



FLAIR INTERACTIVE SERVICES



Work Smarter Not Harder...

Creating Content

- Quickly
- Effectively
- Efficiently

Agenda

- **Just How Important *IS* Content, Anyway?**
- **Editorial Calendar - Plan, Organize, Implement**
- **Blog Types & Formats**
- **Formal Content Promotion Plan**
- **SEO Best Practices for Content**
- **Our Favorite Top 5 DIYs**
- **Shout Out to Those We Love (*...and listen to!*)**
- **BONUS: 30 Blog Post Ideas in 30 Minutes**



Just How Important /S Content, Anyway?

- **55% of marketers say the blog is their top inbound marketing strategy** - *HubSpot*
- **70% of marketers are actively investing in content marketing** - *HubSpot*
- **WordPress users produce about 70 million new posts (and 77 million new comments) every month** - *WordPress*
- **4 out of 5 sites now include a blog** - *Content Marketing Institute*
- **Businesses that blog attract 55% more traffic than businesses that don't** - *HubSpot*
- **47% of consumers read 3-5 blog posts *before* making a buying decision** - *Demand Gen Report*
 - **Companies that blog 15+ per month get 5x more traffic** - *HubSpot*
 - **Companies that increase blogging from 3-5x/month to 6-8x/month almost double their qualified leads!** - *HubSpot*
 - **77% of companies say they have a content marketing strategy** - *SEMRush*



Just How Important /S Content, Anyway? *(continued)*

Why are so many brands investing
this much time,
this much money,
this much effort
into content?

The answer is simple...

...because it works...



Editorial Calendar - Plan, Organize, Implement

SIMPLY DECIDE THE FOLLOWING:

1. Target date you'll publish
2. Who will write/design it
3. Type of content
(How-To Post; FAQ post;
Customer Showcase post)
4. Format of content
(text, video, audio, image)
5. The goal, promotion or
offer you'll tie it to
(your CTA)

***It's OK to leave the title/headline
blank for this process***

A quick, easy formula for ALL content...

THE 5-FACTOR FORMULA FOR CONTENT

PUBLISH DATE	AUTHOR	TYPE	FORMAT	CATEGORY	CTA (campaign/offer)	TITLE/HEADLINE	SCORE
6/22/2020	LK	Checklist Post	Text	SEO	Consultation	The Ultimate SEO Checklist for Every Launch	68
6/24/2020	JEE	FAQ Post	Text	Digital Marketing	Web site Analysis	Do You Know These? Top FAQs for Digital Marketing	71
6/26/2020	RF	How-To Post	Video	Inbound Marketing	Premium Content	How To Assess Your Inbound Marketing Efforts in 5 Simple Steps	70
6/29/2020	JEE	Case Study Post	Audio	Digital Marketing	Consultation	They Did This - And It Changed Everything	70
7/1/2020	SG	Quote Post	Images	Digital Marketing	Contact Us	How Being Inspired Leads to More Sales	70

*****REMEMBER: These should be high-level, quick answers**

ELITE MEMBERS: YOU ARE GETTING THIS HIGH LEVEL CONTENT MAP TEMPLATE!



Editorial Calendar - Plan, Organize, Implement *(continued)*

	A	B	C	D	E	F	G	H	I	J
1			WEEK ONE							
2	Platform	Comments	Mon. [date]	Tues. [date]	Wed. [date]	Thurs. [date]	Fri. [date]	Sat. [date]	Sun. [date]	Mon. [date]
3	Blog	***Your blog is the cornerstone of your content creation efforts. Tie every blog to a campaign, and promote each blog post using all of the tactics below.								
4	Premium Content	Could include: eBooks Infographics White Papers Case Studies Tip Sheets Audio/Video Content								
5	Interactive Content	Quizzes Calculators Questionnaires								
6	Emails									
7	SOCIAL: LinkedIn									
8	SOCIAL: Twitter									
9	SOCIAL: Facebook									
10	SOCIAL: Instagram									
11	SOCIAL: Pinterest									
12	Paid Ads									
13	Press Releases									

ELITE MEMBERS: YOU ARE GETTING THIS EDITORIAL CALENDAR TEMPLATE!



Blog Types & Formats

As we've seen, there are literally dozens of types of content for you to use.

- But what do they all mean?
- How do you use them?
- Are some better than others?

