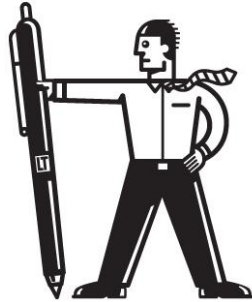# Creating Great Content is Now Easy

Byron White
Chief Idea Officer
ideaLaunch

ideaLaunch
Monthly Webinar
Thursday, March 31 2011

Content
Marketing
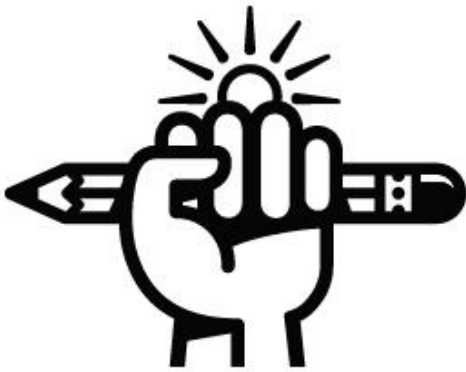Revolution

Great
Writing
Tips

Web
Writing
Tips

Managing
Writers
Tips

Great
Writers
WriterAccess

idea**launch**™

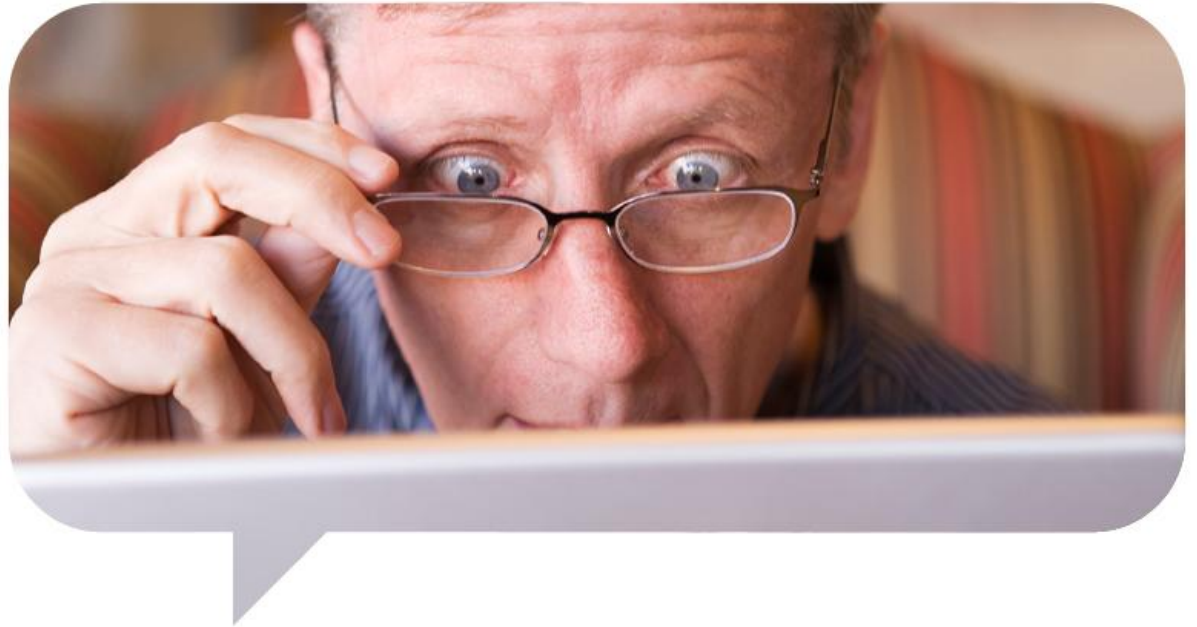# The Content Marketing Revolution

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It's the art of listening to your customers' wants and needs

- ➜ Search Box
- ➜ Social Media
- ➜ Web Analytics
- ➜ Keyword Popularity
- ➜ Customer Service
- ➜ Questionnaires

And the science of delivering it to them in a compelling way

- → Articles
- → Blogs
- → Books
- → eBooks
- → RSS Feeds
- → Printed Books
- → Newsletters
- → Video
- → Web
- → Widgets

It's catching readers orbiting at high speeds

- ➜ Applet
- ➜ Desktop
- ➜ Events
- ➜ Information Portals
- ➜ Mobile
- ➜ Podcasts
- ➜ RSS Feeds
- ➜ Social Networks
- ➜ News

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With information they want and need

Engagement

➜Webinars

➜Workbooks

➜Podcasts

➜How Tos

➜Don't Do's

➜Tips and Advice

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It's testing campaigns to learn what works best

→ A/B Testing

→ Multivariate Testing

→ Eye Track Testing

→ Segmentation Testing

→ Geo Target Testing

→ Usability Testing

→ Content Testing

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And finding the most efficient path to engagement and sales

The Trust Pipeline

➜ Offer Content

➜ Score Engagement

➜ Identify Consideration

➜ Confirm Intent

➜ Induce Trial

➜ Motivate Purchase

➜ Gather Feedback

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Tips
for
Great
Writers

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Understand the paradox of choice

- Understand the new age expansion of choice

- Discover the rules for decision making

- Develop decision making map and process

- Create new methodology for buying decisions

- Forge simplicity into the art of content creation

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Customer 2.0

Customers Needs

- Credibility, Belief and Logic

- Exposure to New Information

- To Laugh

- Mystery and Bravery

- Surprise and Delight

2.0 Customers Needs

- Info in a Hurry

- Access to Specific Things

- Personalization

- Authority Advice

- Relevant Content

Content Critical **by Gerry McGovern and Rob Norton**

Develop the characteristics you need for success

- Curiosity
- Passionate Voice
- Well Traversed
- Make Meaning
- Keep it Simple
- Less is More
- Short and Sweet
- Fresh Insight
- Results Driven
- Inquisitive

- Storytellers
- Journalists
- Researchers
- Socratic
- Optimizers
- Knowledge Seekers
- Wordsmiths
- Deep Diggers
- Big Picture Thinkers
- Connect the Dots

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Learn how and why to tell stories

Great Stories

--> Solve problems

--> Teach us to be smart

--> Offer surprise and delight

--> Focus on "what happens next"

--> Introduce great characters

--> Are contagious

--> Engage readers
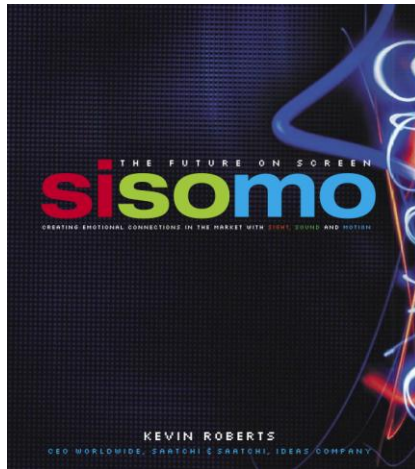
Sisomo **by Kevin Roberts**

Learn why some stories get passed on and on.

