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**content
marketing
strategies**

**to increase
organic traffic**

300%



**Digital
AUTHORITY**



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introduction

Companies today live in a digital world where in order to stay relevant and attract attention, they must become their own media outlets. Content is king, and it is up to these companies to produce great content – day in and day out – to have any chance of competing in today’s information-obsessed culture.

Companies that do not seize the opportunity to use meaningful content as a way to connect with their customers will be left in the dust.

Case in point: Kodak®. As the first manufacturer of digital cameras it was, at its peak, worth over 31 billion dollars. In 2012, less than two decades later and fighting to keep up with an ever-changing industry, it declared bankruptcy. That same year, Facebook® acquired Instagram® for one billion dollars. At the time, Instagram was only two years old.

Content is powerful.

In short, good content creates trust. The relationships between businesses and customers and between businesses and business comes down to trust.

If the reader trusts a company, they are going to listen to them.

And that’s what every business ultimately hopes for: to engage with prospective or current customers and earn their trust – and ultimately, their business.

This white paper will outline the steps a company can take to capture the attention of their target market and earn the brand loyalty that so many companies seek. The only way a company can achieve this goal is through a carefully devised – and seamlessly delivered – content strategy.

Digital Authority Partners has a history of increasing web traffic through expertly executed content strategies. Clients typically see a 100%-300% increase in organic traffic, with many clients seeing a 300% increase in traffic after working with Digital Authority Partners for one year.

Digital Authority Partners has helped businesses increase their average social media shares from 5-10 shares to 500 shares per article. Companies with 100 shares per article increase their exposure to 1,500 shares with no SEM tactics involved.

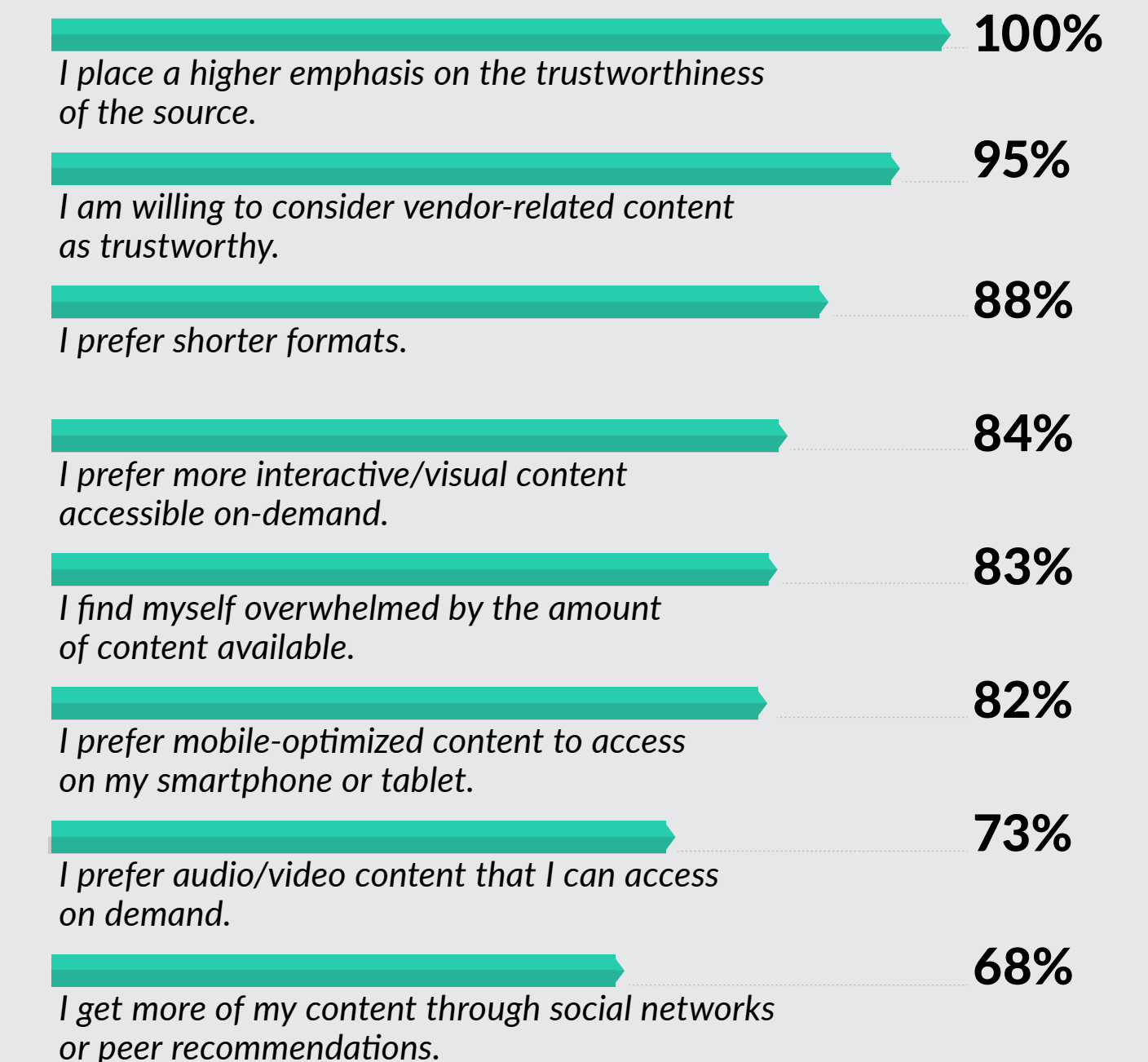
Many of Digital Authority Partners clients are B2B mid-range companies (100-500 employees) who start their journey at somewhere between 3,000 and 5,000 organic visitors per month. Through working with Digital Authority Partners, clients typically see 50,000-100,000 monthly visitors within six to nine months.

This paper will share how Digital Authority Partners successfully drives traffic through content and why it works.

changes in content consumption habits

(Somewhat agree or strongly agree)

A 2016 study on B2B buyers’ content preferences showed that 100% of the respondents surveyed agreed that the trustworthiness of the source is what convinces them to engage with a brand.



Source: 2016 Content Preferences Survey: B2B Buyers Value Content That Offers Data And Analysis

When done right, content:



Engages customers with brands through various digital channels



Builds brand awareness and reaches new audiences



Drives sales online and in store



Establishes authority of the outlet on which it’s published



Helps build a network of influencers and reaches new audiences



strategy #1

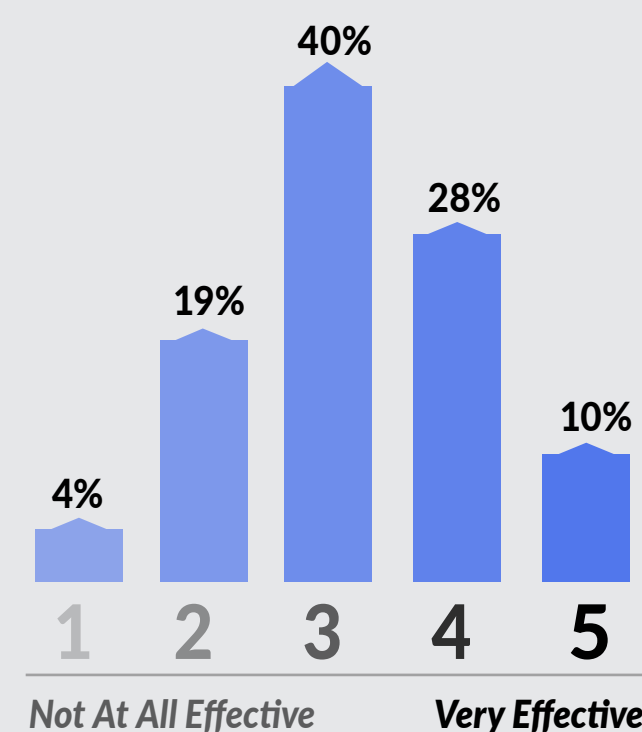
Understand what good content strategy really means

The rest of this paper focuses on each individual component that makes a content strategy great: but before doing that, this paper assumes that the majority of companies in America today do not have an effective content marketing strategy.

Whether the company is in the B2C or the B2B world, the success of a company's overall content marketing strategy relies on the same factors.

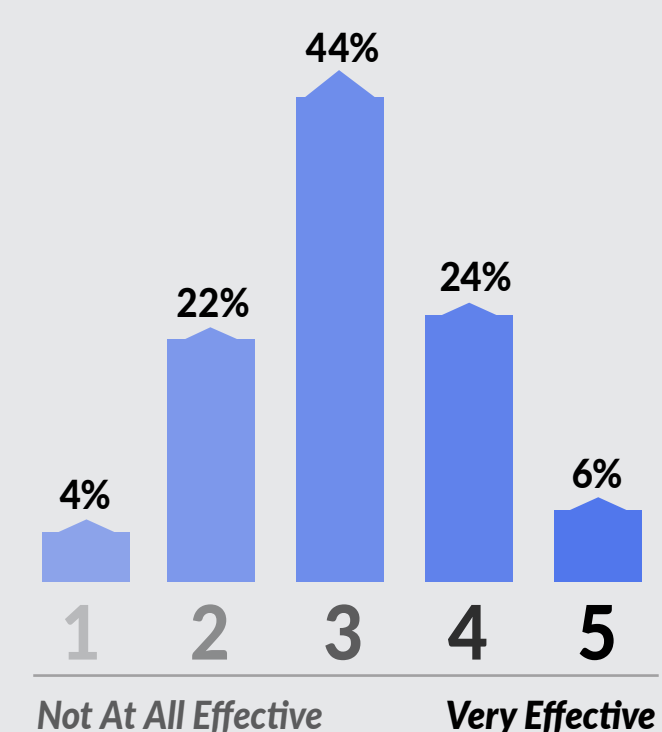
how B2C marketers rate effectiveness of their organization's use of content marketing

According to the 2016 Content Marketing report, only 10% of marketers rated their company's content marketing strategy as effective and 4% claim it's not effective at all while the rest of the respondents rated it somewhere in between.



how B2B marketers rate effectiveness of their organization's use of content marketing

The data is no better on the B2B side. Even fewer B2B marketers think their content marketing strategy actually works (6% vs 10%).