**THE ULTIMATE LIST OF BLOG
POST IDEAS**


































Formal Content Promotion Plan

3PL Solutions Content Promotion Checklist

+ Add a Task

◇ Milestone: [3PL Solutions Campaign Complete](#) (in 14 days)

- ✓ Blog post (◇ Due Tue Jun 30th)  50%
- ✓ Facebook post (◇ Due Tue Jun 30th) 
- ✓ Twitter post (◇ Due Tue Jun 30th) 
- ✓ LinkedIn post - company page (◇ Due Tue Jun 30th) 
- ✓ Employees like and share social posts on their own pages (◇ Due Tue Jun 30th) 
- ✓ Paid ads - Facebook (◇ Due Tue Jun 30th) 
- ✓ Boosted posts - Facebook (◇ Due Tue Jun 30th) 
- ✓ Paid ads - Google (◇ Due Tue Jun 30th) 
- ✓ Paid ads - LinkedIn (◇ Due Tue Jun 30th) 
- ✓ Paid ads - Instagram (◇ Due Tue Jun 30th) 
- ✓ Guest posts - external blogs (◇ Due Tue Jun 30th) 
- ✓ Share in LinkedIn groups where your target audience spends time (NOTES) (◇ Due Tue Jun 30th) 
- ✓ Media outreach asking journalists, bloggers, magazine editors, etc to share (◇ Due Tue Jun 30th) 
- ✓ Press release (◇ Due Tue Jun 30th) 
- ✓ Content syndication (◇ Due Tue Jun 30th) 

- ✓ Cross-link to/from most popular pages/blog posts if related (◇ Due Tue Jun 30th) 
- ✓ Add to employee email signatures if relevant (◇ Due Tue Jun 30th) 
- ✓ Create CTAs (◇ Due Tue Jun 30th) 
- ✓ Add pages to web site or Learning Center if relevant (◇ Due Tue Jun 30th) 
- ✓ Promote on homepage if appropriate (◇ Due Tue Jun 30th) 
- ✓ Emails (◇ Due Tue Jun 30th) 
- ✓ Segments/lists if necessary (◇ Due Tue Jun 30th) 
- ✓ Marketing automation workflows/emails if necessary (◇ Due Tue Jun 30th) 
- ✓ Full marketing campaign with conversion path (landing page, CTA, form, thank you page, thank you email) if necessary (◇ Due Tue Jun 30th) 
- ✓ Joint marketing with partners (◇ Due Tue Jun 30th) 
- ✓ Print materials - direct mail, flyers at trade shows, other (◇ Due Tue Jun 30th) 
- ✓ Contests/giveaways (◇ Due Tue Jun 30th) 
- ✓ Survey (◇ Due Tue Jun 30th) 
- ✓ Add to welcome emails for new subscribers if relevant (◇ Due Tue Jun 30th) 
- ✓ Add to onboarding emails for new customers if relevant (◇ Due Tue Jun 30th) 
- ✓ Add to checklists that exist in blog posts, support desk, one-on-one emails (◇ Due Tue Jun 30th) 

+ Add a Task



SEO Best Practices for Content

- **Write unique Titles, Descriptions & Content**
 - **Make sure your title tag, description and content are optimized**
- **Length**
 - **Titles: 50-60 characters (*not words!*)**
 - **Descriptions: 50 - 160 characters (*not words!*)**
 - **Content: depends...blogs, +300 words (*not characters!*)**
- **Primary KW - use early in content**
- **Duplicate Titles/Descriptions (*avoid!*)**
- **Links and CTAs should open in new tab**
 - **Use keyword-rich anchor text (not “click here”)**
- **Include CTAs**
- **Images**
 - **Add alt tags**
- **Use Yoast!**
- **Cross linking - both internal and external**
- **Optimize your H1/H2s**