Information	A Story
Fills You Up	Moves You On
Facts	Acts
Citing	Exciting
Reams	Dreams
Promotional	Emotional
Static	Dramatic
Check lists	Casts of Characters
Compiling	Compelling
Annotated	Animated
Feeding the Brain	Touching the Heart
Expires	Inspires

Know how to find the positive story

- Great stories introduce great characters

- Great stories are contagious

- Great stories focus on "what happens next"

- Great stories teach us to be smart

- Great stories surprise and delight

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Create informational content that sells WITHOUT selling

Info Content

→ Speaking Events

→ White Papers

→ Webinars

→ Podcasts

→ Books

→ Online Courses

→ WorkBooks

→ Press Releases

Keep It Simple Stupid

- Speak the language of readers

- Create deep info for deep readers

- Create light info for impulsive buyers

- Use super-simple navigation architecture

Find new meaning

- Find new value in products

- Try and make the Web world better

- Deepen the understanding of your products

- Right a terrible wrong

- Offer value, insight and wisdom

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Act like an actor

- Get under the skin of the target audience

- Develop an engaging and passionate voice

- Learn the lines (rich keywords)

- Revise the script (split testing)

- Perform flawlessly, day after day (conversion)

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Understand what readers want and need

- Readers want credibility, belief and logic

- Readers want exposure to new worlds

- Readers want to laugh and cry

- Readers want intimacy, mystery and bravery

- Readers want surprise and delight

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Develop your own content creation Haiku

Haiku: Japanese 3 line poem, 17 syllables

- Clarify the goal of the content you're creating

- Get under the skin of the reader's wants and needs

- Test what works and what does not work

- Measure success and return on investment of time

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Web Writing Tips

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Competitive Research: Lots of Free Tools

Free Research Tools

→ WordVision.com

→ SpyFu.com

→ Compete.com

→ QuantCast.com

→ SEOMajestic.com

→ Raven-SEO-Tools.com

→ Tools.SEOBook.com

→ SEOToolSet.com

→ LinkVendor.com

→ MarketLeap.com

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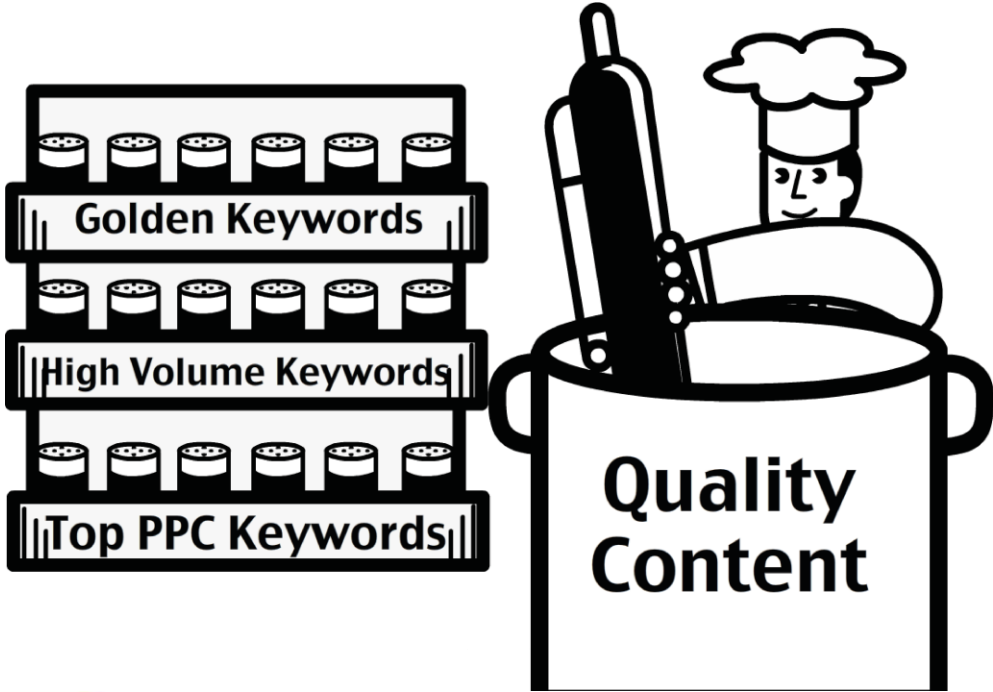
MAJESTIC SEO

quαntcast

HubSpot

compete

SEOBOOK
LEARN. RANK. DOMINATE.

SpyFu

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Learn to optimize content for SEO

Blood Circulation Problems	Primary Keywords	Secondary Keywords
Blood Circulation Problems Associated with Yaz	Blood clotting on Yaz	blood thinners
o Blood clotting and Yaz	Deep Vein Thrombosis (DVT)	
o Deep Vein Thrombosis (DVT)	Pulmonary embolism	
o Pulmonary embolism	heart attack from Yaz	
o Yaz heart attack	stroke from Yaz	
o Yaz stroke		
o Doctors may prescribe blood thinners as treatment		

Golden Keywords

High Volume Keywords

Top PPC Keywords

Quality Content

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Put the Power of Links to Work

