need to take that a step further and optimize your content for readability. You can use shorter paragraphs, sub-header, bullet point...



24. Target long-tail keywords vs. short-tail keywords

Before researching keywords, it's essential to review the difference between long-tail and short-tail:

- *Long-tail keywords:* A long-tail keyword is three to four words, like "how to roll sushi."
- *Short-tail keywords:* A short-tail keyword is one to two words, like "sushi rolls."

If you're starting SEO for a website, you want to focus your keyword research on long-tail keywords. A long-tail keyword (because of its length) has less competition than a short-tail keyword, which makes ranking your content easier.

25. Link to other websites with relevant content.

To most people, linking out to relevant and authoritative content pages is bad because it takes people off your page.

But, I don't think so. Link building remains a fundamental part of smart search engine optimization strategy. I like out to tons of high-quality sites and sources, including direct competition because it helps the reader.

26. Reach More People With Paid Ads and Boosted Posts

Paid advertising is becoming more and more popular across all social networks. If you want your content to reach the eyes of your audience, you're going to have to pay for it.

Ads will range in price and how many people that you want to reach but it is safe to assume, the more people you want to reach, the more you're going to have to pay.

27. Optimize Your Profile Picture on Every Channel

Your profile picture follows your fans on different social media channels. That means it needs to be recognizable and at the optimum size. Your profile pictures should include your logo.

28. Photo Contests

Photo contests are great for a number of reasons – they're relatively easy to enter (anyone with Instagram and a few spare seconds can submit), and they also provide sponsors with a great form of user-generated content that can be reused and implemented elsewhere.

29. Spend time on SEO

SEO is not a once off process but something that you have to do as an ongoing process. If you are not sure what is the best way to do it, hire professionals to do it for you. They can help you setup an SEO strategy to get results fast.

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30. Use Facebook Events to Help Increase Your Event Attendance

Many people are connected to Facebook, in fact Facebook has over 2 billion active users. Events are a great way to reach potential attendees and get them to attend. Plus Facebook sends out reminders to anyone who clicked that they were interested in your event.

Setting up events on Facebook is easy, just remember to include the following information:

- Where the event is. Try to include a map or directions if you can.
- What they should expect.
- If they need to bring anything.



31. Optimize the URL

Optimize the URL displayed in your search ad so that it's relevant to the product or service you are promoting. include target keywords in your headlines and copy that either match or closely match the keywords you bid on in order to boost the chance that your ad appears for those terms.

32. Develop a POWERFUL Digital Marketing Strategy

When it comes to digital marketing, a strategy is the foundation of all your efforts. Every marketing action you take should tie back to your strategy and each should work as collaborative elements of a skillful marketing machine.

33. Influencer Marketing

Influencer marketing is relatively new in the realm of digital marketing tips. In fact, most of your competition has probably never heard of it! But influencer marketing can be a very powerful tool when wielded correctly.

34. Use Padlock Posts

You may have noticed these greyed-out posts in the Backlinko blog feed.

Internally, we call these "Padlock Posts".

They're basically normal blog posts that only Backlinko email subscribers can get access to. And when someone clicks on a Padlock Post, a little popup appears that asks for their email.

35. Repurpose Your Content

The best content takes time, effort, and skill to produce. Even if you're giving away your best content for free (which you should be), that doesn't mean you can't get



a greater return on investment from your content. This is why so many businesses repurpose content from one format into several.

36. Develop Content Marketing Goals

A shocking statistic from a study done by CoSchedule shows that 26% of marketers don't even have a marketing goal. Of those that do, only about half are meeting their goals fairly often.

37. Connect Your Products to Pinterest and Create Shoppable Pins

Shoppable pins are a relatively new addition to the corkboard inspired platform. Shoppable pins allow teams that have products listed on their website to add them to a Pinterest board.

Once there pinner can see prices and click the pin which will take them directly to the site to buy them.

38. Make a Plan

Creating a calendar is vital to a successful strategy. Just like an editorial calendar for a traditional publication, a content calendar can help to guide your strategy throughout a given timeframe.

39. Content Marketing & Link Building

Since Google's algorithm is still largely based on links, having a number of high-quality links to your site is obviously incredibly important in driving search traffic: you can do all the work you want on on-page and technical SEO, if you don't have links to your site, you won't show up in search results listings.



40. Post Instagram Albums to Show Your Product in Action

In late February of 2016 Instagram launched a new update that allowed users to upload multiple photos in one post.

With the update, you don't have to worry about spamming your followers with multiple posts.



41. Give away stickers

While it might seem ridiculously simple, you can actually create a giant user base by giving away free stickers and placing them where people can see them publicly.