SEO Best Practices for Content: Titles

- **What is your title?**

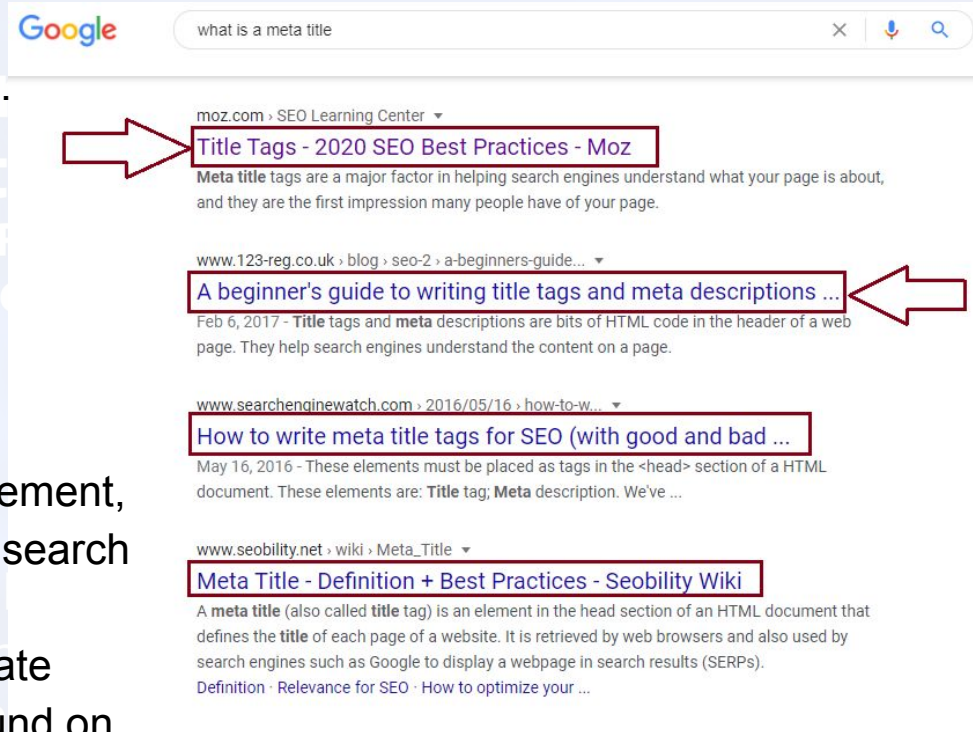
Titles signify the title of a web page.

Also commonly known as:

- Meta title
- Title tag
- Page title
- Title

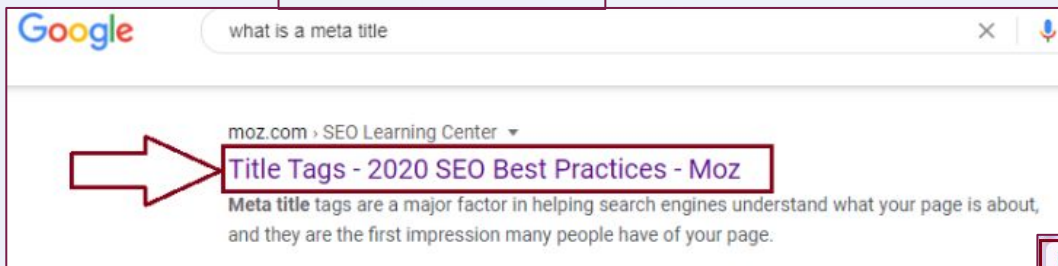
- **Notes:**

1. Titles are the clickable element, or headline, displayed in search results (SERP)
2. Should be a short, accurate description of content found on a page
3. Used in 3 places: SERPS; Browsers; Social Media

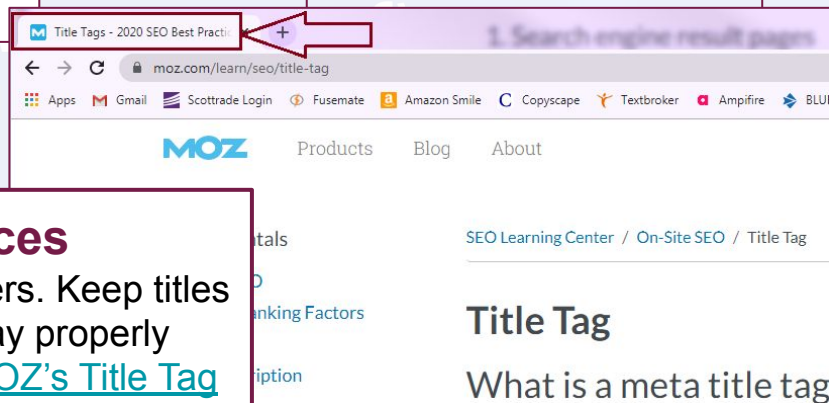


SEO Best Practices for Content: Titles *(continued...)*

Used in SERPs:



