



## CONTENT CREATION OUTLINE

How to continuously develop content that drives traffic and engages users..



### IDENTIFY KEYWORDS

Starting with keywords is critical because it defines terms/topics that your target audience is actually searching for. Begin by analyzing:

- High Search Volume Keywords
- Low Competition Keywords
- Competitive Content to Build on



### DEVELOP INFORMATIVE VIDEO

In the years to come, video will continue to gain popularity as a source of information consumption.

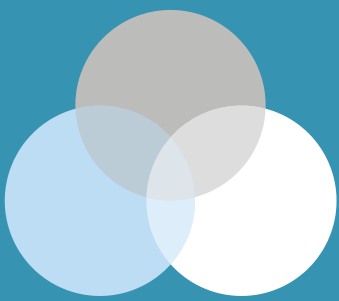
- Create videos
- Optimize those videos around keywords
- Upload videos to platforms like your website and YouTube
- \*Extra points if you turn the video into a podcast!



### BREAK VIDEO DOWN INTO TEXT

Yes, video is gaining popularity; No, text is not dead. A number of your target audience will still prefer consuming their content via text.

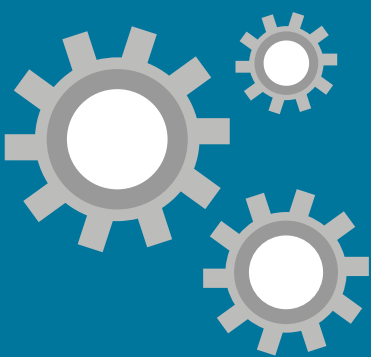
- Break your video down into a blog post
- Optimize that post around keywords
- Upload the post to your website
- \*Extra points for creating a whitepaper!



### DISECT TEXT INTO VISUALLY APPEALING CONTENT

For your audience that doesn't consume video or text, capture attention faster by breaking the content down into visually appealing:

- Images
- Infographics
- Charts to simplify data points



### INTEGRATE TOGETHER

Now that you've created video/voice, text, & visually appealing content, integrate them together so that your audience can choose what is best for them. Some examples include:

- Insert a link to your blog at bottom of the video
- Embed the video within your blogpost
- Link the infographic to a key phrase within the post

### SCHEDULE AND SHARE

Content has been created and integrated together to provide your target audience a variety of ways to consume your information; Set a schedule and share the content on your platforms:

- Website
- YouTube
- Facebook
- LinkedIn
- Twitter
- Instagram
- Email
- Pinterest

