

COMPANIES NEED CONTENT CREATION

Content Creation Guide
with **Marge Media**

CONTENT IS THE SOUL OF YOUR BRAND.

CONTENT WILL CONNECT YOU WITH YOUR TARGET AUDIENCE.

CONTENT IS A FREE ROAD TO INCREASING YOUR SITES TRAFFIC.

CONTENT CAN GUIDE YOUR WEBSITE VISITORS.

HELPFUL LINKS

The Ultimate SEO
Technical SEO vs Content Marketing
5 Habits of Highly Successful Content Creators
131 Words that Increase Web Traffic
30 Magic Marketing Words
Why Metadata is Important
Backlinks: The Definitive Guide
Mobile SEO Guide
Keyword Research Guide

WHAT IS A CONTENT CREATOR?

A content creator generates all types of multimedia for your business. They can help your brand improve the visibility of your online presence so you can get more business, leads, clicks, clients and make more money.

They take your business's ideas and turn them into valuable media including but not limited to info-graphics, blog posts, web design, videography and photography. When a content creator is used on a regular basis they can forge great content in all forms. They know how to do it properly and effectively. They optimize all media for SEO and help drive traffic to your sites and social media.

Don't underestimate the value of content creation.

BUILDING QUALITY CONTENT CHECKLIST

- CREATE CONTENT USERS ARE SEARCHING FOR
- WELL WRITTEN
- FOLLOWS PROPER SEO GUIDELINES
- BE A RESOURCE
- SOLVE PROBLEMS
- EASY TO NAVIGATE AND DIGEST WITH HEADINGS, SUBTITLES, BOLDING, IMAGES, AND VIDEO AIDES
- CALL TO ACTION IN EVERY POST
- FIND YOUR TARGET MARKET AND THE VALUE OF THAT TRAFFIC
- STRUCTURED CONTENT

WHAT ARE YOUR GOALS FROM THE POST? HOW WILL YOU MEASURE ITS SUCCESS?

WORK SMARTER

HELPFUL APPS/WEBSITES

Slack - Team Management
Pexels - Free Stock Photography
FreePik - Graphic Resources
AllTop - SEO Articles
Moz Blog - SEO/Marketing
Canva - Graphic Design Creator
Hemingway - Writing Help
Airtable - Project Management
Wondershare - Video Editor
Hashtagify - Hashtag Marketing

MUST HAVE CHROME EXTENSIONS

1. Last Pass - Password Manager
2. Grammarly - Writing Assistant
3. Whatfont - Font Inspector
4. Color Zilla - Color Picker
5. Cloudy Calculator - Calculator
6. Tab Resize - Split-screen Layouts
7. Mighty Text - Android App
8. Google Keep - Note Taking
9. Screencastify - Screen Recording

HOW TO ADD METADATA IN WINDOWS 10

1. Right-click the file and select Properties from the context menu.
2. Click on the Details Tab.
3. Click on the desired value field and enter the information.
4. Click OK

DON'TS

- Quantity over quality
- Post for the sake of posting
- Beg for followers or engagement
- Over-edit or use unnatural filters
- Make every post the same

WHAT IS METADATA AND WHY DO I NEED IT?

Metadata is data that describes other data. Meta is a prefix that in most information technology usages means " an underlying definition or description."

Metadata is used for images, videos, spreadsheets and web pages. When using metadata for web pages it can be of the utmost importance. They contain descriptions of the pages contents and important keywords linked directly to the content.

Think of metadata as an invisible communication between between your site and search engines

CONTENT CREATION DO'S

Identify a meaningful problem or shortcoming that seems to be frustrating your potential customers. Think outside the box research.

After completing distinguished pieces of work deliver it via newsletter or cold emails recipients (link creators) for free and with no expectations.

Let your content speak for itself. It will be proof of your professionalism, skills and genuine passion/interest in helping your company or recipient achieve goals.

Grow your content to be seen and heard on social media by exporting VALUABLE content of a regular basis.

80/20 Rule. 80% entertainment, 20% about company, products or services.

Be consistent. Use a theme. Establish your brand. Keep consistency across your website and other social media platforms.

SOURCES

- <https://margemedia.com/your-company-needs-content-creation>
- <https://medium.com/swlh/we-need-to-rethink-the-value-of-contentand-how-we-compensate-content-creators-8103233abad>
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