Used in Web Browsers:

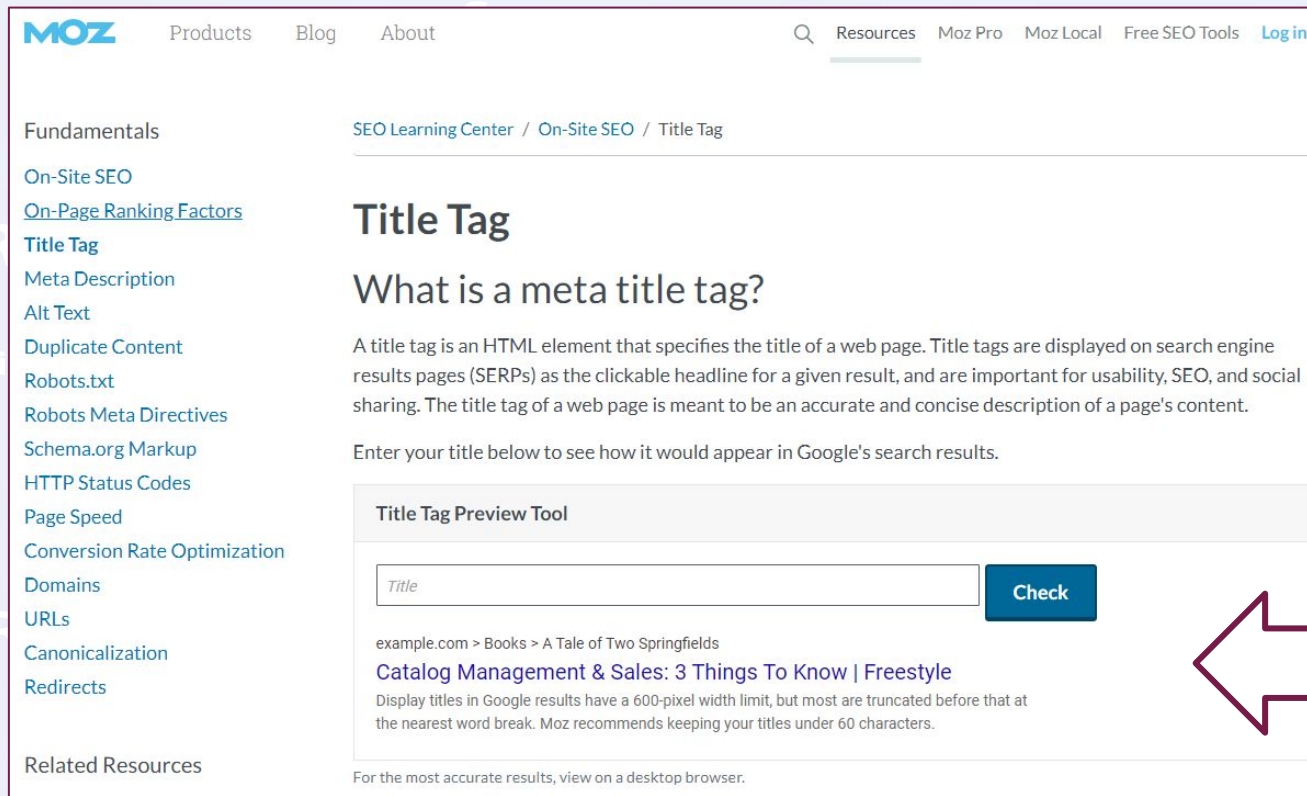


Meta Titles Best Practices

- OPTIMAL LENGTH: 50-60 characters. Keep titles under 60 characters so they'll display properly (most of the time - use a tool like [MOZ's Title Tag Preview Tool](#) or Yoast!)
- Optimize, don't stuff & use toward beginning
- Write unique titles for every page - don't use generic terms like "Home" or "Product page" - when in doubt, think: *would I click this?*