For this survey, we define effectiveness as "accomplishing your overall objectives." We refer to those who rate their organizations as a 4 or 5 (on a scale of 1 to 5) as the "most effective" or "best-in-class" marketers. The 1s and 2s are considered the "least effective," while the 3s are neutral.

Sources: B2B ContentMarketing Report; B2B ContentMarketing Report

A. Understand and document your company's content strategy and KPIs.

If content creators want to have a successful content strategy they need to first understand what their company's overall business strategy is.

Content is nothing more than an enabling tool for an overall company's strategy.

The role of content is to establish a company as an authority in a specific field and to provide their customers with the information they are looking for.

The critical first step in this direction is to understand a company's overall business strategy, key performance indicators, and long term goals. Where does the company want to be next year and five years from now? What will get them there? What would prevent them company from getting there? What are the threats? Where are the opportunities?

If a company doesn't have an answer to all of these questions, they should not begin developing a content strategy. Without understanding where the business is and where it wants to go, the content strategy will either fail or render mediocre results.

B. Define what success looks like and how the content strategy will be measured.

In 2016, only about 40% of all marketers actively engaged in content strategy at their companies said they could clearly define what success looks like. From B2B to B2C, marketers are confused. When leaders do not take the time and effort to define how content marketing is supposed to work, it becomes difficult to execute the strategy and measure the results.

The clearer the strategy, the more effective the content marketers believe they are at providing a successful content marketing program.

Among marketers at companies which rank themselves as having an effective content marketing strategy:

79% of the most effective B2B marketers have clarity around what a successful content marketing program looks like.

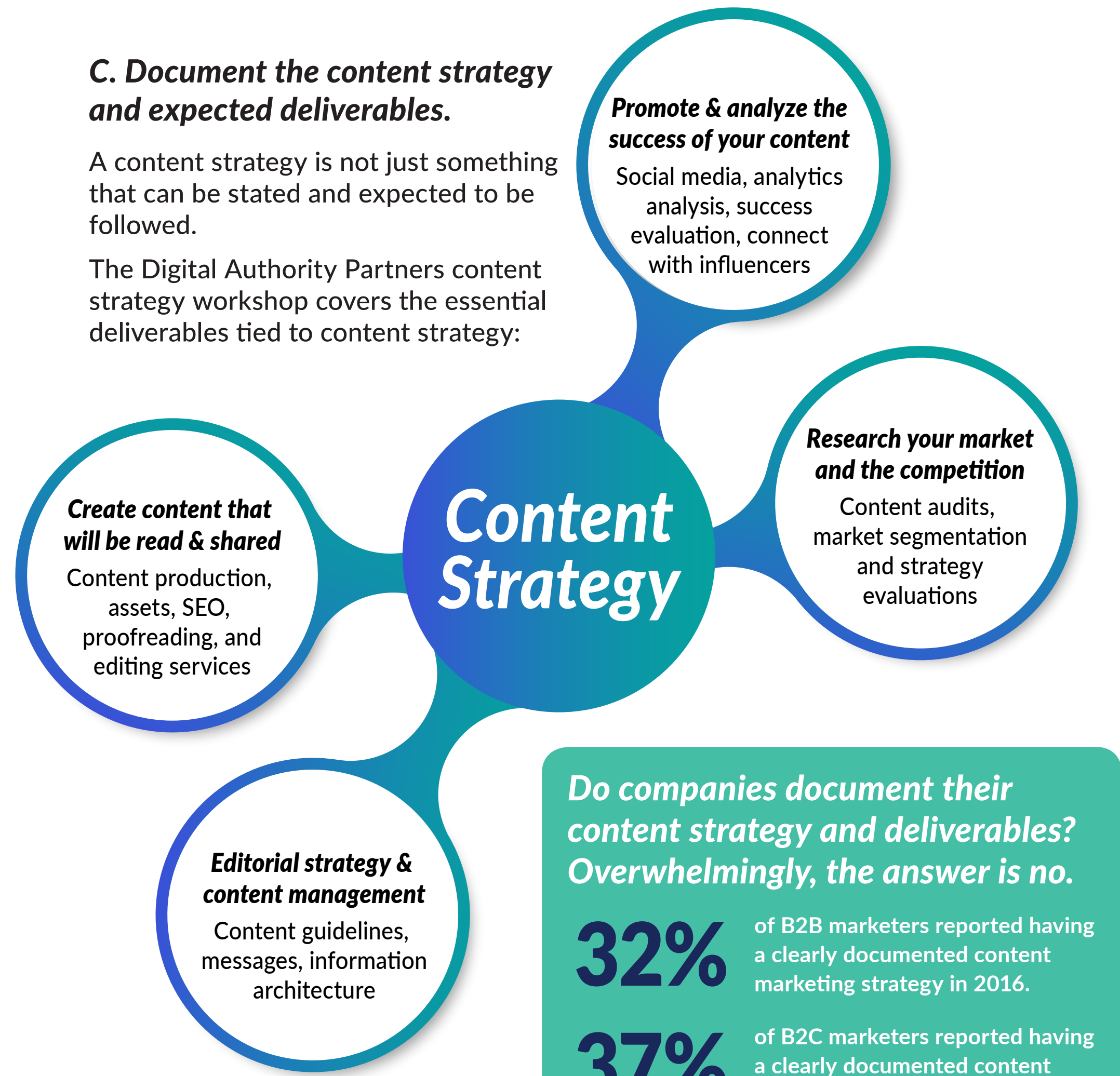
76% of the most effective B2C marketers have clarity around what a successful content marketing program looks like.

Source: http://contentmarketinginstitute.com/wp-content/uploads/2015/09/2016_B2B_Report_Final.pdf

C. Document the content strategy and expected deliverables.

A content strategy is not just something that can be stated and expected to be followed.

The Digital Authority Partners content strategy workshop covers the essential deliverables tied to content strategy:



Do companies document their content strategy and deliverables? Overwhelmingly, the answer is no.

32% of B2B marketers reported having a clearly documented content marketing strategy in 2016.

37% of B2C marketers reported having a clearly documented content marketing strategy in 2016.

Source: 2016 B2B Content Marketing Report

D. Define and document the clear goals for the content marketing strategy.

Companies must specifically understand, socialize and execute within the organizational goals of their content marketing strategy and their overall ranking priority. Ranking priority will directly impact how much effort is dedicated to each goal.

For comparison purposes, these are the primary goals of B2B and B2C marketers. Sales is the obvious goal for marketers regardless of industry and audience.



summary

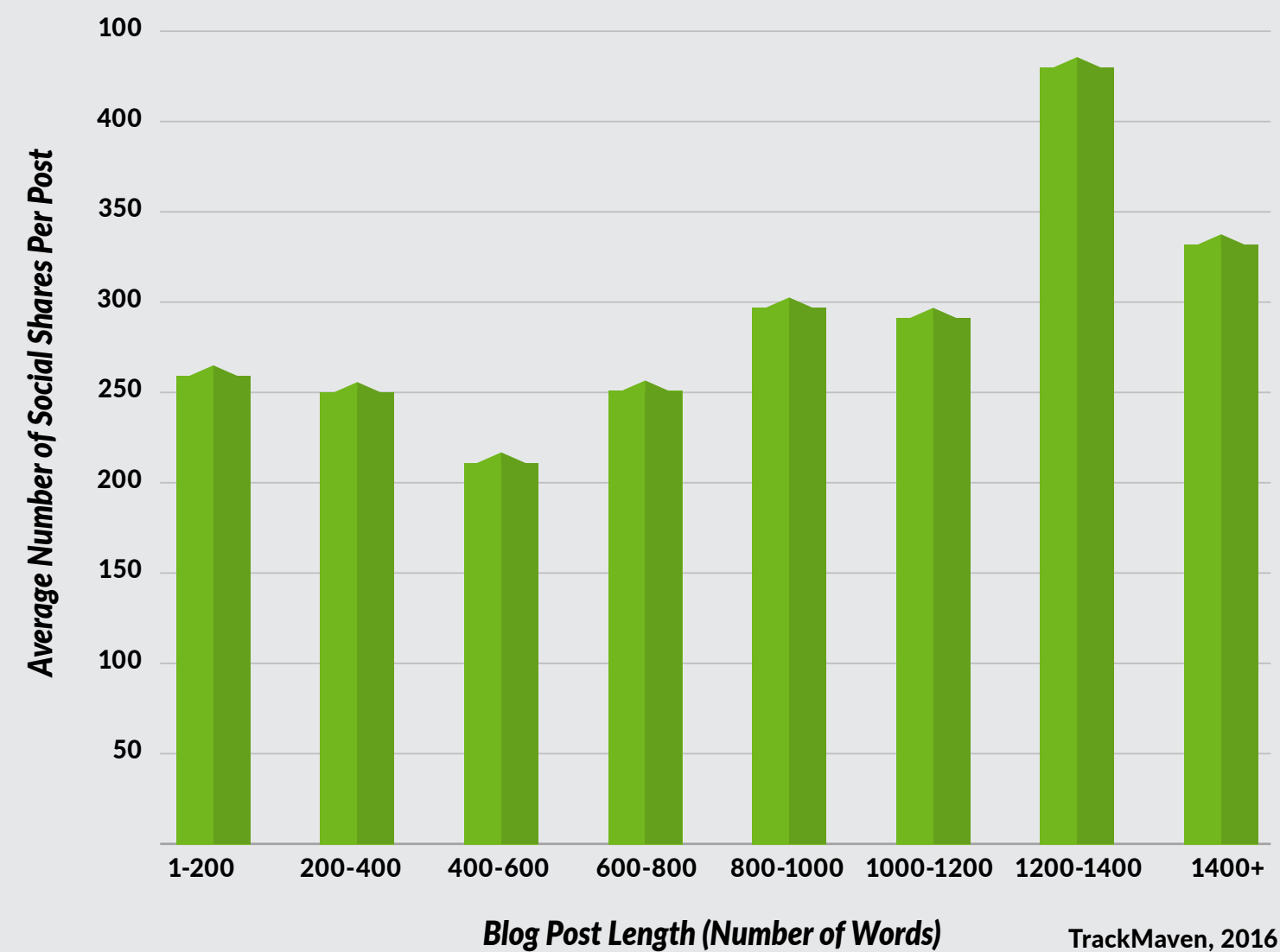
In order to actually be successful at content strategy, the team in charge of its execution must first understand their company's overall business strategy, document every component and deliverable tied to a content strategy and the overall goals of the content team.