42. Spend money on PPC

Pay per click platforms (think Google Ads) are great because they can get you customers fast. If you are serious about your digital marketing, ppc should be part of your monthly budget.

43. Keep Your Digital Marketing Strategy Relevant

Once you've established a powerful digital marketing strategy, you're good to go, right? Not really. You should consider your strategy to be a living document that is continually updated based on new information.

44. Interact with Your Fans on Every Social Channel

Any time a brand takes the time to interact with their fans, it's a good thing. Not only do those interactions help your customers feel like their voice has been heard it can also help increase their brand loyalty.

That means that your team needs to set up interaction guidelines to maintain a consistent presence on the channels.

45. Don't Underestimate Having an Email List

An email list is probably one of the most valuable and responsive assets you can have.

46. Join or Host Twitter Chats

Want to grow the presence of your Twitter account in a hurry? Hosting or participating in Twitter chats are a great way to connect with fans or meet potential ones.

If you don't know what a Twitter chat is, they are hour-long sessions on Twitter that are centered around one topic. Participants can interact and answer provided questions.

- *Valuable* – CRM software company Hatchback found that customers who purchase products through email spend 138% more!
- *Responsive* – according to QuickSprout, email subscribers are 3x more likely to share content on social media!



47. Run a Contest

Who doesn't love free stuff? Social media contests are a great way to get your audience to interact with and share your content, thereby increasing its reach.

Three things that you should keep in mind when you're creating your contest:

1. Outline the rules for your fans.
2. Establish cut off dates and what your winner needs to do to claim their prize.
3. Have some sort of prize but don't break the bank trying to find the best prize for your social contests.

48. Include a Keyword in Your URL

Keyword-rich URLs aren't just for on-page SEO. (Although they definitely help with that too). As it turns out, including a keyword in your URL can increase your organic click-through-rate by up to 45%.

49. Offer FREE Value through Your Content

Do you know what most of today's consumers want? They want to hear the word "free." Think about how many of your friends like to brag about the great bargain they just got. The same goes for your customers. While most marketers and brands are asking for money in return, you can offer free tools and high-quality information to build your brand.

50. Make Your Email Copy Skimmable

No one reads giant chunks of text on the internet anymore. We don't have the attention span for it. Your emails are included in that as well.

Improve your clickthrough rate and readability by breaking down your emails into short sentences. Here are some things to keep in mind:



51. Find out Which Keywords Are Driving Your Competitor's Search Traffic...Then Steal Them for Your Own Site!

Wouldn't it be cool if you could find out exactly which keywords your competitors are ranking for AND how much search traffic those keywords are bringing in?

Yep, it would...and it is!

52. Google Optimize

Along the same lines, Optimize by Google Analytics also assists marketers improve and maximize customer engagement and conversion. As a free version of its Optimize 360 program, Google's Optimize is a streamlined, user-friendly software that simplifies A/B testing and includes advanced modeling to improve engagement and targeted experiences.

53. Understand the 3 different search intents

In addition to long-tail and short-tail, you also need to consider the three user intents:

- *Navigational*: A person wants to go to a specific website, like Apple or Facebook.
- *Informational*: A person wants information about a topic, like how to roll sushi.
- *Transactional*: A person wants to buy a product, like a sushi roller.

It's essential to understand these intents because they will influence which keywords you target.

54. Utilize Customer Generated Content

Your customers are your number one fans and when they take the time to write positive things about your brand why wouldn't you take advantage of it?

In fact, 92% of consumers trust peer reviews than content that is coming from your marketing team. But before you go posting customer reviews keep in mind that:



1. You should always ask their permission to share their content.
2. Give fans credit for any photos or media that you use on your channel.
3. Thank them for reviewing a product or giving your team feedback.

55. Write for humans first, search engines second.

Lately, I've noticed that more and more bloggers and content creators are going back to the old method of SEO, wherein keywords meant to drive search results surpassed the real qualities of engaging, valuable content. If that's you, it's absolutely time to change your mindset.

56. Get featured in a major publication

If you want a massive spike in traffic, get featured in a major publication. It is very strategy in busting your content marketing.

57. Make your website mobile-friendly

The 2014 Local Search Study results indicate that nearly 80% of local mobile searches end in a purchase. This is a big audience you shouldn't ignore.

58. Nurture Leads Through Their Buyer's Journey

To develop a highly effective marketing machine, you'll need to reach your customers earlier in their buying journey than most companies do. In doing this, you'll be able to nurture them towards a conversion rather than losing them amongst the noise of pushy sales copy and ads.



59. Gate Your Downloadable Content

One way to increase your email subscriber list is giving your subscriber something in exchange for them giving you their email address. This is normally done through gated content like downloadable templates, spreadsheets, infographics and more.

