

Content is King



Hints and tips on creating better content and showing the value of your advice.

Content has become a buzzword in digital marketing, because valuable content keeps people coming back, increases trust in you and attracts links to your site, ultimately encouraging more people to visit your business online.

So not only is it important for attracting customers, but because search engines such as Google or Bing put great emphasis on content, it can help potential customers to find you more easily.

Regardless of what content you're creating, you need to develop it in a way that will be compelling to both existing and potential customers.

Content is...



Blogs, video, infographics, pictures, presentations, polls



Crucial to helping people find your business online



Essential in encouraging repeat visitors to your site



A way to demonstrate your professional status and reassure clients of your specialist skills and their value

High quality content comes from...

A balance between including relevant keywords and providing valuable information



Using reader-friendly language and being jargon-free (or at least jargon explained!)

A unique and original offering of information



And it drives more traffic to your website as your content is shared



Being useful and relevant to your customers

Why create video?

It builds trust, empathy and can educate – vital to a business giving professional advice.

90%

of web traffic will be video by 2014

340,000

years' worth of online video is watched every day

65%

of viewers will watch an entire web video

53x

more likely to rank within the top of search engine results

What's the role of Blogs?

181 million

blogs around the world

- Blogs are informative and engaging online diaries or personal opinions
- Blogs help keep your customers updated
- They give you a voice and show your personality 24/7
- They help demonstrate your expertise and willingness to share it.

Make your content visually interesting

- An infographic is a visual representation of data
- They're an easy-to-digest format
- Visually appealing and easily shareable
- They're a way to make your expertise stand out.



6 steps to creating great content

1

Give viewers something that helps them or makes a difference to their lives

2

Be topical and timely – think about the end of the tax year and Christmas

3

Try to introduce guest experts to give variety

4

Vary what you produce – images, videos, insight and occasional in-depth analysis

5

Ask colleagues and clients for content ideas that would interest them

6

Do more of what works, and less of what doesn't. Look for comments, shares, ReTweets, +1s and unique page views