strategy #2

Create long-form, in-depth articles that are informational and produce clear value to the audience

Google has yet again changed how it ranks search results and more content no longer translates into more visitors. TrackMaven, a marketing analytics team, did an in-depth analysis of 65,000 blog posts to determine what type of content gets the largest number of shares and social engagement. The most successful blog posts published by companies out there are between 1,200 and 1,400 words.

Blog post length (number of words) vs. average number of social shares per blog post



Source: Ayaz Nanji, *The Most Shared Brand Blog Posts: Length, Language, and Title Trends*

And so, does longer articles mean more viewers?

Not necessarily.

Content creators must first understand how readers look at content. In other words, what makes content shareable. The answer here depends on the audience as end users (B2C) are driven by slightly different desires than B2B users.

A B2C customer typically consumes content in order to fulfil a desire or preference. Content helps them decide how a specific company will help them fulfil that goal. B2C customers look for “fun,” “cool” and “inspirational” content.

What do these words all have in common? They are all connected by one invisible thread: entertainment.

Content that is entertaining is the number one reason why B2C consumers share branded content and engage with companies online, according to The State of Content Rules of Engagement for 2016 report.

customers value entertaining content

rule #3

You Really Need to Lighten Up

Which of the following is more important to you, personally?

(% Global)

29%

Believe content that is **entertaining** is more important to them than accuracy.

FRA	GER	AUS	U.K.	U.S.	JAP
42%	29%	26%	25%	25%	24%

Entertainment is particularly valued in France.

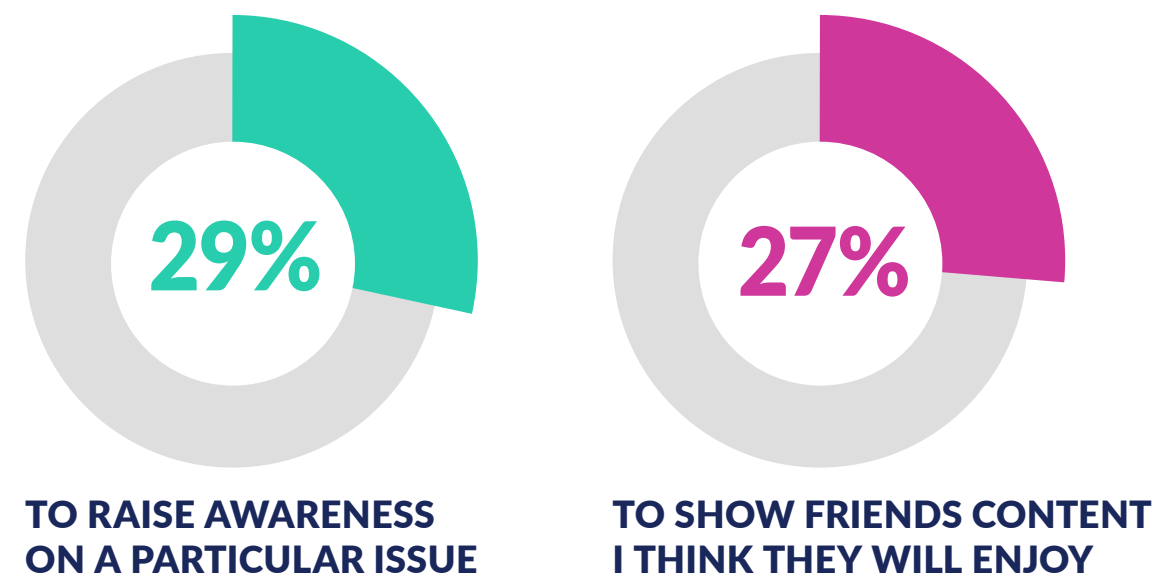
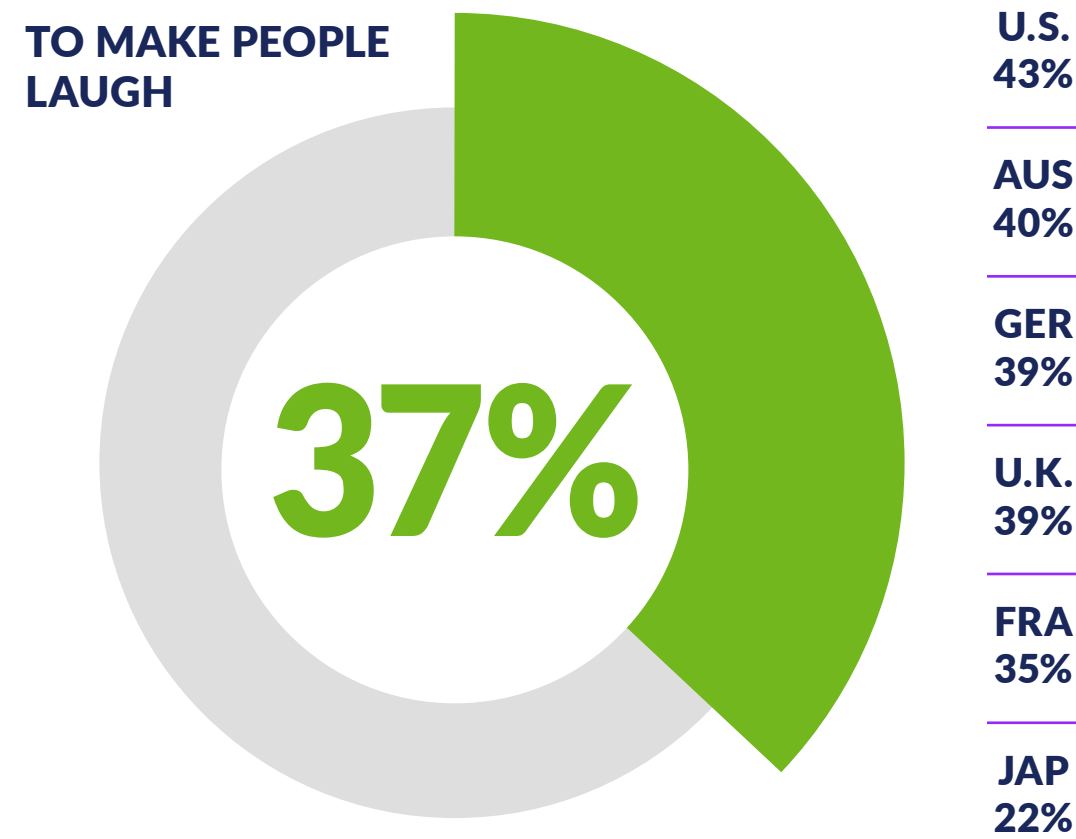
67%

Believe that content plays an **entertaining** role in their lives.

U.S.	FRA	GER	AUS	U.K.	JAP
71%	71%	68%	67%	65%	61%

More specifically, the report notes that B2C customers are driven by three intrinsic motivators when sharing content: the content makes them laugh, it helps them raise awareness of a particular issue, and it allows users to show their friends what type of content they enjoy.