SEO Best Practices for Content: Titles *(continued...)*



The screenshot shows the Moz website's 'Title Tag' page. The top navigation bar includes 'MOZ', 'Products', 'Blog', 'About', a search icon, and links to 'Resources', 'Moz Pro', 'Moz Local', 'Free SEO Tools', and 'Log in'. The left sidebar lists various SEO topics: 'Fundamentals', 'On-Site SEO', 'On-Page Ranking Factors', 'Title Tag' (highlighted), 'Meta Description', 'Alt Text', 'Duplicate Content', 'Robots.txt', 'Robots Meta Directives', 'Schema.org Markup', 'HTTP Status Codes', 'Page Speed', 'Conversion Rate Optimization', 'Domains', 'URLs', 'Canonicalization', 'Redirects', and 'Related Resources'. The main content area is titled 'Title Tag' and 'What is a meta title tag?'. It explains that a title tag is an HTML element that specifies the title of a web page, displayed on search engine results pages (SERPs) as the clickable headline. It also states that the title tag should be an accurate and concise description of a page's content. Below this, there is a section titled 'Title Tag Preview Tool' which includes a text input field labeled 'Title', a 'Check' button, and a preview of a search result for 'example.com > Books > A Tale of Two Springfields' with the title 'Catalog Management & Sales: 3 Things To Know | Freestyle'. A large purple arrow points from the right towards the 'Check' button. At the bottom, it says 'For the most accurate results, view on a desktop browser.'

MOZ

Products Blog About

Resources Moz Pro Moz Local Free SEO Tools Log in

Fundamentals

On-Site SEO

[On-Page Ranking Factors](#)

Title Tag

Meta Description

Alt Text

Duplicate Content

Robots.txt

Robots Meta Directives

Schema.org Markup

HTTP Status Codes

Page Speed

Conversion Rate Optimization

Domains

URLs

Canonicalization

Redirects

Related Resources

SEO Learning Center / On-Site SEO / Title Tag

Title Tag

What is a meta title tag?

A title tag is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing. The title tag of a web page is meant to be an accurate and concise description of a page's content.

Enter your title below to see how it would appear in Google's search results.

Title Tag Preview Tool

[Check](#)

example.com > Books > A Tale of Two Springfields

[Catalog Management & Sales: 3 Things To Know | Freestyle](#)

Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. Moz recommends keeping your titles under 60 characters.

For the most accurate results, view on a desktop browser.

MOZ's Title Tag
Preview Tool



SEO Best Practices for Content: Titles *(continued...)*

Yoast SEO Premium Tool



The screenshot displays the Yoast SEO Premium tool interface. At the top, there are three tabs: 'SEO', 'Readability', and 'Social'. The 'SEO' tab is selected and highlighted with a red oval. Below the tabs, the 'Focus keyphrase' section shows 'catalog management' entered in the input field. The 'Google preview' section shows a preview of the search result for 'Catalog Management & Sales: 3 Things To Know | Freestyle' with a green checkmark indicating good readability. The 'SEO title' section shows the title 'Catalog Management & Sales: 3 Things To Know | Freestyle' with a green progress bar indicating good readability. The 'Slug' section shows the slug 'top-3-things-you-need-to-know-about-catalog-management-and-sales'. The 'Meta description' section shows the description 'Catalog Management is needed if you plan to use catalog sales are an effective sales channel. Freestyle can help you - find out how.' with a green progress bar indicating good readability. At the bottom, there is a 'Close snippet editor' button and an 'SEO analysis' section showing 'catalog management' as the focus keyphrase.