60. Focus on Results

Nothing you do matters if it isn't generating results that meet the long-term goals of your company, which is why focusing on results above all other metrics is our next tip.



61. Write Longer Headlines

Want to get more social shares from your content? Try writing longer headlines. The BuzzSumo study I mentioned earlier found that longer headlines are strongly correlated with high levels of social sharing. This was true when we measured headline length in terms of word count.

62. Let The Seasons Inspire Your Email Content

If your team is struggling to come up with ideas to send to your email list, let the seasons guide you. Creating seasonally relevant content is an easy way to fill your email schedule and it doesn't have to be over the top or cheesy to be effective.

63. Give Fans Extra Incentive to Subscribe to Your List With Access to Exclusive Content

As a consumer when you purchase a product, you have decided that exchanging your money is worth the product that you're buying. The same goes for your email list; you have to get your subscribers the incentive to swap their email address for something.

64. Choose core (and related) keywords for every page

When you start optimizing your website, you'll begin by researching core keywords for your pages.

For example, if you have an informational page about rolling sushi, you may make "how to roll sushi" your core keyword because of its high search volume. In addition to a core keyword, you also want to compile two to three related keywords.

65. Use Strategic Emails to Push Holiday Sales

Black Friday sales ring a bell for anyone? Or maybe your organization goes all out for the fourth of July weekend. Those holidays and their sales can help drive your email content.

Use tools like the Time and Date Holiday Calculator to find different holidays to run sales and emails around.



66. Determining What Content You Can Create & How You Can Promote It

Next you have to try to understand what your own capabilities are, and what kind of content you can create that will be likely to be shared and promoted by others.

67. Encourage other trustworthy sites to link to you.

To a large extent, inbound links are still the lifeblood of search engine rankings. Content marketing is all about creating high-quality, engaging content and creating in people the need and urgency to link to you and share your content on social media.

68. Reach out to a specific community

If you want to build a user base fast, you need to have a clear understanding of what your ideal customer looks like.

You can then create a piece of content specifically targeted to this community. The more specifically you can target this group, the more effective your campaign will be.

69. Publish Your Content on LinkedIn Pulse

If you're looking to give your content a second platform to call home, LinkedIn may be it. LinkedIn Pulse is LinkedIn's professional blog platform and republishing your content there is as easy as copying and pasting it from its original source.

70. eBooks

Another great marketing idea is to write a comprehensive ebook on a known pain point or popular industry topic, then create a quality landing page around the offer.



71. You need good and original content

Digital marketing is about content, whether this is text, images, videos or audio you need good and original content for your website and social media pages. Without a content marketing plan is like walking with your eyes and ears closed.

72. Use the Skyscraper Technique To Improve Your SEO Ranking

Do you ever get frustrated because you just can't seem to get your content to rank? The skyscraper technique that was developed by Backlinko's Brian Dean and consists of three simple steps.

1. Find the top content for any keyword.
2. Create better content than the top performers.
3. Solicit and share content to encourage linking.

73. Start a Podcast

Looking to branch out and try to create different types of content? Try a podcast.

Seems like a crazy amount of work but trust us when we say the work is worth it. Almost 57 million Americans listen to podcasts. That's a huge audience that you could tap into.

74. Don't just publish, promote as well

Publishing good content is very important but it's also important to promote your content and bring it in front of the eyes of the right people (these are the people that are likely to become your potential customers and also more likely to re-share your content).



75. Make a responsive website

Although you don't have to make your website responsive, a responsive website has more advantages than having a mobile and a desktop version. It is actually recommended by Google as the best approach to mobile websites and it is also a hot trend in the digital marketing industry.

76. Make Decisions Based on Data

Too many marketers are simply going through the motions because they "know" that the actions they're taking are what they're "supposed" to be doing. If you're not seeing positive feedback in your data, it's time to make a change.

77. The 80-20 Rule for Content

The 80-20 rule means that 80% of your success will come from 20% of your efforts. This rule applies to just about everything, including your content. Your content can be created in a variety of different mediums.

78. Interview Your Audience and Ask What Topics They Want to Learn About

Your audience is continually consuming your content and if your marketing team is stuck in a rut and running out of topics to cover turn to your audience.

Creating a content survey can let you tune into the problems and questions that your audience has and create content that they need and want to read.

79. When to Rely On SEO

Instead of focusing on a long term SEO strategy, too many small businesses blow their digital marketing budget on PPC ads when starting out.



80. Optimize Around Untapped Keywords

Most keyword research tools have the same problem: They show everyone the exact same set of keywords! But you can go around many untapped keywords that are idle.



81. Use Blog Post Templates

Templates can REALLY help you scale up your content marketing. Don't just open up a blank Google Doc. You can use PDF workbook to help me get the important parts on paper.