motivations for sharing external content
(% Global)



making people laugh is the top motivation for sharing content

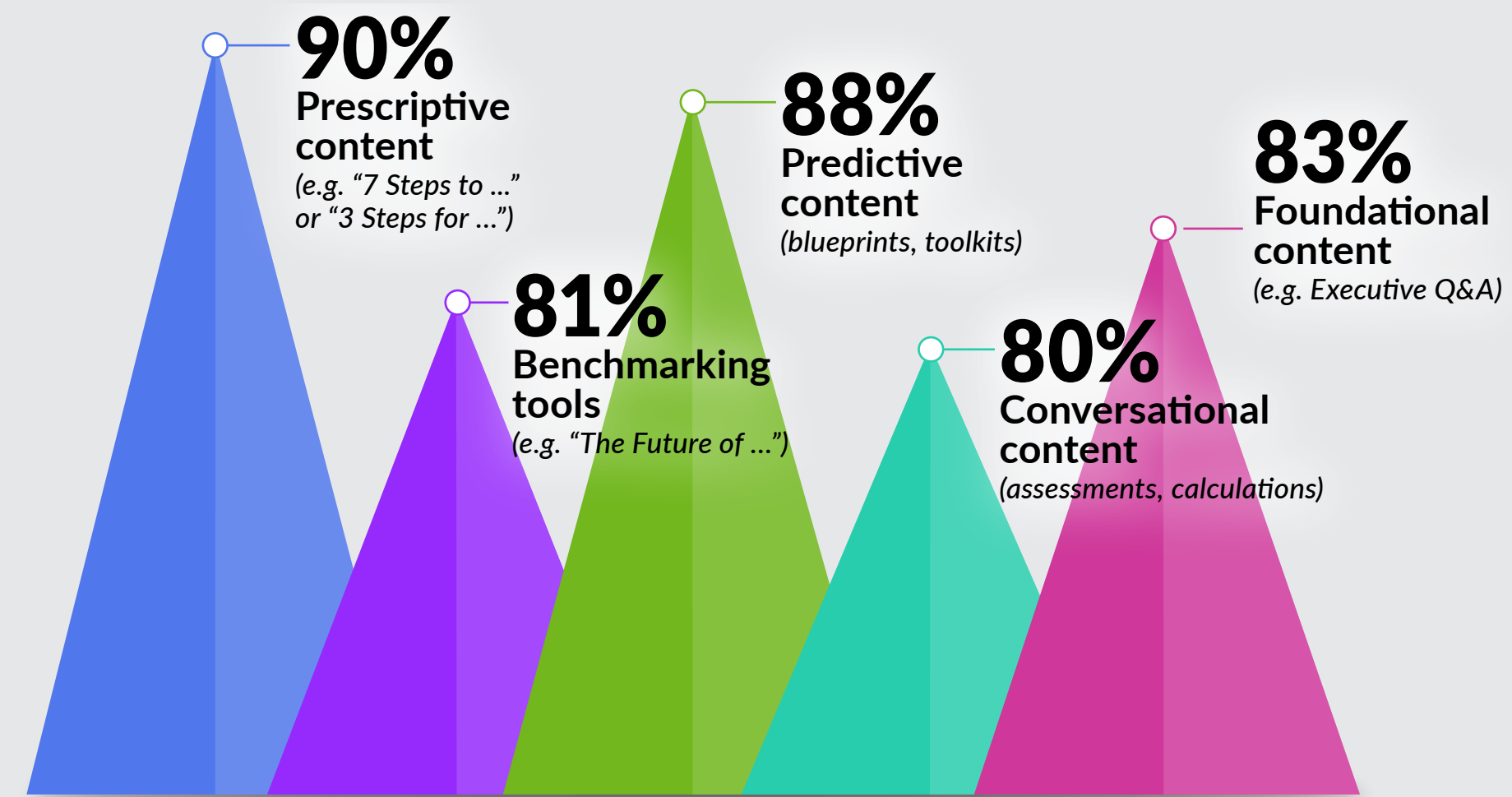


Q818: When you share the following kinds of content, what are your motivations? Please select all that apply. GLOBAL: 6129, US: 999, UK: 1007, AUS: 1014, FR: 1059, DEL 1009, JP: 1041

On the B2B side, the results are very different. These customers look for solutions to their problems. They have a list of business requirements and are searching for a vendor that can meet all their demands (or at least most of them).

They share prescriptive content (e.g., “9 Content Marketing Strategies to Increase Organic Traffic 300%”), predictive content (blueprints), benchmarking (the future of the internet for example), foundational content (thought leadership from established sources), and conversational content (assessment of a tool or service).

types of content preferred



Source: 2016 Content Preferences Survey: B2B Buyers Value Content That Offers Data And Analysis

In addition, B2B customers look for data driven articles and white papers. They want the data and analysis to prove a point or make a business case for a specific solution.

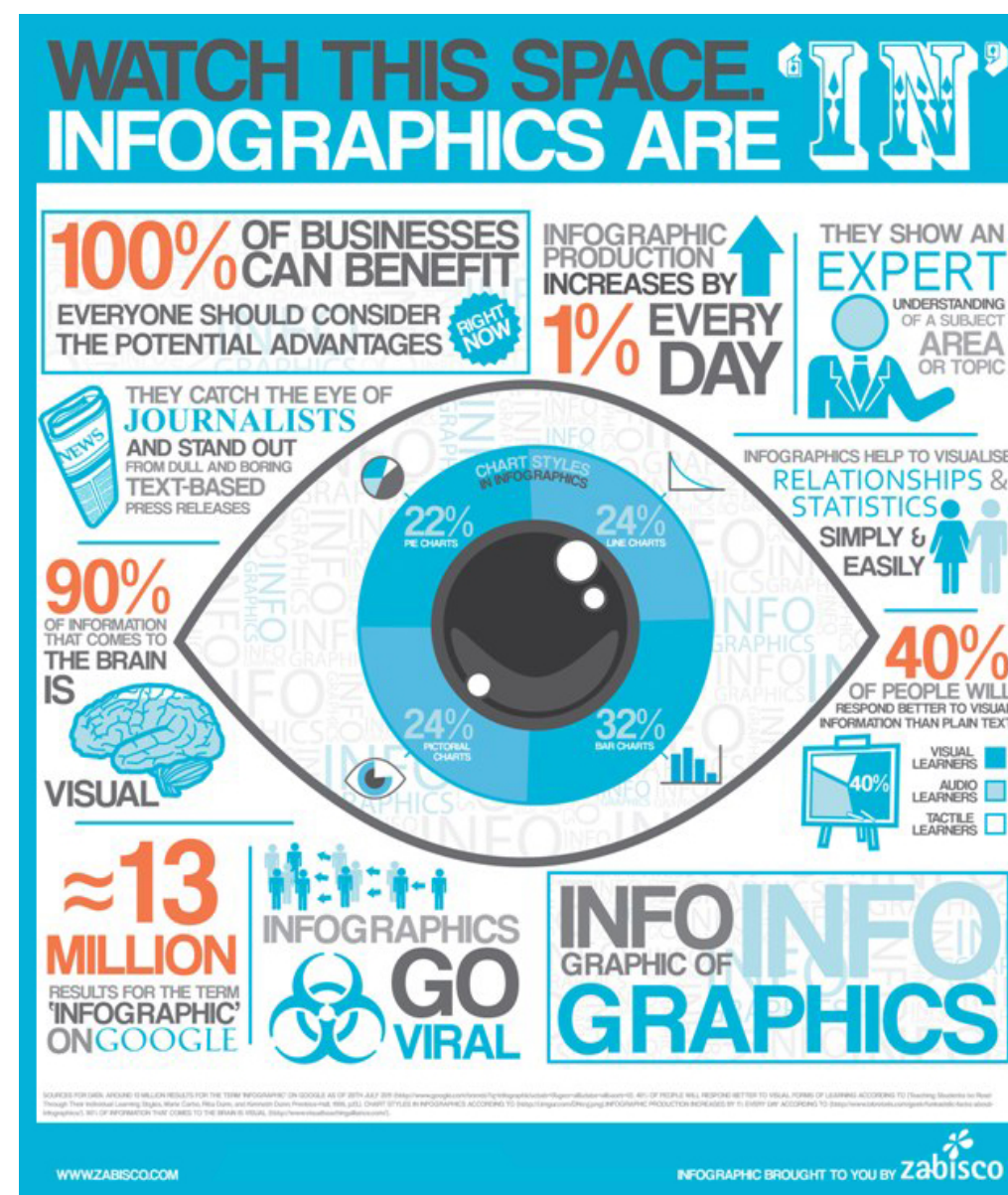
summary

In order to maximize the return on investment of content strategy, companies must create long form articles of between 1,200 and 1,400 words and write content specifically for B2C and B2B audiences.

strategy #3

Create original visual content for all your content marketing assets

For marketers, images are power. Digital users upload more than 1.8 billion images to the internet every day. 350 million on Facebook alone. Posts that include visual assets get 94% more views than those in plain text.



Source: Ian Lloyd, "Why Every SEO Strategy Needs infographics"

why original images that use data to illustrate a specific point or idea get a tremendous amount of engagement online (read shares and discussions on popular social media platforms).

Users shared 1.3 million pieces of content every minute of every day on Facebook. The overwhelming majority of these posts include images.

40% of users understand visual information better than plain text

The human brain processes visual information 60,000 times faster than it does text.

Blog posts with at least one infographic are shared 2.3x more than normal blog posts including only ones that use stock photography.

Visual content can quickly express what the reader is thinking and often in ways the reader may not be able to articulate on their own. That is

To illustrate just how powerful visuals are, consider this:

Pinterest™ is not the typical go-to social media channel for many marketers out there. The platform allows users to “pin” images on a board around a specific topic that they are interested in.

When businesses use Pinterest to share compelling visual stories, its effectiveness as a source of traffic surpasses most other channels.

Highest shared posts have an average of four original images, or one image for every 300 words of text.

Whether content creators create original images or infographics, they should consider the following general guidelines which will help increase overall engagement and shareability rates:

- 1** Include the image close to the top of their post. Most readers only read 28% of a blog.
- 2** Use a straightforward and clear title and focus on one main idea for each image. Each image/infographic should have a very clear title and should focus on only one main idea.
- 3** Incorporate an odd number into the infographic titles. Odd numbers boost click rates by 20%.
- 4** Use simple vibrant color combinations for images. This will make them 80% more engaging than dull images.
- 5** Design the infographic to be nine times longer than it is wide. On average, infographics designed this way receive more social media shares.

Source: Jeff Bullas, 21 Secrets Behind Viral Infographics

Here's just how effective it is:

Pinterest

As of 2014, Pinterest brought in 3x more traffic to businesses than Twitter, LinkedIn®, Reddit®, Google+™, StumbleUpon® and YouTube™ combined.

