

content

strategy

users search Content creating information metadata web online key usable experience people define messy process strategist talking user publication publishing somebody engine

also write find make define fact optimization useful practice

time torch keep defines process matter meaningful roles user

define publish

Content Strategy

Your plan to...

CREATE

DELIVER

MANAGE

...your content

Are you just
“doing content”
to do it?

You need a **STRATEGY.**

For each page you write...

1. What are your goals?
2. Is it tailored to your perfect client?
3. What are you saying that is unique?
4. How will you promote this piece?
5. *Do you have an editor?* 😊

Write less content but
do it better

Clean up or repurpose
outdated, over-
optimized or
irrelevant content

Each piece of content has a
PURPOSE and an **AUDIENCE**

got purpose?

Who Knows Good Content?

Your Clients.

Stop assuming you know everything they want! Ask them... and LISTEN!

What Can You Learn From Clients?

Emotions
Motivations
Fears
Concerns
Questions
Politics

Pay attention to what people say before they hire you – this is the content you want on your website.

Who is writing your content?



You Are The Expert

*Make you and your team available
to your writer. Regularly.*

*Then read what your writer creates.
Always.*

Content that WORKS

Evergreen content vs. Breaking news

- **Evergreen content** can be reused in many ways, especially if it is niched or seasonal. Keep it updated, test ways to promote it.
- **Breaking news** is a quick hit to capitalize on a hot topic—hit it hard with all your marketing outlets, then let it go.

FAQs

***Your clients ask you questions.
Answer them online.***

Note: One sentence does not an answer make.

Video FAQs

Answer a specific question on camera, transcribe, get on your site and YouTube.

YouTube is still the #2 search engine!

Relevant Forums

***Check relevant forums for questions – answer them!
Link to an answer on your website.***

Note: Don't be salesy! Be helpful.

Commenting on Local or National News

- Offer your expertise / opinion about the story
- Relate it back to your area of expertise
- Highlight similar cases you've handled
- Time is of the essence for breaking news!

Case Results

Tell a story. No legalese.

Note: You can keep names and details confidential. Focus on the story, the emotion, how you helped.

Video Testimonials

When happy clients leave your office, video them!

Use other people's words to tell how great you are! Transcribe the video & edit for content. Get these on YouTube!

Scholarships

- Sponsor a college scholarship
- Create a page on your site that talks about it
- A second page when the scholarship is awarded
- Let local media know and help spread the word, then cover the award

Spread brand awareness and attract links from high-schools, universities, private schools, scholarship directories

“Ego Bait” Interviews

*Reach out to local celebrities,
respected professionals,
community advocates*

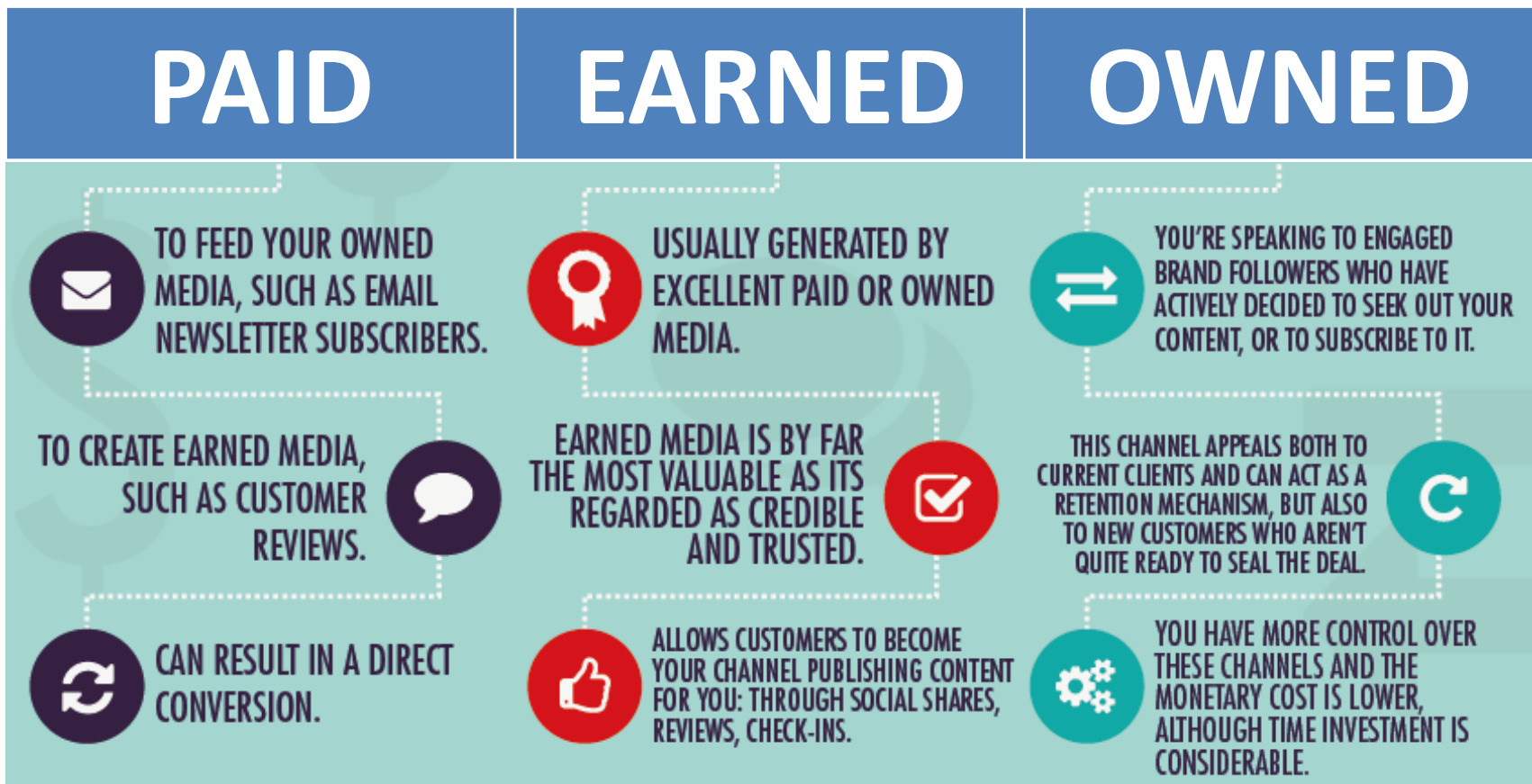
Example: a divorce lawyer can profile people who help after a divorce. Tax advisor, personal trainer, plastic surgeon, daycare provider, etc.

“Ego Bait” Interviews

- *Can you relate their expertise / passion back to your services?*
- *Ask if you can interview them for your website*
- *Write a page about them, with pictures, send them the link.*

Let them help link build for you and spread brand awareness!

Promoting Content



Create a Local Media List

Research your local market – newspapers, radio, magazines, local websites

- Create a contact list
- Include the type of content they publish
- As news breaks or an interesting case develops, offer content to local outlets
- Focus on how you can help them

Enhance your content with real, branded photos instead of stock imagery

Stock imagery is boring and too perfect. Tests have shown landing page conversion improvements of 45% with branded images.

<http://visualwebsiteoptimizer.com/split-testing-blog/stock-photos-reduce-conversions/>

Bonus...

100 Content Ideas for Small Businesses

<http://www.localvisibilitysystem.com/2014/01/16/100-practical-ideas-for-small-business-blog-posts/>

**Content is not a commodity.
Don't treat it like one.**







Questions?