- Not all links are created equally
- Distinguish contextual validation vs. orphans
- Build Internal links that support your SEO
- Surround the link phrases with rich keywords
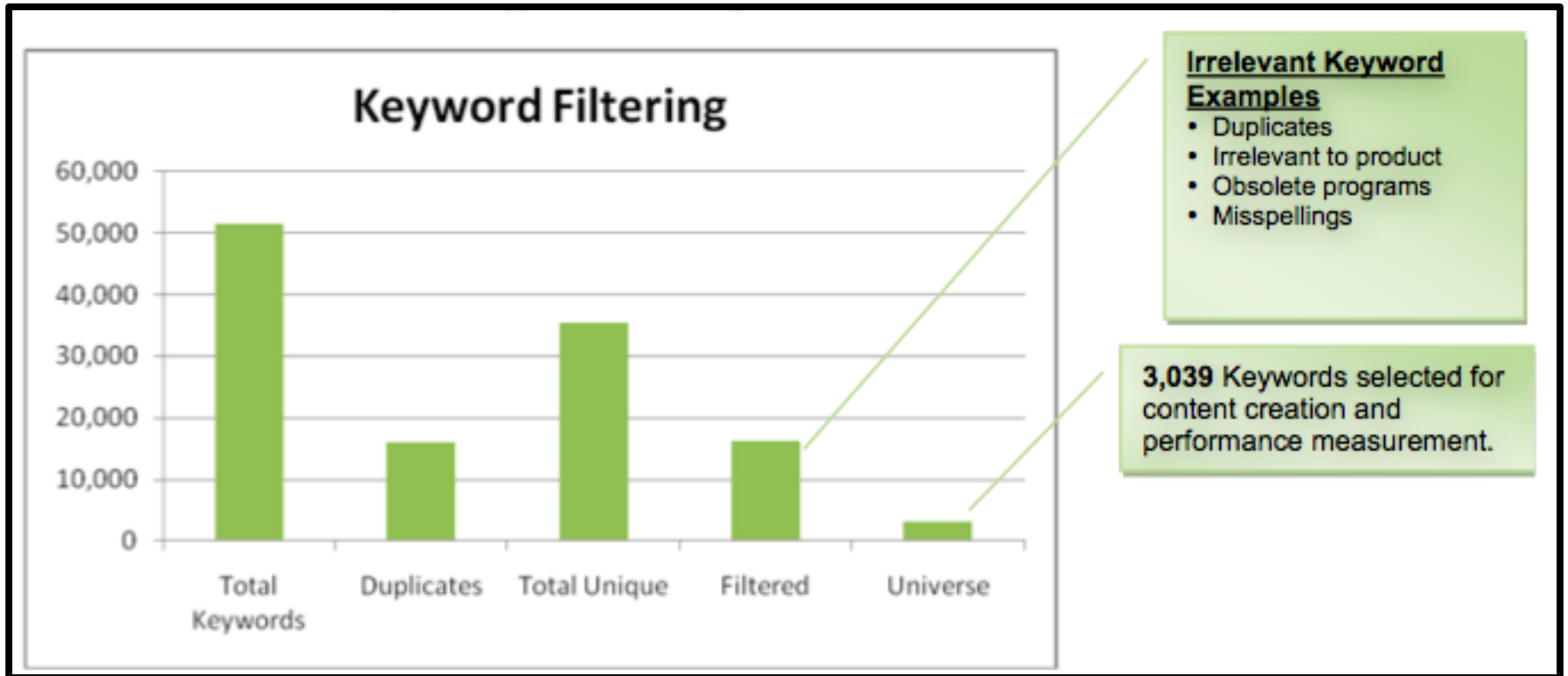- Find direct external links that support your SEO

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Get in tune with an SEO Plan
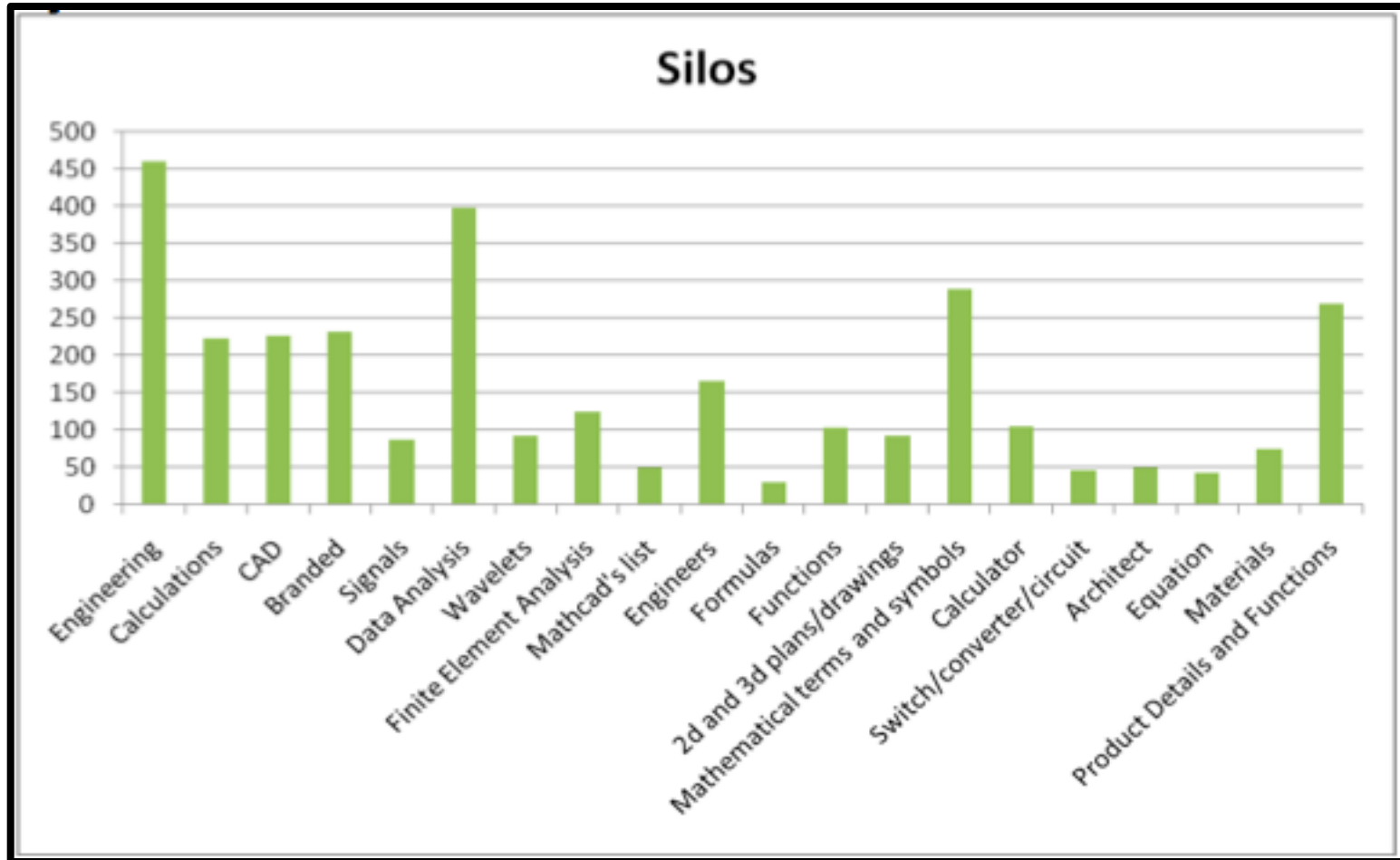
The SEO Plan