The only channel that is more effective at driving traffic than Pinterest is Facebook, another platform which puts a lot of emphasis on the use of images and videos for marketing purposes.

Source: <https://blog.shareaholic.com/social-media-traffic-trends-10-2014/>

summary

The most effective content marketing strategies include powerful, original, colorful and eye catching proprietary images. These images often summarize the content on the page in an easy-to-digest and memorable way. Original images, overall, are responsible for 70-80% of the traffic and shares of a blog post.

strategy #4

Learn the fundamentals of reader engagement best practices, then learn how to measure it, track it and optimize it

If a reader lands on a blog post, the very first thing a company wants them to do is read the article in front of them. With only 28% of users actually reading a blog post from start to finish, the opportunity for engagement is substantial.

Write only for the ideal audience

Each business has a specific set of goals. And each customer that ends up following a business has a clear mindset and set of expectations. As companies create content for their audiences, they must stay true to the specific needs of their audience. When companies do not stay true to their message and audience needs, there is a 50 - 75% decrease in engagement rates.

Every post published should help that reader advance his or her knowledge, satisfaction and experience in the field in which the company has establish itself as an expert.

Tell people what to expect through engaging and descriptive titles

Great posts have great titles. What makes a title great? First, it's seven to 10 words in length. Second, it tells the user what they will find/learn when they click on it. Think of the title of this white paper: "9 Content Marketing Strategies to Increase Organic Traffic 300%" it promises to walk the reader through nine strategies that will significantly boost organic traffic.

The reason why titles are critical to user engagement is because clicking on a blog post is a matter of trust. Users trust that if they click on a blog post about nine content marketing strategies, they will actually get that information from the site.

Here's a visual representation highlighting the key components every copywriter should be aware of and apply in their work:

The most engaging articles on the internet use this title format:



“ 4 Awesome SEO Strategies to Defeat Rankbrain ”

Source: Infographic: 11 amazing hacks that will boost your organic click-through rates

Enable a “related posts” plugin

Related posts plugins are one of a favorite content marketing tip for businesses of all sizes because it allows customers to see what other type of content they can get. Once a customer can see the potential value in the content, they are more likely to follow the company on social media or to subscribe to the company's newsletter.

Comment on current events in a company's niche

No matter what industry a company is in, cool things happen from time to time. Mapping content marketing strategy to current events is not only a great way to get an influx of visitors following the news (if a post is informative and brings in a unique perspective on breaking news), but to also establish the business as an authority in its field.

summary

User engagement for a company's content platform is a key metric that needs to be closely tracked. company's ultimate goal is to have customers return to their site and recognize their business as an authority in the field. Companies employ the following six strategies to optimize user engagement metrics:

- 1 Create long form posts
- 2 Publish original visual content
- 3 Write only for the ideal audience
- 4 Tell people what to expect through compelling post titles
- 5 Enable a “related post” plugin
- 6 Comment on current events in a company's niche

strategy #5

Master the secrets of “on page SEO” best practices

In content marketing, not everything is about great content, visual storytelling and compelling engagement strategies.

There's also some real science around maximizing overall visibility in Google and keeping readers on the page longer.

Backlinko has written a comprehensive post on the best practices of On-Page SEO. This section will summarize the most important factors that impact on-page SEO.

For an in-depth discussion of each of these strategies, see the original *Backlinko* post.

1 Front load title tags

Google places more emphasis on words found at the beginning of the blog post because the keyword is at the beginning of the title.

Check out how some of Google's most popular posts ranked for the search term “content strategy” follow this simple rule:

[What is Content Strategy? | Distilled](https://www.distilled.net/resources/what-is-content-strategy/)

<https://www.distilled.net/resources/what-is-content-strategy/>

Jun 12, 2014 - A content strategy flips the tables on traditional, linear marketing by defining the process and then securing the right resources for producing a ...

[Content Strategy for the Web - Kristina Halvorson & Melissa Rach](https://contentstrategy.com/)

contentstrategy.com/

Content Strategy for the Web is the industry's go-to handbook for creating and executing successful content strategies. Read it and learn how to create and ...

[A Content Strategy Template You Can Build On - Moz](https://moz.com/blog/content-strategy-template)

<https://moz.com/blog/content-strategy-template>

Sep 23, 2014 - Are you doing content strategy the right way? Use this content strategy template to create your own best practices and wow your clients.

[The Discipline of Content Strategy · An A List Apart Article](http://alistapart.com/article/thedisciplineofcontentstrategy)

alistapart.com/article/thedisciplineofcontentstrategy

Dec 16, 2008 - It's time to stop pretending content is somebody else's problem. If content strategy is all that stands between us and the next fix-it-later copy draft ...

2 Create SEO friendly URLs

Google looks at the overall URL structure of every page in an effort to understand its relevance to what the user is searching for. In other words, is the writer writing specifically about the topic that a Google user is looking for?

One of the ways Google ranks sites by relevance is by looking at the terms used in the title and their correlation to what the user is searching for.

Check out the same URLs in the image above. They all have a clear method of matching the title and the content of the article to the link structure.

3 Use multimedia in content marketing strategy (covered above)

4 Use outbound links

Google wants to see that what a company is writing about is legitimate (and is not just using search terms randomly but is providing actual meaningful content on the page) and links to other authority domains. Simply put, Google “likes” when a blog post is linked to other established sites that have domain authority. This white paper links out to 30+ outbound links to support the claims made here.

5 Include keyword at the beginning of the post

When customers or prospects search for a specific keyword in Google, Google will interpret it as them wanting to get specific information on their search criterion. Because of this, posts that feature the main keyword in the first 100 words of the blog post are ranked higher.

6 Make sure the site's loading speed is up to par

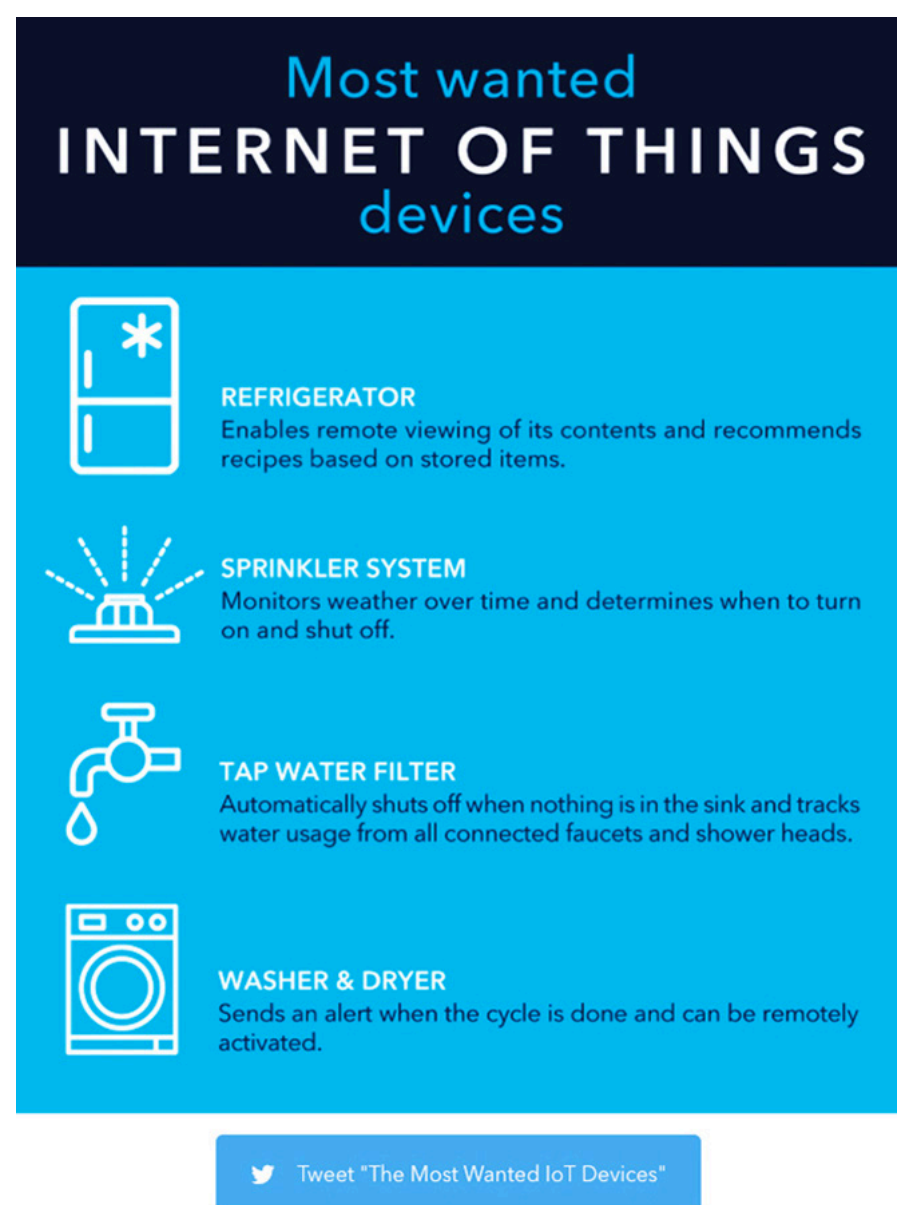
Google has officially confirmed that it ranks sites in search results based on the amount of time it takes for pages to load. In fact, they've even developed a tool called Page Insights (readily available to everyone on the internet) that will rank site performance. Blog posts taking longer than three seconds to load are deprioritized in favor of those that load faster.

