

SEO FROM SCRATCH

VIDEO #3, CONTENT!

How to choose what content to create & where to publish it, and optimize it for your target phrase

WHAT TO PUBLISH

- **Easy - publish GREAT CONTENT!**
- **See the value of traffic that great content gets**
- **What's great?**
 - **Useful**
 - **Generous**
 - **Helpful**
 - **Newsworthy**
 - **Shareworthy**
 - **Unique**
 - **Complete**
 - **Entertaining**

WHERE TO PUBLISH

- **Optimise existing content**
- **New page on existing site**
- **Post on 3rd-party site**
- **New domain**

1. OPTIMISE EXISTING CONTENT

- **Quick & easy**
- **Page & domain may have existing authority**
- **If domain authority is low, not so helpful**
- **Does domain contain keywords?**

2. NEW PAGE ON EXISTING SITE

- **Relatively easy**
- **Domain has authority**
- **Low domain authority?**
- **Keywords in domain?**

3. POST ON 3RD-PARTY SITE

- **Relatively quick & easy**
- **can get high-domain authority sites**
- **content could get copied onto other sites**
- **Does not directly build your domain authority**
- **You may be able to pass “link juice”**
- **You probably do not own the content**

4. NEW DOMAIN

- **can look for exact-match domain names**
- **could give you another linking domain**
- **standing start - no domain age/authority**
- **Does not contribute to your core site**
- **Most work**

HOW TO DECIDE WHERE TO PUBLISH

- **Generally, publish on your own site where possible**
- **Ask, “Does this subject fit naturally under my brand?”**
- **Do you need other “convincing content” to make the content credible?**
 - **About / Testimonials / case studies / FAQs / contact**

HOW TO DECIDE WHERE TO PUBLISH

- **Is the likely return worth the effort?**
- **Sometimes, an EMD microsite will pay dividends**
- **consider 3rd-party sites for a quick start**

THIRD-PARTY SITE IDEAS

- **“Answers” sites**
 - **Yahoo Answers**
 - **wiki.answers.com**
 - **allexperts.com**
 - **answerbag.com**
 - **ask.metafilter.com**
 - **funadvice.com**
- **Twitter**
- **Facebook page**
- **YouTube**
- **Guest blogging**
- **Press releases**
- **FORUMS**
- **Squidoo**

RULE #1 - LINK ON!

- **This is not link building for the purposes of building authority... it's about traffic**
- **The most vital thing is to lead on naturally to your next-step content**

RULE #2 - NON-COMMERCIAL

- **Avoid making step 1 & 2 content seem commercial**
- **Step 1 & 2 content eventually links to pages that sell**
- **Non-commercial content gets links more easily**
- **Also builds trust**

IDEAS FOR CONTENT

- **You don't have to be a creator - just add value**
- **Be an editor/journalist/host/curator**
- **Interview people, get them to talk about themselves**
- **Invite guest posts**
- **collect top tips, how-to's, case studies**
- **Host surveys or polls**

IDEAS FOR CONTENT 2

- **Report and comment on the news in your sector**
- **Do some research**
- **Beginners' guides**
- **Write detailed product reviews (video is good)**
- **Case studies**

IDEAS FOR CONTENT 3

- **Give as much VALUE as you can**
- **Herd mindset**
- **Two types of reader**
- **Don't hold back**
 - **The more value you give, the more you seem to have**

ON-PAGE OPTIMISATION

- **Title tag**
- **Phrase used on the page**
- **Image alternative (alt) text**
- **Headings**
- **Internal links**