→ Competitive Intelligence

→ Keyword Research

→ Keyword Silos

→ Market Share Timestamp

→ Content Asset Allocation

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Understand how and why keywords are important

Keyword Filtering

Irrelevant Keyword Examples
- Duplicates
- Irrelevant to product
- Obsolete programs
- Misspellings

3,039 Keywords selected for content creation and performance measurement.

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Learn about keyword silos and why they're important

Score content for SEO strength

Scored Content

Name	SEO Essentials for Writers
Title Tag	search engine strategies - seo firm - jobs
META Keywords	search engine strategies - seo firm - jobs - search - internet - marketing - writing - testing - strategy - search engine
Score	85

Date Scored	11/15/2009	Date Published	11/16/209 [Save]

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore likely to provide quality information.

Grade **B**	Phrase: **Disney** URL: http://www.go.com		PageRank **8**

Meta Analysis

KW in Title: **No**
KW in Descr.: **No**
KW in Keywords: **Yes**

Content Analysis

Words on Page: **452**
Phrase Exact Match: **23**
Phrase Partial Match: **0**

Link Analysis

Google Link Popularity: **3500**
Yahoo Link Popularity: **42500**
MSN Link Popularity: **7**

Performance Analysis

Google Position: **> 100**
Yahoo Position: **> 100**
MSN Position: **0**

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Managing Great Writers Tips

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Respect the art of writing

"Writing is easy: All you do is sit staring at a blank piece of paper (screen) until the drops of blood form on your forehead."

—Gene Fowler

"There's nothing to writing. All you do is sit down at a keyboard and open a vein."

—Red Smith

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Learn to recognize talent beyond printed words

- Well-furnished minds and well traversed experience

- Exceptional curiosity about every subject

- Above average wit and sense of humor

- Vivid imagination and powerful analytical thought

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Find the information writers need and pass it along

- **Search Box**. Track what prospects are looking for and what they find.

- **FAQ's.** Review what customer ask for and the language used.

- **Customer Service Reps.** Learn the FAQ's and knowledge requests.

- **Customers.** Speak with customers and learn the wants and needs.

- **Analytics.** Discover the source of traffic and navigational pathways.

- **Surveys.** Ask for feedback on your content, navigation and methodology.

Develop a content plan

What's the Plan?

→ Content Curation

→ Content Analysis

→ Content Recommendations

→ Content Creation Guide

→ Editorial Calendar

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Content Creation Guide: Customer Personas

Mr. Skeptical
Account Manager at a medium-sized advertising firm in Boston

- Is looking for graphic designers for a new print-based advertising campaign
- Wants a way to connect with a large number of qualified graphic designers to receive ideas and input, and eventually build a
- Forwar nervou able to
- Has us remark

Customer Wants: Fresh talent and pe

Customer Needs: To stay within budge and freelancers that he can trust to help

Ms. Busy
Director of Web Content at a rapidly growing publishing company

- Suzanne runs a large web development department with a great deal of employees and projects to manage
- Needs to recruit as much quality web writing talent as possible for her ever-expanding portfolio of clients and web development projects
- Is willing to take the risk of working with a new agency if she can find a valuable wellspring of talent for her clients

Customer Wants: A great deal of web writing talent for a rapidly expanding web content development department

Customer Needs: A reliable source of writing talent to supplement the efforts of her hard-working team; she does not have time hold anyone's hand or provide hours of copywriting training

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Content Creation Guide: Style Guide

Content Style Guide

This style guide outlines the editorial guidelines for writers creating Artisan Talent content. Our writers and editors follow the best-practice editorial standards found in the Associated Press Style Manual for all grammar, punctuation and consistency issues.

Content Tone
Writers should convey a solid understanding of the industry and be able to engage the audience—that is, creative professionals looking for freelance web and graphic design, art, project management, marketing and production work, and the companies in need of their services. It would be beneficial for writers to be published authorities; content should convey confidence and instill trust. Readers should want to return to the site often because of the clear, easy-to-understand, concise and expert advice they find at Artisan Talent. Emerging technologies, design advice, and guidance on how to land the perfect job (and more) will all be topics covered on Artisan Talent.

Content should be warm and welcoming yet informative and semi-exclusive. At no point should we give the impression that we are talking down to any segment of our audience.

Journalistic
Content should be journalistic—communicating the who, what, where, when, why and how when relevant. This will establish Artisan Talent as an authoritative resource for creative professionals and the companies in need of their services.

Both talent and client companies need to constantly stay informed about emerging technologies in the marketing, production, and online and print design industries. It should be presented in a journalistic way, with the most important facts first, and should encourage readers to find out more about a particular topic. This will affirm Artisan Talent's position as a thought leader and readers will continue to return to the site to stay abreast of what is going on in the industry.

Educational/Promotional Balance
We will strive for a 70/30 educational/promotional balance in our content for Artisan Talent. The goal will be to establish Artisan Talent as a thought leader in the creative design space, and an expert in connecting creative professionals with the companies that need their services.

Topic Suggestions:
- Mobile marketing
- Mobile design
- How to integrate social media into an effective job search
- What technologies do designers need to be aware of next?
- What are the trends in mobile design and development?