7 Use large, prominent and intuitive social sharing buttons

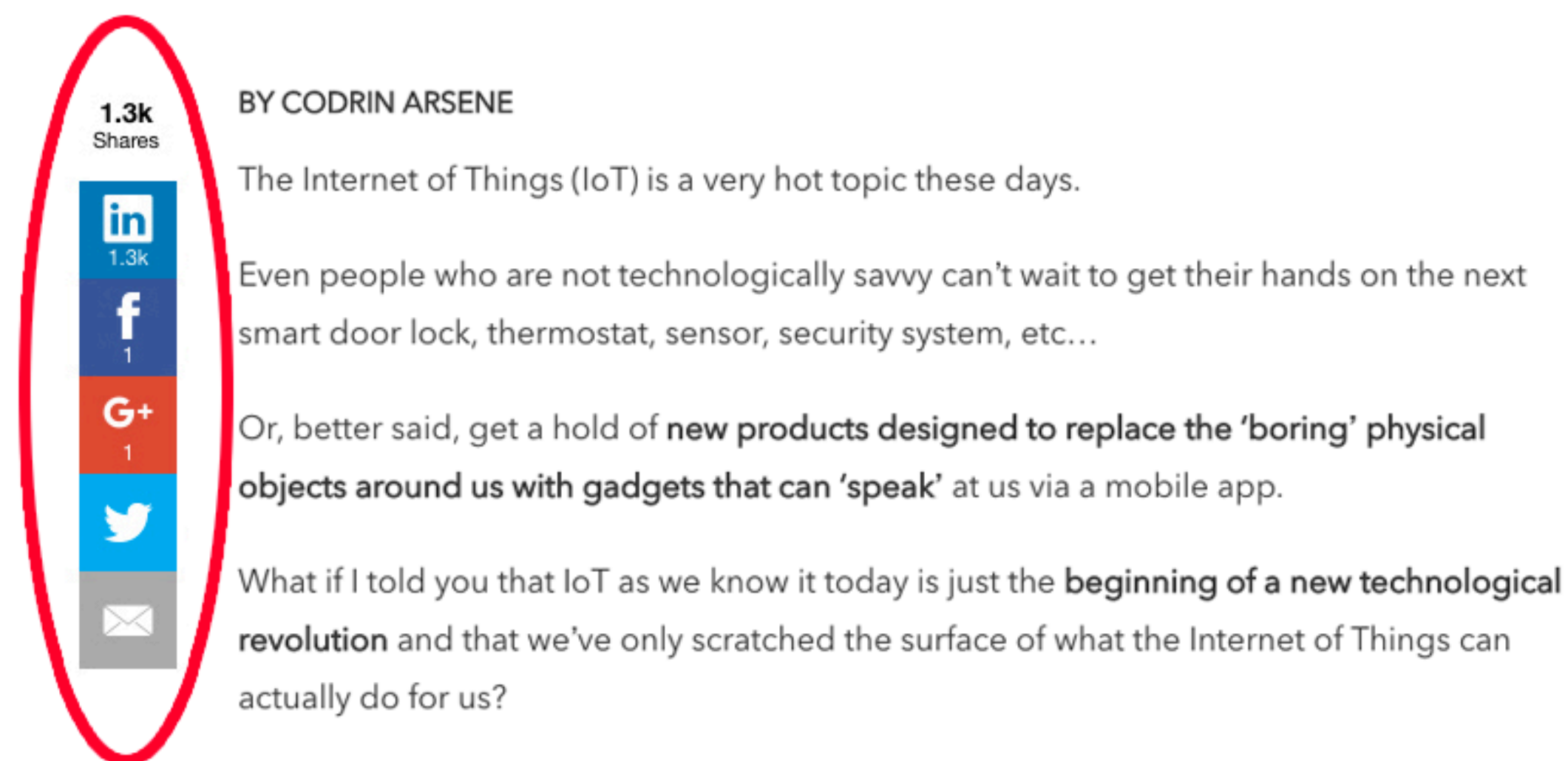
Earlier, this paper referenced the importance of original content and visuals. We also suggest enabling widgets that allow readers to share the blog post at any time, as well as in-line social sharing.

Here are some examples where Digital Authority Partners has successfully implemented each of these strategies for various clients:

- Image/ infographic



- Left rail social widget readers can use at all times to share an article



- In-line social sharing

My point is simple:

The power of IoT devices is such that it decreases the time we need to spend on completing long and boring tasks.



summary

These are some of the most important rules of on-page SEO. Read the original blog post from *Backlinko* for additional insights.

strategy #6

Create an “influencers strategy” for a company’s niche to help disseminate, promote, and amplify the content’s reach

The marketing world is slowly but surely warming up to the idea of creating long term, meaningful and sustainable relationships with influencers in their field.

Influencers are reputable players in a company’s specific market who have a strong media presence and significant followers across social media channels. They are “celebrities” in their field who are recognized by fellow practitioners as experts at what they do.

A successful content marketing strategy includes building a report with such influencers.

But how is that done?

While there is no single strategy to guarantee a good response rate, there are certainly some quick tips that have helped Digital Authority Partners successfully network with influencers in various fields like retail, technology or healthcare.

It often starts with a simple outreach strategy. The marketer introduces himself or herself to the influencer, typically via email, a LinkedIn message or Twitter. This introduction is often accompanied by a brief intro of the company and product the marketer works on, as well as a compliment on a recent post/tweet/article that the influencer either wrote or shared online.

For a quick crash course on influencer strategy, see Danyl Bosomworth’s article, “5 Steps to an



Influencer Strategy” from Smart Insights.

Another strategy often used, is to give shoutouts to influencers on Twitter and to mention their work in various articles (followed by a mention of their Twitter handle).

For those efforts that work – meaning the influencer replies to the original message – the strategy is to be in touch with the expert over time, often sharing the articles / posts / infographics the company has published which may be of interest to the influencer.

So how can influencers affect a company’s business?

Influencers can help a company’s overall content marketing strategy

through any of the following actions they may take:

1 Influencers repost a link to your articles on their

social media strategy.

2 They sign up for a company’s newsletter.

3 They link back to a company’s posts by updating various reference links on their own

sites.

4 They add a company to their various “top” lists (e.g., “top content

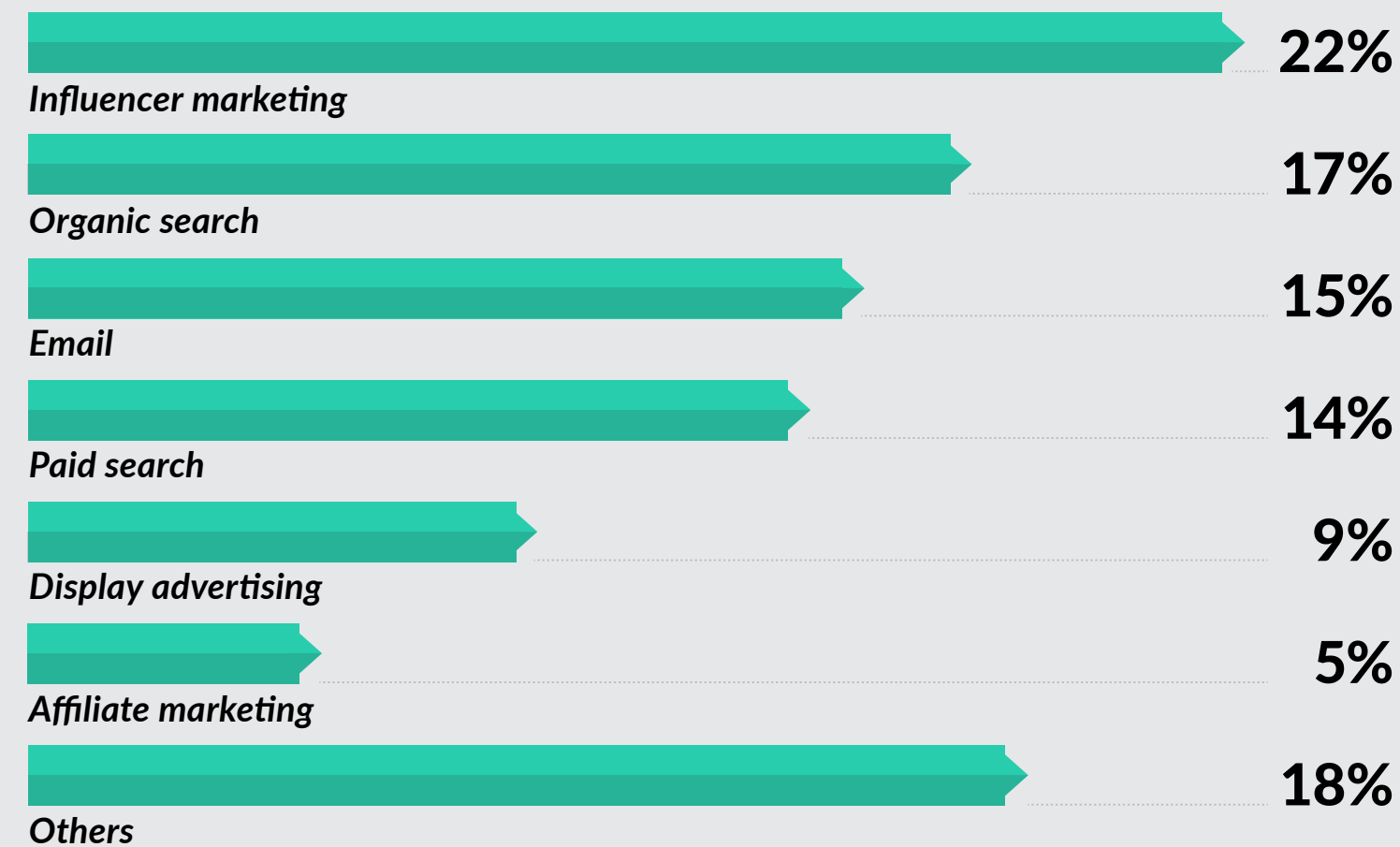
strategy blogs to follow”).

