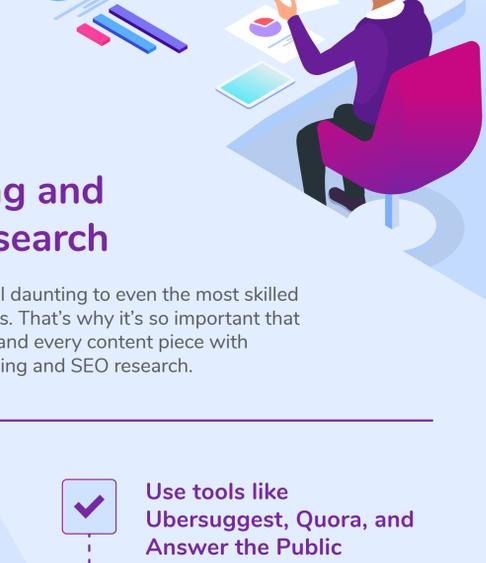




# A Simple But Insanely Effective Content Marketing

## Checklist

Let's dive in and see how you can improve your content marketing, in just 5 simple steps.



1

### Planning and SEO research

Writing can feel daunting to even the most skilled content creators. That's why it's so important that you start each and every content piece with thorough planning and SEO research.



#### Use tools like Ubersuggest, Quora, and Answer the Public

Leverage tools like Ubersuggest, Quora, and Answer the Public to see what people are predominantly looking for in your niche and find your next topic.



#### Niche down on longtail keywords

Instead of trying to rank for a keyword like "content marketing" for example, which has nearly 3 billion results, try to find a smaller niche where the search volume is high, but the competition is relatively low.



#### Make sure each post has clear keywords attached to it

Keyword research should be the starting point of every blog post you write. Not only will it help you with SEO, but it will also keep you focused on the topic at hand and help you create more valuable, on-point content.



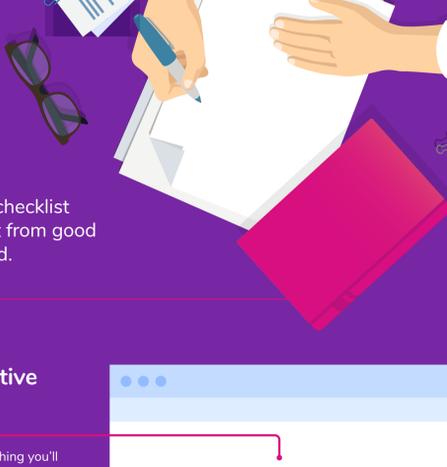
#### Create a watertight outline

Start by creating a sound outline to help you put your thoughts and ideas in order before your fingers start typing. Make it as detailed as possible and include SEO-optimized headings and subsections.

2

### Writing

Here's an easy-to-follow checklist that will take your content from good to great once implemented.



#### Craft an effective headline

Crafting a strong headline is not something you'll nail from the first try, but with enough practice, plus additional research into some of the headline best practices, you'll turn into a headline master in no time.

Whenever you find yourself in need of a creative nudge, or you can't find the time in the day to craft your headline copy too, our **Random Headline Generator** will give you plenty of suggestions to pick from.



#### Add SEO-optimized subheaders to make your post scannable

Subheaders will make your post more readable and scannable, making it easier for your readers to follow along, retain information, and keep their interest and attention piqued. Remember to organize your subheaders in H2 and H3 format and include your keyword phrase wherever it fits.



#### Keep paragraphs to 2-3 lines each

If you find yourself going over 100 words per paragraph, pause and re-read your text. Perhaps you've included several ideas that can be broken into multiple paragraphs, or maybe there's too much fluff in your writing. Keep each paragraph to 2-3 lines each.



#### Include visuals

Information paired with visuals will have a much higher retention rate. Visuals will also make your content more skimmable, help highlight relevant takeaways, and make your message clearer.



#### Use bullet points and other breakers

Another trick to help your readers to move through your content more easily is to break it down into digestible chunks. You can use bullet points or other breakers that you see fit for your particular content. Just make sure the text and white space on the screen are well-balanced.



#### Link to high-value resources

Link to other high-value resources that are contextually relevant to reinforce what you're trying to say. Emphasize or analyze information from these high authority sources in your content piece to give added depth.



#### Interlink to your own content

Linking between your own content is one of the best ways to boost your on-site SEO. Try to find 5-10 relevant internal sources (and use the Pillar and Cluster methodology where you can to support this)



#### Write a meta description that includes your keywords

Take the time to write a clear and compelling meta description and remember to include your keywords. It can make the difference between a reader clicking on your link or scrolling past it.



#### Aim for blog posts between 1,500 - 2,000 words

When it comes to blog posts, long-form content is likely to perform better, be more comprehensive, and help you position yourself as an industry expert and thought leader in your niche. However, make sure you don't fill the space with unnecessary fluff, just for the sake of word count.



#### Include your keyword(s) throughout the post

The days of keyword stuffing your blog posts are long gone, but using keywords where they fit is still relevant. Just make sure you include them throughout your post so that the content flows naturally, without looking forced.



3

### Make it shareable

Content is born on your website, but it's meant to live across the internet's therefore vital to implement certain measures to ensure your content is highly shareable.



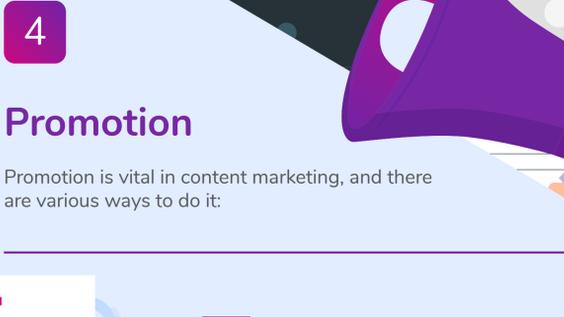
#### Create a visual to accompany your post

Create a visual that comprises the main points in your blog post in the shape of a checklist or infographic. Visuals are much more shareable, plus, infographics are insanely popular these days.



#### Increase engagement time

By embedding other types of content into your blog posts, be it videos, social media posts, or shareable snippets of your blog posts, you'll increase engagement, and make it more likely for your readers to share your content.



4

### Promotion

Promotion is vital in content marketing, and there are various ways to do it:



#### Include your post in your newsletter

Once your blog post is ready, make sure you include it in your newsletter. Top tip: highlight the most relevant and interesting points from the blog post in the newsletter snippet that your subscribers see the value in clicking through to learn more.



#### Share on social platforms

Social media can be another great source of traffic and engagement, as long as you share your content on the most relevant platforms for your niche.



#### Share on Quora / Medium

Sharing the same content on sites like Medium or LinkedIn is possible without getting penalized by search engines, so long as you remember to use a canonical link or use a relevant import tool.



#### Reach out to other relevant sites

Don't shy away from reaching out to other websites, big or small, as long as they're relevant sources in your niche. The ultimate goal is to put your content out there and share it as much as possible.



5

### Ongoing Optimization

Go back over your content every few months and make sure it is still relevant. Update the text where needed, add pertinent information, or take out what's no longer accurate or current.

