CRAFTING YOUR CONTENT FOR MULTIPLE CHANNELS

CONTENT
IT'S KIND OF A BIG DEAL

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Agenda

• Create an effective content strategy

• Spread the same content across multiple channels

• Consider both content on your website and across social media channels

• Review SEO concepts
About Me

- SEO Specialist at Volusion
- Almost 4 years of SEO experience
- Freelance writer on the side
- Avid reader (in theory more than practice)
- Addicted to travel
Why Content?

If your website is the dough of a pizza, the content is everything you put on top

- It’s necessary for SEO
- Encourages engagement
- Generates new sales/leads
Consider Your Goals

How can you accomplish these goals?

- Improve your SEO
- Build your social audience
- Send more newsletters
- All of the above?
Define Your Target Audience

- Create **marketing personas** using:
  - Google Analytics
  - Facebook Insights
  - Google Trends
  - Market research reports
Your Content Should Be...

- Relevant
- Useful
- Insightful
- Attractive
- Creative
- Maybe even funny
Don’t Be Sales-y

80/20 Rule

☑️ 80% informative
☑️ 20% promotional
Employ *Ethos*

- Appeal to your audience’s emotions
Be The Expert

• Establish yourself as the expert in your industry
New Content SEO Bonus

High-quality, engaging content = longer time spent on page + higher chance of users going on to another page of your site + additional points of entry for relevant traffic
Types of Website Content

- Resource library
- Blog
- FAQ page
Best Website Content SEO Practices

• **Title tags** & meta descriptions

• **Header tags**

• **Keywords**
Social Media Content

Social Media – over 2.3 billion active users globally

- Focus on a few **channels**
- Visual content is > 40x more likely to be shared – Canva, PicMonkey
- Stick with it over time
- Promote your best content
Best Social Media SEO Practices

- Fill in as much information as you can on your profiles
- Social channels are also search engines
- Publish regularly
Finding Topics

- Do keyword research
- Look at off-line/unpublished content you already have: presentations, emails, newsletters
- Update old online content
- Peek at your competitors
Finding More Topics

- Check out forums like Quora and Reddit to find what people are talking about
- Talk to your customers
- Source ideas from everyone in your business, not just a small group

I ALREADY SAW THAT ON REDDIT
The Buffalo Concept

Each major piece of content you create is a buffalo

- You need to use each part of it
- Sometimes you build from it to make new content; other times you pull parts off and use them directly
Repurposing Your Content

• Turn a blog post into 17 other pieces of content for your business

• Example Blog Post: 5 Tips to Increase your SEO Presence
Repurposing Content: What to Watch Out For

• Duplicate Content
• Duplicate Content
• Duplicate Content
• Don’t exhaust your audience
Things to Keep In Mind Across Your Channels

- Maintain your voice
- Try to figure out what your target audience wants and why
- Experiment with your messaging
- Gather data using Google Analytics so you know what’s working
Next Steps

• Create a content calendar
  o Industry news
  o Sales and promotions
  o Special industry events

• Take advantage of online content management tools
  o Social: Hootsuite
  o Content: CoSchedule

• Set realistic goals
Future Content Trends

- Video! – bring your brand to life & show your human side
- **User generated content** – engages your audience, creates more trust in the brand
- Increased mobile usage
- Brand ambassadors
Main Takeaways

- Follow the 80/20 rule: 80% informative content, 20% promotional content
- Content is necessary for your business – so plan for it using a content calendar
- Write for your audience
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Recommendations
4 people have recommended Katie

Websites
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