5 They reach out to for guest contributions to their site (giving the client a “do follow” link, which helps with overall SEO efforts).

6 They refer to a company as an expert in the field to journalists looking for quotes on a topic.

Influencer strategy is an effective strategy that has allowed Digital Authority Partners to increase organic traffic and social shares by 200 - 300% for any given post.

fastest-growing online customer-acquisition method



Source: Tomoson

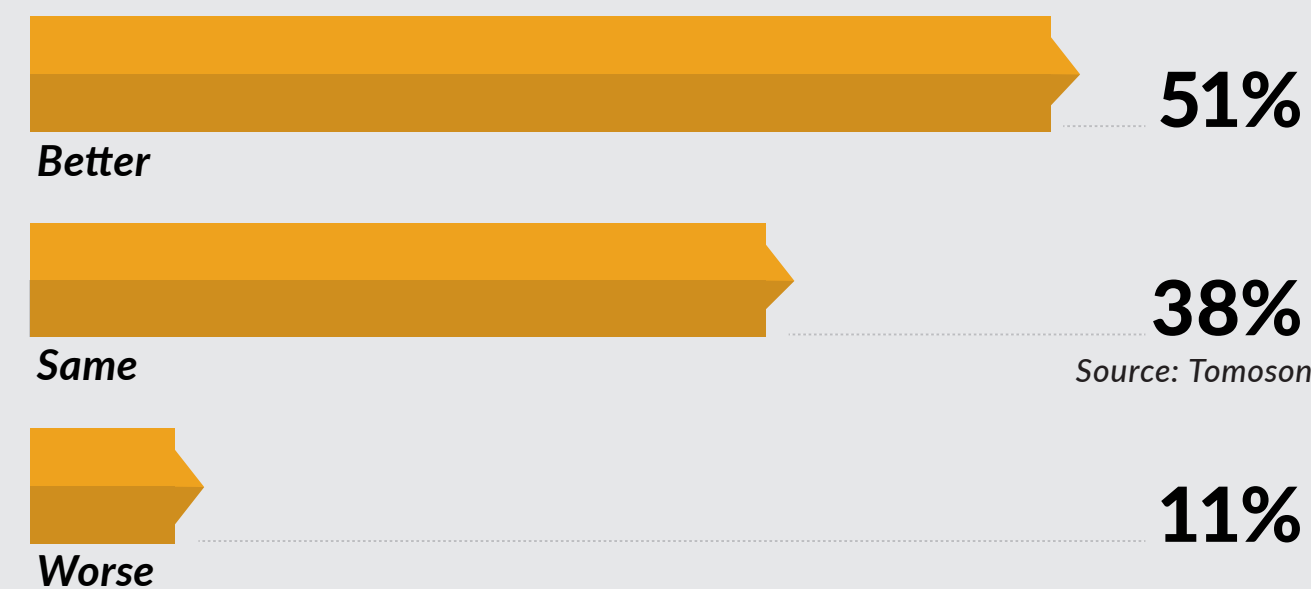
A report on Tomoson.com shows that the influencer strategy has a clear ROI for most companies leveraging this tactic. The report shows that companies make \$6.50 for every dollar spent on influencer marketing.

In fact, marketers rate influencer outreach as the single fastest growing channel, beating other “traditional” tactics for driving online engagements such as organic search, email or even paid search marketing strategies.

In addition, the same report shows that 51% of marketers using influencer outreach believe this tactic renders better paid customers than other marketing strategies.

For more details on the effectiveness of influencer outreach strategies, read the Tomoson report here.

quality of customers acquired through influencer marketing



Source: Tomoson

summary

In short, Digital Authority Partners recommends clients devise and execute a highly targeted influencer strategy to promote their content. Digital Authority Partners suggests not only sharing blog posts with influencers but also inviting them to actively participate on a company’s platform by asking them for quotes on new articles that publish. In order to make influencers feel special and share a company’s content marketing articles, companies should work with no more than 4 - 6 influencers per blog post.

strategy #7

Focus on quality, not quantity: Choose high impact, memorable articles – not cheaper by the dozen articles

Traditional marketing best practices suggest that the best way to attract organic traffic is to write and publish lots of articles as frequently as possible.

This is simply not correct.

And it also doesn't provide a return on investment.

For reference, over the course of a year Digital Authority Partners published approximately 24

articles for a client who wants to increase their organic traffic by 300%. This equates to roughly one article every two weeks. Once published, companies should spend most of their time promoting the article on various social channels and through their influencer networks versus moving on to the next article.

Successful strategies focus on the quality of the articles, not the quantity.

Informative, helpful and engaging articles remain

popular and continue to bring in quality leads and customers, despite having been published one year prior, or more.

When writing articles, white papers, blog posts and industry analyses, the goal is to create marketing collateral which is exhaustive in its nature.

The more thorough, actionable and relatable, the more likely it is for an article to stand the test of time and continue showing a ROI.

summary

In short, Digital Authority Partners recommends that their clients focus on creating high quality, actionable articles that speak to a user's needs vs. publishing "cheaper by the dozen" content. Take the time to identify a client's needs, desires and expectations. Do the research come up with a unique perspective. Execute. Promote. Repeat.

At its core, quality articles have the following characteristics in common:



It tells the reader something interesting and actionable (i.e., it solves a problem!)



It appeals to a reader's emotions

It's written in a conversational tone



It uses various reputable data sources to reinforce a point of view

strategy #8

Use controversy and emotion to spark conversations around digital products

In “How to Get Viral: 2 Step by Step Case Studies,” author David McSweeney talks about two stories that garnered enormous online traffic virtually overnight.

In one of the stories an author posted a simple infographic on the effects Coca-Cola® has on the human body. The post’s characteristics were as following (doubling down as effective strategies to create viral content):

1 A quality infographic

2 Share in the right place (Reddit initially picked up on the story and it quickly became a sensation)

3 The infographic touched on an emotive topic (what Coca-cola does to the human body)

4 The message was controversial (Coca-cola is really bad for the human body)

As the case study shows, the blog post wound up with nearly 1,000 sites linking to it and over 375,000 unique visitors – all in less than one week.

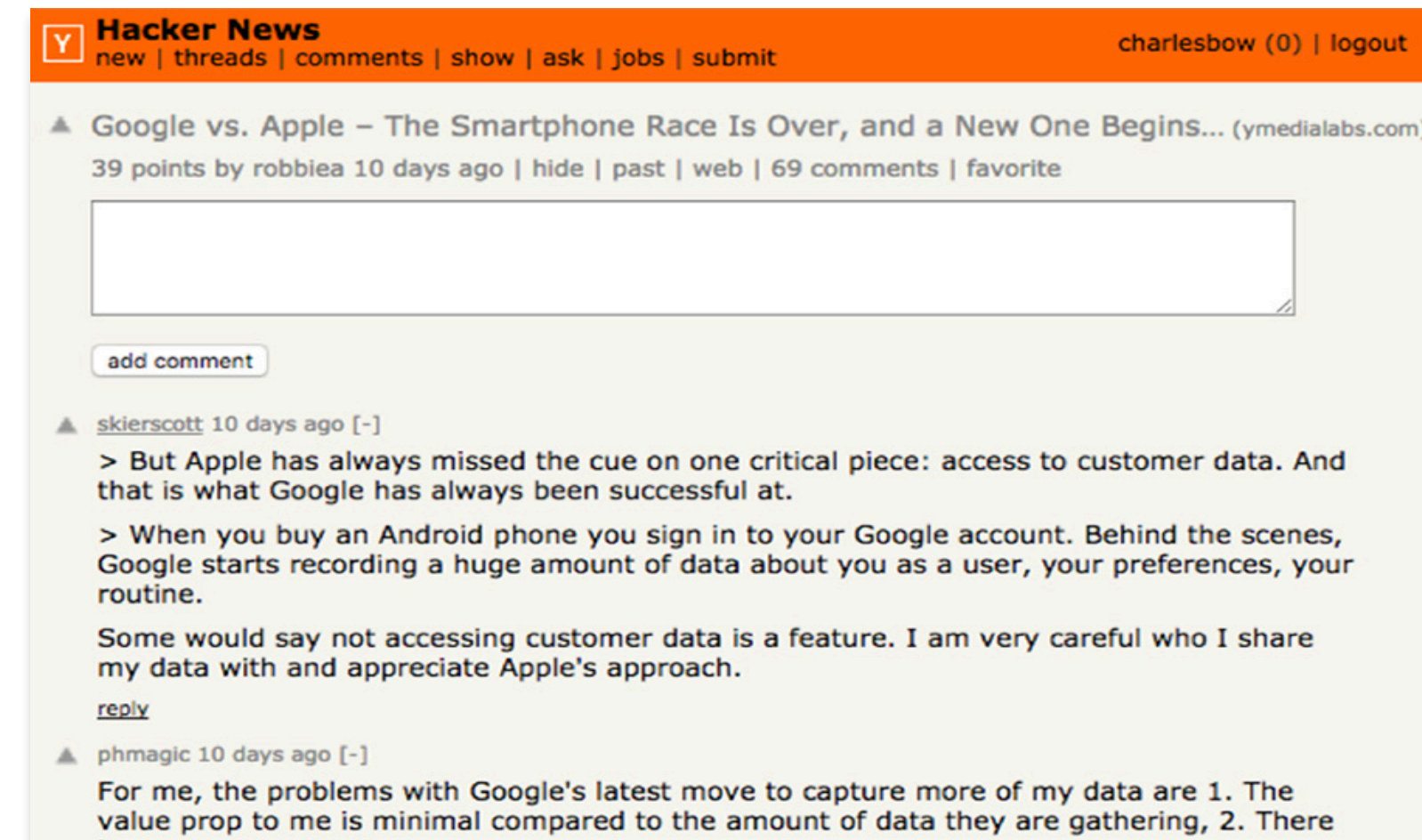
Online marketing is a fight against oversaturation. There is simply too much content served at the same time to today’s audience.