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Content Creation Guide: Mantra

Winning is Everything	Greenbay Packers
Think	IBM
Fun Family Entertainment	Disney
Save Babies	March of Dimes
Healthy Fast Food	Wendy's
Kick Butt in Air and Space	Air Force

ART OF THE **START**

Guy Kawasaki
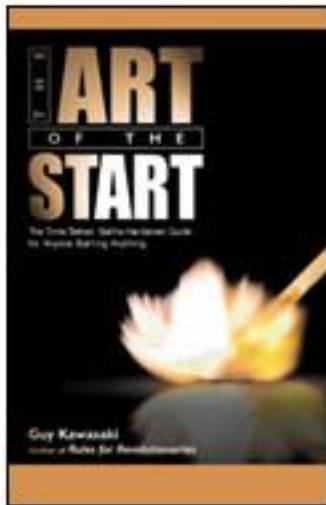
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Get writers in tune with the overall content allocation plan

Category	Blogs	News	Premium Articles	Total Content Assets
Code Development	20	0	5	25
Copywriting/Editing	70	0	0	70
Print Design	70	0	0	70
Employment Advice	30	0	15	45
Hiring	30	0	15	45
Industry News & Events	0	100	0	100
Marketing	30	0	0	30
Mobile Development	20	0	5	25
Social Media	20	0	10	30
Website Design	70	0	0	70
Total Content Assets	360	100	50	510

Get writers in tune with the information architecture plan
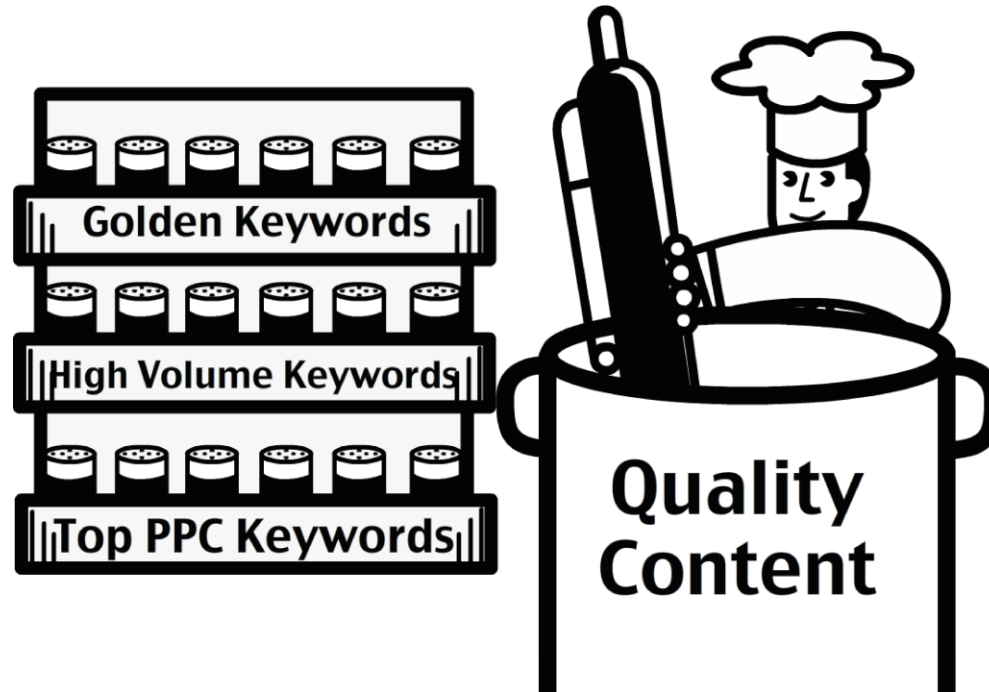
Keywords silos for both readers and the search engines

Silos
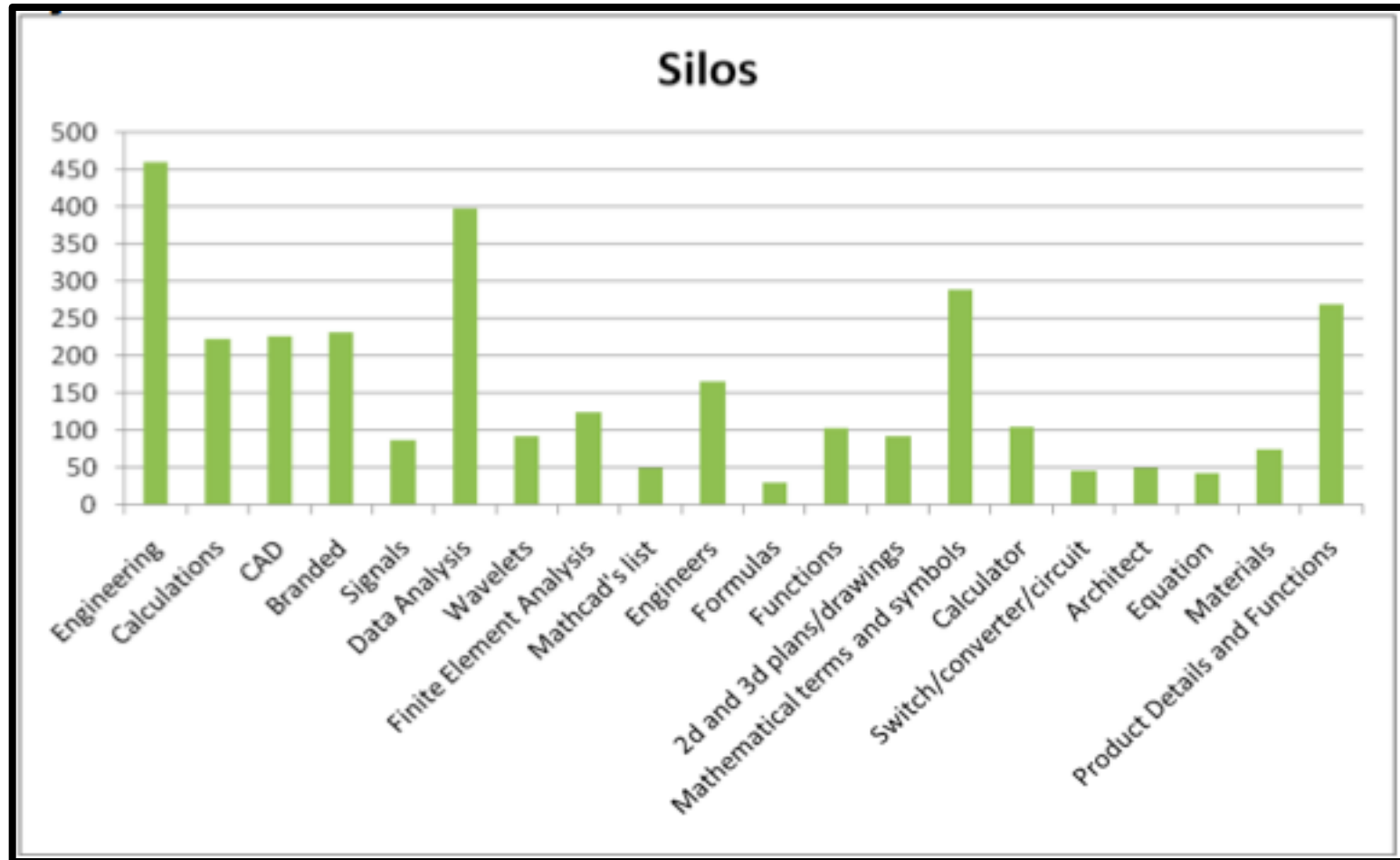
Make easy for writers to optimize content for SEO

