

Blogs, Articles and Pillar Content

GROW YOUR YOUR COACHING BUSINESS

**AND PERSONAL BRAND
WHAT TYPE OF CONTENT SHOULD YOU CREATE?**



WRITE!

**Develop Your
Content Strategy**

WRITE!

Blogs, Articles, Pillars

Types of Content

This is all about Delivery

WRITE!

Pick a Content Format

For your content to rank in search and be popular, align with what people want, choose a content format that is already ranking for your topic.

WRITE!

Pick a Content Format

- Reviews
- Guides
- vs. posts – comparisons
- How-to – videos are popular
- Tutorials
- Definitions
- Listicles
- ...and of course, Articles & Blogs



Articles & Pillar Content

What is a Blog?

Originally “Weblog”, included a series of items, eg posts, ordered by date.

Then it came to mean an individual post.

A person is shown from a top-down perspective, typing on a laptop keyboard. The scene is dimly lit, with the primary light source being the laptop's keyboard backlighting. The person's hands and fingers are visible as they interact with the keys. The background is dark and out of focus.

Articles & Pillar Content

What's the difference between a Blog and an Article?

- Length
- Formality
- Purpose
- Search



Articles & Pillar Content

What's the difference between a Blog and an Article?

Topical Blogs - around 400 - 500 words, minimum 300

Other types of blogs can be 1,000 – 2,000 words eg Listicles

But at some point that's really an article!

Blogs and Articles – different naming conventions



Blogs

For staying in touch.

Articles

For information on topics that make a difference to your business.

For search success.



Blogs

Tend to be about topical subjects that your followers – fans – tribe – will be interested in – What's Top of Mind?

Typically more casual and informal in style

Tend to be shorter

They're about staying in touch and nurturing



Blogs

Tend to be about topical subjects that your followers – fans – tribe – will be interested in – What's Top of Mind?

Keep your list warm (nurture emails) and your fans engaged

Post to your social platforms, encourage engagement

A person is shown from a top-down perspective, typing on a laptop keyboard. The room is dimly lit, with the primary light source being the laptop's screen and keyboard. The person's hands are visible, and they are wearing a dark-colored long-sleeved shirt. The laptop is open, and the keyboard is clearly visible. The background is dark and out of focus.

Articles

More in-depth information

On important topics ie relevant to your business and of interest to your ideal client

Find and use important keywords that you can rank for

A person is shown from a top-down perspective, typing on a laptop keyboard. The room is dimly lit, with the primary light source being the laptop's screen and keyboard. The person's hands are visible, and they are wearing a dark-colored long-sleeved shirt. The laptop is open, and the keyboard is clearly visible. The overall atmosphere is focused and professional.

Articles

More in-depth information

Don't write several articles on a key topic

Just one main website article per important topic, so you don't compete with yourself on Google

Pillar Content

Longer content, more in-depth, to reinforce your brand

- Longer articles
eg 4,000 words +
- Video
- E-book

Can be repurposed depending on where you're using it.

Pillar Content

The “Pillar Method” content strategy works like this...

Create the all-encompassing guide on your topic

Just start with one

Pillar Content

The “Pillar Method” content strategy works like this...

Only one main article or piece of pillar content per topic

Don't dilute your message
Don't compete with yourself in Google

Pillar Content

The “Pillar Method” content strategy works like this...

Publish your pillar content on your primary platform – your website

Link to it from your social media accounts

Pillar Content

The “Pillar Method” content strategy works like this...

Take your pillar content and cut it up into smaller,
shareable pieces of content

Share on all your social channels
except your website unless you make content non-indexable or
canonicalized

Pillar Content

The “Pillar Method” content strategy works like this...

Re-purpose content into different formats
eg an infographic, video, social channels, podcast

use an easily remembered, shortened link

Link to main article on your website – that’s where
your list-builders and remarketing tags are

Pillar Content

How do you decide on the topics and keywords for Pillar Content?

The intersection of the topics that are core to your business or funnel

The things that your ideal clients are most interested in



Pillar Content

How do you decide on the topics and keywords for Pillar Content?

What topics are people interested in?

What are the important keywords?

What are the keywords you can rank for?

Pillar Content

How do you decide on the topics and keywords for Pillar Content?

Repeat the process again and again

By using the “Pillar Method” for your content strategy, you ensure that every piece of content you post is always on brand

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