A recent post from a Digital Authority Partners writer comparing Google’s new flagship phone with the Apple® iPhone® 7 Plus had a similar effect (albeit at a different scale and in a different niche).

The title: Google vs. Apple – The Smartphone Race Is Over, and a New One Begins...

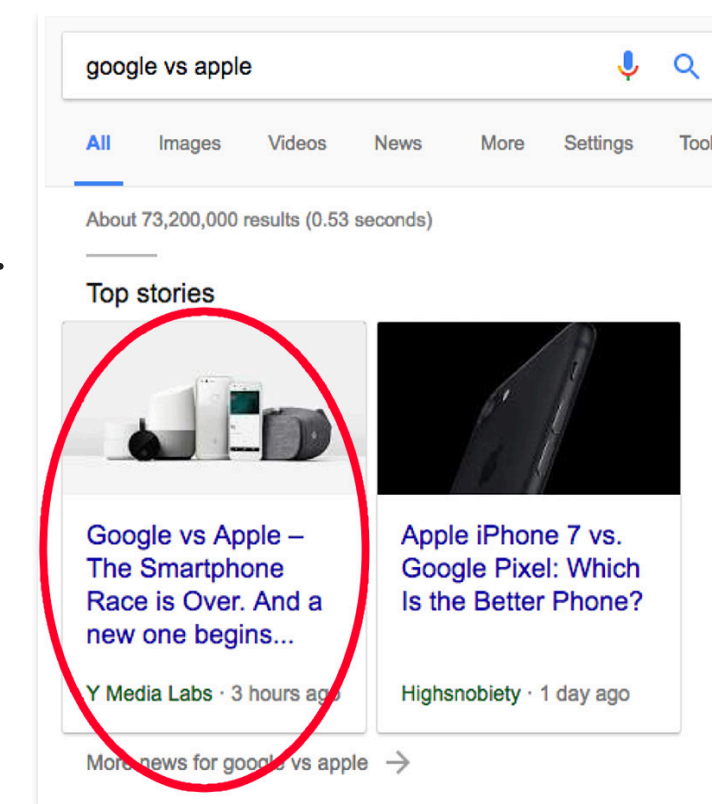
In short, it talked about how Apple’s phones were technically superior to any other smartphone on the market, including Google’s new phone. Yet it made the argument that despite this, Google will win the war of smartphone domination simply because it has access to the personalized data collected by Google via browser history, Android™ phones, location services, Gmail™, Google Calendar™ and other Google products.

Within 30 minutes of publishing the link, the article climbed to page one on Hacker News, getting dozens of comments from its community.



Two hours later, Google picked up the blog post as a “Top story” for users searching “google vs apple,” and ranked the article as the number one search result above all other websites.

This resulted in thousands of direct visits, various blog mentions and a heated debate over whether or not we should praise Google’s access to personal information as a good thing (which was not the original intent of the article, but no one complained about the free publicity).



summary

In short, controversy is known to produce great results for content strategy companies. In the Digital Authority Partners example, the article was not meant to be controversial but users on a popular online community interpreted it as such, driving a huge amount of traffic to our blog post. Taking a strong stance on a topic – combined with a hint of controversy – has a significant impact on the organic traffic to an article.

strategy #9

Create a content calendar, publishing plan and writing style guide – and stick to it

The production, distribution and analytics tracking tied to an article is critical to the overall success of any content strategy.

Data shows that **90%** of companies

creating content use some form of a content calendar to manage, organize and release articles on a predefined cadence.

According to research done by Curata, the following are the best practices used by the most effective marketers in America:

1 Have an internal resource whose job is to oversee the production and dissemination of content

2 Get alignment for the content strategy and publication timeline across teams (marketers, salesforce, social media team, etc.)

3 Create content that can be reused across channels for different purposes

4 Create blog posts for other media outlets to get “do-follow” links back to the original site

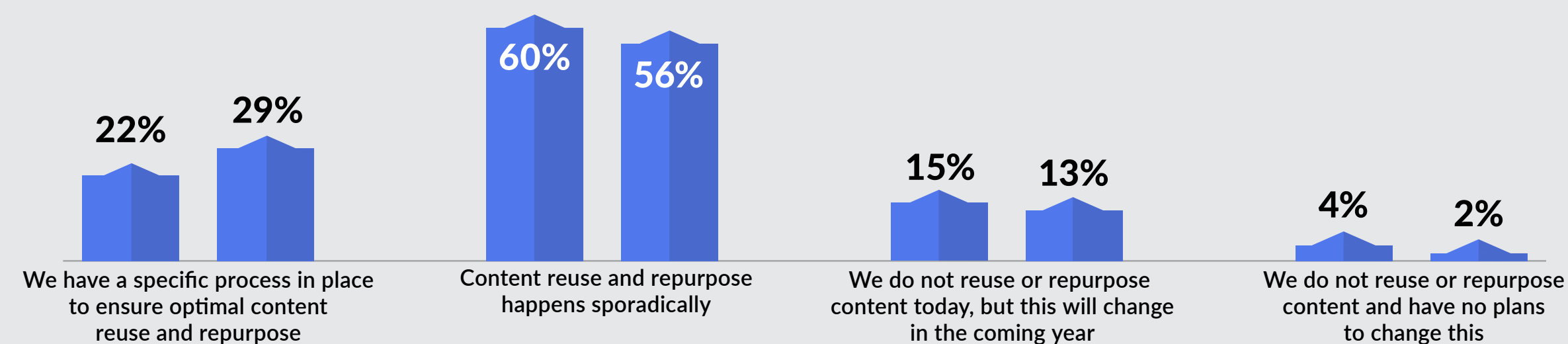
5 Optimize existing content (including poorly performing content and your top performing content that can be updated with the latest trends)

6 Stick to a clear content calendar

7 Define the analytics and KPIs for the existing content

As seen in the responses below, 85% of organizations repurpose the content created for various end goals.

Please describe your process for reusing and repurposing content: (e.g. creating presentations, infographics, and blog posts from a single eBook)



Source: Content Marketing Benchmarks A 2015 Roadmap [New Data]

summary

In short, Digital Authority Partners are strong supporters of creating standardized plans for the creation, publication and dissemination of content across channels. This often requires internal alignment across various teams, reusing existing content for various business goals and creating a series of monthly key performance indicators that a company tracks against. It requires optimizing content that isn't performing well – and even updating top performing content to coincide with the latest trends.

summary

A lot has changed over the last 10 years when it comes to content strategy best practices. **Digital Authority Partners** has been adapting to these emerging trends and Google search algorithm changes in an effort to stay relevant and produce results.

This white paper has covered some of the strategies that Digital Authority Partners uses to produce different, better, more targeted organic traffic to clients' sites.

And it works. Every time. Digital Authority Partners consistently sees clients report significant improvements in traffic and lead generation as a result of applying the strategies covered in this white paper rigorously and by using Digital Authority Partners suite of services (social media, content strategy workshops, PR and outreach services).

No one strategy works on its own, independently of other efforts. Even if a company is not in a position to invest in Digital Authority Partners efforts, they still believe in helping companies become successful and have put together the nine strategies that are guaranteed to

improve a company's organic traffic significantly.

strategy #1

Understand what good content strategy really means and how to build a plan to execute it

strategy #2

Create long-form articles that are in-depth, informational, and produce clear value for a specific audience

strategy #3

Create original visual content for all content marketing assets

strategy #4

Learn the fundamentals of reader engagement best practices - then measure, track and optimize

strategy #5

Master the secrets of "on page

SEO" best practices to help Google service your content on the first search results page

strategy #6

Create an "influencers strategy" for niche to help disseminate, promote, and amplify content's reach

strategy #7

Focus on quality, not quantity: choose high impact, memorable articles - not cheaper by the dozen articles

strategy #8

Use controversy and emotion to spark conversations around digital products

strategy #9

Create a content calendar, publishing plan and writing style guide - and stick to it

You may ask - if you're giving away your process why would a company work with you? And is it 100% guaranteed to get results if we follow these nine steps?

Following these strategies, one by one, will absolutely produce results. We see it all the time. We have clients that come to us and get 10 viewers per blog posts and we get them to 1000 views with the first article we create for them. Or clients that go from 1000 to 100,000 monthly visitors after one year of engagement with Digital Authority Partners.

But at the end of the day, we see that most companies often struggle with finding the right talent and putting together the teams that can execute on these strategies effectively. That

requires very experienced copywriters who write with SEO in mind. It requires SEO experts who can implement on page SEO strategies in WordPress or other content management systems. For the process to work, a company must have access to great business analysts, designers, marketers and even product managers who can create an entertaining digital experience that pays off.

Above anything else, this strategy only works when companies have nimble, agile, informed and resourceful marketers with a large network of influencers who can help promote the content to the appropriate audiences.

If a company is struggling in any of these areas, Digital Authority Partners can help. They do free assessments for all prospective customers without an obligation to buy.

Discover how Digital Authority Partners help increase your company's traffic and leads today.

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