82. Create a White Paper People Will Actually Read

White papers don't have to be boring. In fact,, they can be a powerful tool in your content marketing strategy if done well.

White papers are research-based reports that dive into a specific topic. They're based on facts (rather than opinions) and are great for presenting original research or summarizing information around a topic.

83. Accept That Not All Content HAS to Tell a Story

One of my biggest pet peeves about the content marketing industry is the focus on storytelling. Don't get me wrong – I firmly believe that storytelling is a crucial skill for aspiring (and even experienced) content marketers to cultivate, and that brand storytelling is one of the most effective ways to reach prospective new customers with your message.

However, that doesn't mean that all content is storytelling, or that all content marketers are storytellers.

84. Use Content to Drive Leads into Your Sales Funnel

Content marketing is one of the most crucial aspects of a sales funnel. From pulling customers into that initial stage (TOFU) with specific content pieces to getting them to click the "buy" button on the sales page, content is everything.

85. Create Actionable Content That Gives Instructions About How to Use Your Product

A lot of content just tells people what to do. So, stand out by showing your audience how to actually get stuff done.

Writing actionable content, especially if it's step by step can take a lot of time. I should know I write that way all the time. However, this type of content gives your readers something to hook their teeth into, and it provides them with value.

86. Link Out to Authoritative Content

When you're writing on topics, it's easier to gain the trust of your audience by backing up your opinions with content from highly authoritative sources.

These sources should back up any facts and advice that you give your audience. It also helps give your content an extra boost because search engines will crawl



through your content and place more weight on backlinks that search engines consider high authority.

87. Establish Specific Direction for Your Content

Let's say you are a content strategist or manager, and you have a solid framework of content and writers at the ready. You've developed a strategy, you know the funnel, you have a calendar. You've established, in a general sense, what you want to say.

88. Keep a Fresh Mindset

One of the key traits of a great content marketing strategist is having an ability to continually problem-solve and learn new things. Content marketing isn't rocket science, but it does take some patience, creativity and an analytical outlook. Though an effective strategy does require analytical thinking, it's by no means cut and dry, this leaves room for plenty of creativity and, to some extent at least, experimentation.

89. Spy on Your Competitor's New Keywords in Real Time

Keep tabs on your competitor's content strategy by monitoring their new keywords. Why? Because if your competitor targets a new keyword, you may also want to target it.

90. Use Real World Case Studies in Your Content

There's one simple way to differentiate your content when targeting a popular keyword. And that's to include real world case studies.



91. Answer Popular Questions Your Audience Has On Platforms

When your target audience is looking for answers why not be the ones that give it to them? The more answers you can provide your audience with the more likely they'll be to turn to you for help the next time they have a question.

92. Use Live Streaming Apps

Live video usage has gone up in droves since Facebook launched Facebook live in April of 2016. In fact, according to Livestream 80% of audiences would rather watch a live video from a brand.

Social channels like Facebook and Instagram can live stream video right from the platform but if your team is looking to break out and try live video out.

93. Site Speed

Back in 2010, Google announced that it would be using site speed as a ranking factor. Fast forward almost a decade and now Google has consistently emphasized the importance of site speed:

94. Film a Thank You Video

Everyone likes to feel appreciated and thank you videos are one way for your company to say thanks to your audience in a fun and memorable way.

95. DON'T Write Words Just For The Sake Of It!

Don't fall for the perpetual myth that "longer content is better for SEO".

This isn't always the case. If something should be short...keep it short.



96. Do an Expert Q and A Video

If your team is running out of ideas for content, try turning back to the experts in your industry.

Filming a simple Q and A video is an easy way to bring content to your audience base with little to no effort on the part of your team. Score!

97. Mobile Friendliness

If your site is driving (or could be driving) significant search engine traffic from mobile searches, how “mobile friendly” your site is will impact your rankings on mobile devices, which is a fast-growing segment. In some niches, mobile traffic already outweighs desktop traffic.

98. Have web analytics in place at the start.

After defining your search engine optimization goals clearly, you need software to track what’s working and what’s not.

Google Analytics, Google Search Console, and other private web analytics software solutions can help you track your success.

99. Conduct a content audit

Is your existing content up to snuff? What is driving conversions? What isn’t – and why? Asking these questions might make you sweat, but you’ll be better off knowing the truth. Finding the answers to these questions will ensure that your marketing strategy moves forward in the right direction.

100. Ensure Your Branding Speaks to Your Ideal Buyer

When it comes to selling your brand to buyers, it's no secret that aesthetics are important. People learn a lot about your brand without ever reading a word of copy on your website, blog, or social media accounts.



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