Blood Circulation Problems	Primary Keywords	Secondary Keywords
Blood Circulation Problems Associated with Yaz	Blood clotting on Yaz	blood thinners
o Blood clotting and Yaz	Deep Vein Thrombosis (DVT)	
o Deep Vein Thrombosis (DVT)	Pulmonary embolism	
o Pulmonary embolism	heart attack from Yaz	
o Yaz heart attack	stroke from Yaz	
o Yaz stroke		
o Doctors may prescribe blood thinners as treatment		

Golden Keywords

High Volume Keywords

Top PPC Keywords

Quality Content

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Make it easy for writers to score content for SEO

Score Content

Score content on a scale of 1 to 100, 100 being the best it can be. Scores are based on data crunching of All Keywords entered into WordVision. Improve scores by using the Keyword Cloud to find the best keywords to include in your content.

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore

Label Content for Easy Reference:
SEO Essentials for Writers

Analyze

Grade	Phrase: **Disney**		PageRank
B	URL: http://www.go.com		**8**

Meta Analysis	Content Analysis	Link Analysis	Performance Analysis
KW in Title: **No**	Words on Page: **452**	Google Link Popularity: **3500**	Google Position: **> 100**
KW in Descr.: **No**	Phrase Exact Match: **23**	Yahoo Link Popularity: **42500**	Yahoo Position: **> 100**
KW in Keywords: **Yes**	Phrase Partial Match: **0**	MSN Link Popularity: **7**	MSN Position: **0**

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Time stamp the date you publish content

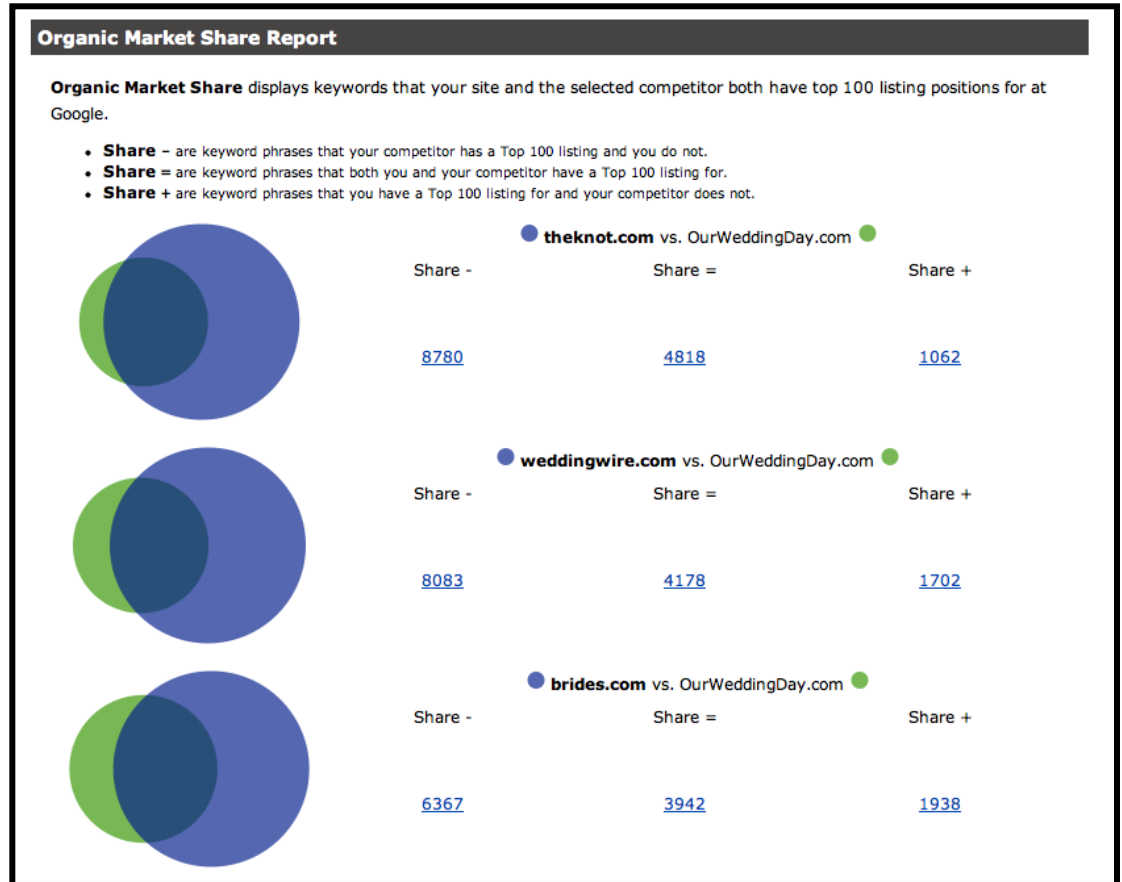## Scored Content

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Title Tag	search engine strategies - seo firm - jobs
META Keywords	search engine strategies - seo firm - jobs - search - internet - marketing - writing - testing - strategy - search engine
Score	85

Date Scored	11/15/2009	**Date Published**	11/16/209	Save

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore likely to provide quality information.