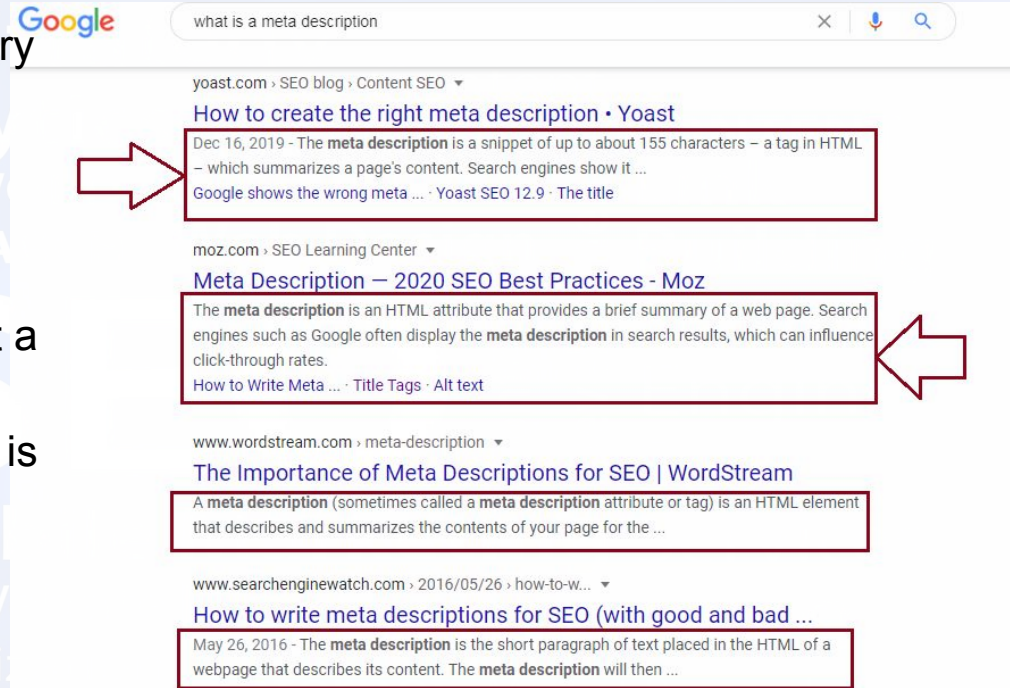
SEO Best Practices for Content: Meta Descriptions

- **What is your meta description?**

Meta descriptions offer a brief summary of any web page (site pages and blog pages)

- **Notes:**

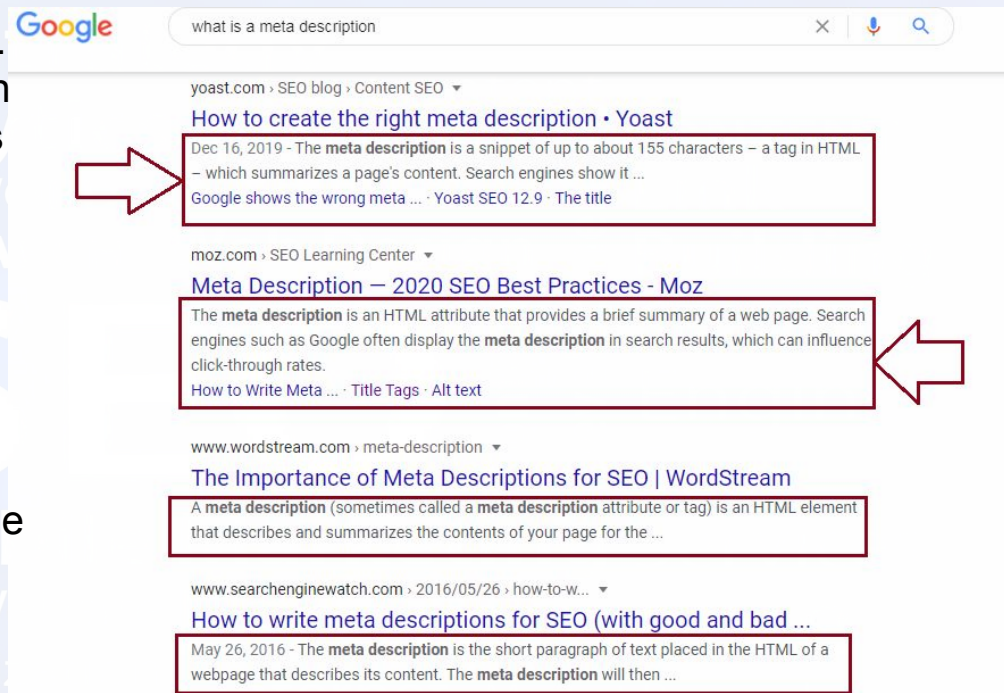
1. Inform search engines what a page is about
2. Inform users what the page is about once they find you in search results (SERP)



SEO Best Practices for Content: Meta Descriptions *(continued...)*

Meta Description Best Practice:

- OPTIMAL LENGTH: 50-160 characters. While technically you can write as much as you want, Google truncates snippets to ~155-160 characters.
- Write as “ad copy”
- Optimize with keywords (bolded words draw readers’ eyes to the words they searched for)
- Avoid duplicates - every page should have unique meta descriptions
- Don’t use double quotes (signals Google to cut off at the quote)



Our Favorite Top 5 DIYs

5 Favorite DIYs:

- 1) Content audit
- 2) Repurpose/promote existing content
- 3) Editorial calendar* - curation, recurring content, case studies

**Get the All-Access Pass to receive an Editorial Calendar template*

- 4) Video!!! - Loom
- 5) Blogging/social



Shout Out to Those We Love (*and listen to!*)

Industry Gurus We Love...