Those who work full-time and work on their website in their free time can benefit from night courses on search engine optimization (SEO) offered by community colleges. This is especially useful for individuals who are looking to upgrade their SEO skill and knowledge to get higher-paying writing assignments and jobs. These classes are usually quite informative and

Measure content performance in a variety of ways

Listing Position

Conversion Rates

Traffic

Increase Warm Leads

User Acquisition Cost

Increase Sales

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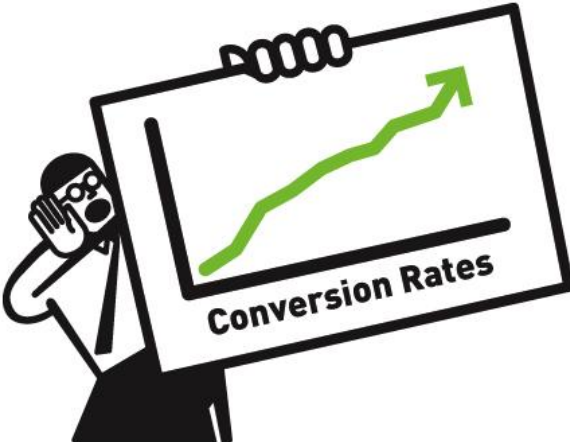
Keep writers in-the-know with performance success

Organic Market Share Report

Organic Market Share displays keywords that your site and the selected competitor both have top 100 listing positions for at Google.

- **Share −** are keyword phrases that your competitor has a Top 100 listing and you do not.
- **Share =** are keyword phrases that both you and your competitor have a Top 100 listing for.
- **Share +** are keyword phrases that you have a Top 100 listing for and your competitor does not.

theknot.com vs. OurWeddingDay.com

Share −	Share =	Share +
8780	4818	1062

weddingwire.com vs. OurWeddingDay.com

Share −	Share =	Share +
8083	4178	1702

brides.com vs. OurWeddingDay.com

Share −	Share =	Share +
6367	3942	1938

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Align content goals with writer selection

How good?
+ Industry Experience
+ Customer Needs
+ Project Complexity
+ Impact on Business

How much?
+ Content Curation
+ Competitive Research
+ Word Counts
+ Link Popularity

How often?
+ Competitive Research
+ Publishing Frequency
+ Cross Pollination
+ Channel Distribution
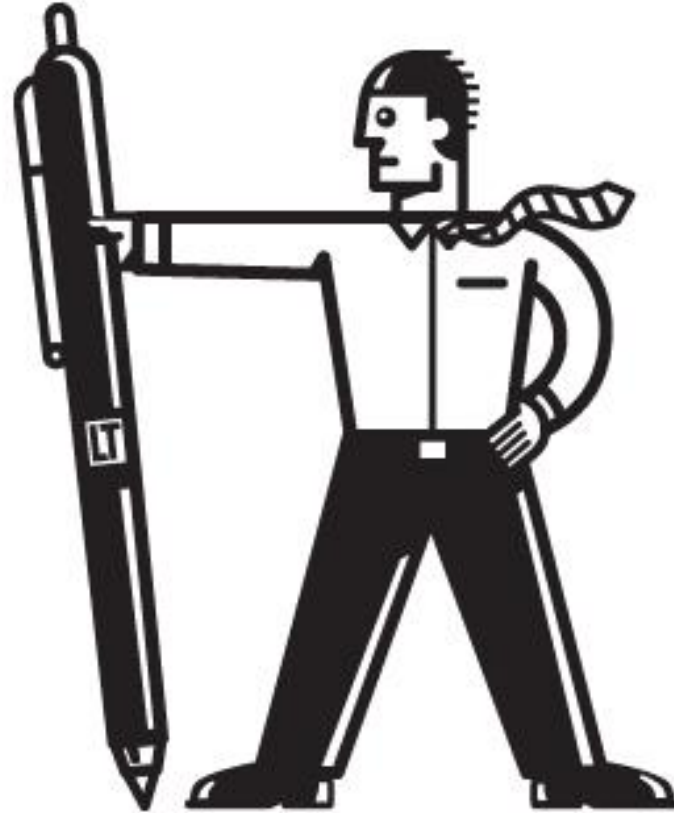
Creating Great Content is Now Easy
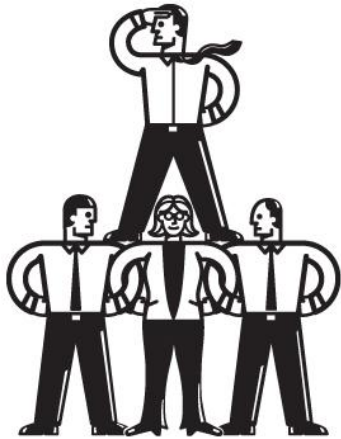
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Brief History

WriterAccess
An ideaLaunch Service

How It Works | Pricing | Clients Get Started | Writers Get Started | Blog | Contact Us | Log On

617.227.8800

189 people
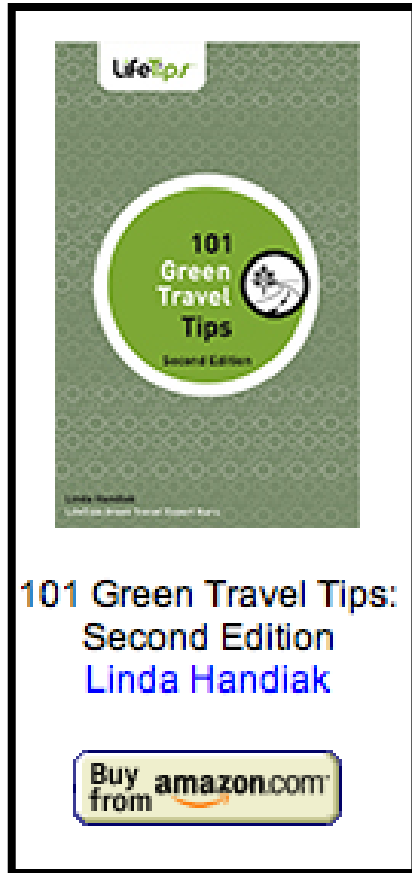
Access to Expert Writers

- Only US Based Writers
- All Screened, Rated, Proven
- Build Lists of Favorite Writers
- Post Orders to All, Direct or Group
- Fixed Rate Price per Word
- Copyscape Originality Verification
- Only Pay for Content You Approve

When Your Content Is Great… So Are You!

How It Works

Clients Get Started

Writers Get Started

All writers are US based, pre-screened and star rated by our editors and in-house staff.

Search Writers
Browse a few of our writers by industry and skill level.

Industry Experience

Star Level

Search Now

Post Assignments to US-Based, Professional Writers

WriterAccess is a marketplace to contract writing services directly from expert writers, all screened, rated and US-based. All content is created to your specification and verified for originality by Copyscape. Fixed rate pricing makes launching assignments easy. And you only pay for content you approve, 100% guaranteed with escrow deposit protection. From articles to press releases to website copy to white papers to surveys and more, hundreds of passionate writers are ready to deliver on any assignment. Robust technology offers bulk orders, and one-click exports to WordPress, DistributeYourArticles and more.

LifeTips   WORDPRESS   distribute your articles

How This Works: Place Orders Fast and Easy

ideaLaunchTv

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Mantra: Great Writers. Great Content. Great Results.

Average Factoids

◉	Time to Complete Assignment	31 Hours
◉	Article Word Count	361 Words
◉	Article Delivered Word Count	453 Words
◉	Love Lists Per Writer	1.75
◉	Writers Per Love List	3.55
◉	Payment to All Paid Writers	$274

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"Most" Factoids for WriterAccess

- Love Lists by a Single Writer   35
- Assignments Single Writer   339
- Popular Writer Level   4
- Payment Single Writer (WriterAccess) $7,265
- Payments All Writers (ideaLaunch +) $74,621

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Most Popular States for Orders

- California
- Massachusetts
- New York
- Texas
- Florida
- Illinois

Challenge #1: Screening

Writers Get Started

Step 2 of 4 — Experience and Interests

Level of Education:
[-- select one -- ▾]

Provide a summary of your writing background, and the writing services you offer:

Tell us the types of composition you specialize in:

Tell us about your interests, even those things outside of writing:

Industries
- ☐ Appliance
- ☐ Auto
- ☐ Banking
- ☐ Bio/Pharm
- ☐ Career
- ☐ Craft
- ☐ Education
- ☐ Electronics
- ☐ Entertainment
- ☐ Fashion
- ☐ Finance
- ☐ Food
- ☐ Fortune 500
- ☐ Gaming
- ☐ Garden
- ☐ Green Living
- ☐ Green Products
- ☐ Green Services
- ☐ Hardware

☑ Banking

# of Paid Projects: Summary:

Challenge #2: Easy Order Process

Challenge #3: Pricing

OrderWizard

Home | New Order | Manage Orders | My Account | Writers | Help Desk

New Order
→ **Order Wizard**
Simple Order
Templates
Packages

Pricing Summary

Create orders for writers with our Order Wizard. Simply follow our six-step process.

Available Balance	931.34
Article Count	1
Maximum Length	600
Maximum Cost	10.71
Listing Fee	0.50
Total Cost	11.21

Price/Article: $	11.21
Price/Word: $	0.019

Pricing

Next

Group Name: -- select one --

Complexity: Low   Medium   High   Extreme

Star Level: 2   3   4   5

Word Count: 50 ... 25,000   Min: 100   Max: 600

Quantity: 1

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Pricing: Writer Level

	2-Star	3-Star	4-Star	5-Star
Professional Level	Student	Journalist	Professional Writer	Copy/Tech Writer
SEO Proficiency		Basic Experience	SEO + Link Crafting	Keyword Strategy
Professional Experience	0-1 Year	1+ Year	2-5+ Years	5+ Years
Sales Copywriting			Some	Lots
Additional Skills	Consumer Writing	Consumer Writing	Consumer Writing	Consumer Writing
		Business Writing	Business Writing	Business Writing
			Industry Expertise	Industry Expertise
				Copywriting Guru
Hourly Rate Range	**$10-20/Hour**	**$20-35/Hour**	**$35-50/Hour**	**$50-125/Hour**

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Pricing: Project Complexity

	Low	Medium	High	Extreme
Industry Experience		Required	Extensive	Published Author
Research	Easy to Find	More Difficult	High Difficulty	Interviews Required
B2B vs B2C	B2C Simple	B2C Complex	B2B Simple	B2B Complex
Persuasion Skill			Soft Sell	Hard Sell
Style Guide		2-4 Requirements	5-10 Requirements	10+ Requirements
Creativity		Some Creativity	Low Creativity	High Creativity
Sales Impact		Low Impact	Medium Impact	High Impact
Article Assignments	Research Articles	Creative Articles	Stylistic Articles	Deep Articles
News Assignments	Easy News Stories	Complex News	Press Releases	PR Strategy
SEO Assignments	Light SEO	SEO Keyword Density	Link Building	SEO Strategy
Copy Assignments		B2C Copy	B2B Copy	Creative Strategy
Technical Assignments		Light Technical	Heavy Technical	Technical Strategy

Assignment Checklist

- Topic Title

- Asset Type (Article, Blog, Press Release, Tips, Whitepaper, ect)

- Resources for Reference

- Company Information

- Purpose of Asset

- Keyword Instruction

- Style Guide (Conversational, Authoritative, Humorous, Tone)

- Target Audience Details/Personas

- Governance Specifications (Do's and Do Not's)

- Additional Notes

Writer Reject Checklist

- Lack of information and/or clarity in your instructions --> #1 reason

- Word count is too small considering the scope of the assignment

- Star level of writing isn't appropriate for the assignment

- Pay is too low for the level of writer or project complexity

- Unreasonable deadline considering scope of assignment

$10 Bonus Trial Offer: WriterAccess.com/Extra10

Byron White, ideaLaunch

Chief Idea Officer

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Byron[at]ideaLaunch.com

Phone: 617-227-8800 x 201