[Neil Patel](#) - Ubersuggest

[MOZ](#)

[Yoast](#)

[Amy Porterfield](#)

[Virtual Summits](#)

[HubSpot](#)

[Ryan Deiss](#) - DigitalMarketer

[Russell Brunson](#) - ClickFunnels

[Ali Brown](#)

[Lisa Sasevich](#)

[Josh Turner](#) - Founder, CEO LinkedSelling



BONUS: 30 Blog Post Ideas in 30 Minutes *(continued...)*

STEP 1: Write down 3 goals your prospects might have.

These will be different for every company!

For example, here are Flair's answers when we walked through this exercise:

- 1) We want to increase my organic traffic.
- 2) We want to more easily maintain my web site.
- 3) We want to get help with inbound marketing.



BONUS: 30 Blog Post Ideas in 30 Minutes *(continued...)*

STEP 2: Write down 10 questions that a *prospect* might be asking about the first goal, such as:

Goal: We want to increase our organic traffic

1. Why is my website traffic decreasing?
2. What are Google's recent updates?
3. What can I do to increase website traffic?
4. How does my traffic compare to my competitors?
5. What are the best ways to increase web site traffic quickly?
6. What reports or tools should I use to monitor my web site traffic?
7. How long does it take to increase web site traffic?
8. Is web site traffic the most important metric?
9. What is considered a "good" amount of web site traffic?
10. How much traffic should I be getting to meet my goals?



BONUS: 30 Blog Post Ideas in 30 Minutes *(continued...)*

- **STEP 3: Write down 10 answers that you can provide, such as:**

QUESTIONS:

1. Why is my website traffic decreasing —————→ Google is making changes
2. What are Google's recent updates? —————→ Google released Panda & Penguin
3. What can I do to increase website traffic? —————→ Inbound marketing (blogging, social, keywords)
4. How does my traffic compare to my competitors'? —————→ Use HubSpot's competitors tools (or other industry tools)
5. What are the best ways to increase web site traffic —————→ Inbound, especially blogging, social media, keywords, press releases, videos, email, etc quickly?
6. What reports/tools should I use to monitor my traffic? —————→ HubSpot, Google Analytics, etc
7. How long does it take to increase web site traffic? —————→ 6 months, minimum
8. Is web site traffic the most important metric? —————→ Traffic *is* important, but it's actually the least important of all - we call this "vanity metrics" - more important is engagement
9. What is considered a "good" amount of web site traffic? —————→ Depends on industry/business model
10. How much traffic should I be getting to meet my goals? —————→ Depends on what your goals are



BONUS: 30 Blog Post Ideas in 30 Minutes *(continued...)*

- **STEP 4: Write down which specific services or products you provide relate to each of those answers:**

QUESTIONS:

1. Why is my website traffic decreasing?
2. What are Google's recent updates?
3. What can I do to increase website traffic?
4. How does my traffic compare to my competitors'?
5. What are the best ways to increase web site traffic quickly?
Etc.

1. Google is making changes
2. Google released Panda and Penguin updates
3. Inbound marketing (blogging, social, keywords)
4. Use Hubspot's competitors tool (or other industry tools)
5. Inbound, esp blogging, social media, keywords; press releases
Etc.

Products: Ebooks, webinars

Services: Assessment, Free consultation, Blueprint

What makes you different: Experience, large clients (McDonald's, Sears, Deloitte & Touche, Walgreens, others), results



BONUS: 30 Blog Post Ideas in 30 Minutes *(continued...)*

- **STEP 5: Repeat this exercise for the other two goals.**
- **STEP 6: Begin to write or assign all 30 of those article ideas to writers.**
(Remember to create an editorial calendar so you can identify a specific publish date for each one.)
- **STEP 7: Reassess your products and services to determine if there are any new opportunities.**



Want to continue this conversation???

Reach out to us to learn more about how we can help you with your content efforts

Contact us at:

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