







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 ...and of course, Articles & Blogs

- Tutorials
- Definitions
- Listicles





Articles & Pillar Content What is a Blog? riginally "Weblog", included a series of iter

Originally "Weblog", included a series of items, eg posts, ordered by date. Then it came to mean an individual post.







- Length
- Formality

Articles & Pillar Content

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

- Purpose
- Search





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

Articles & Pillar Content





Blogs

For staying in touch.

Articles

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

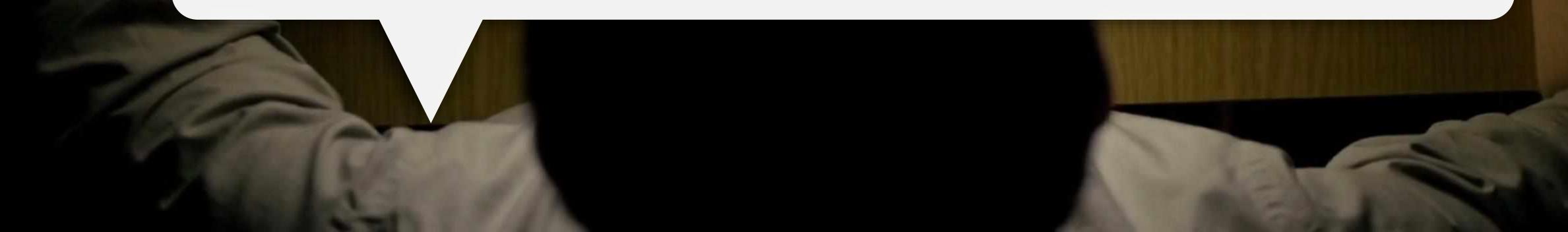
For search success.







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



Blogs

Typically more casual and informal in style Tend to be shorter They're about staying in touch and nurturing







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



Blogs





Articles

More in-depth information



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

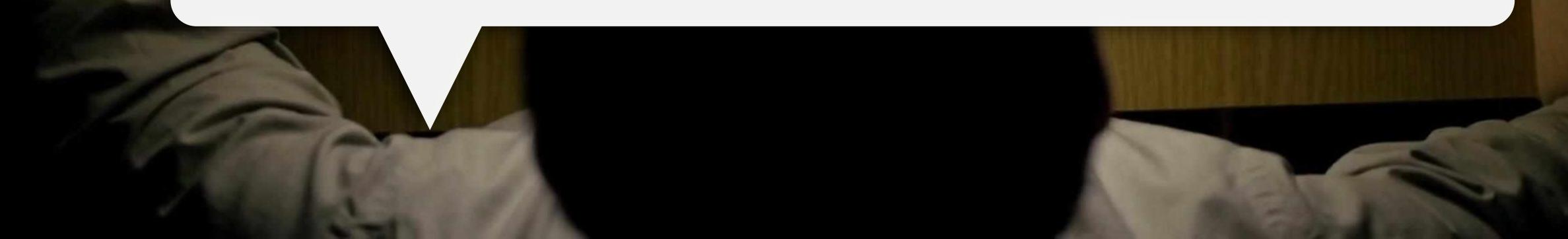
Find and use important keywords that you can rank for





Articles

More in-depth information

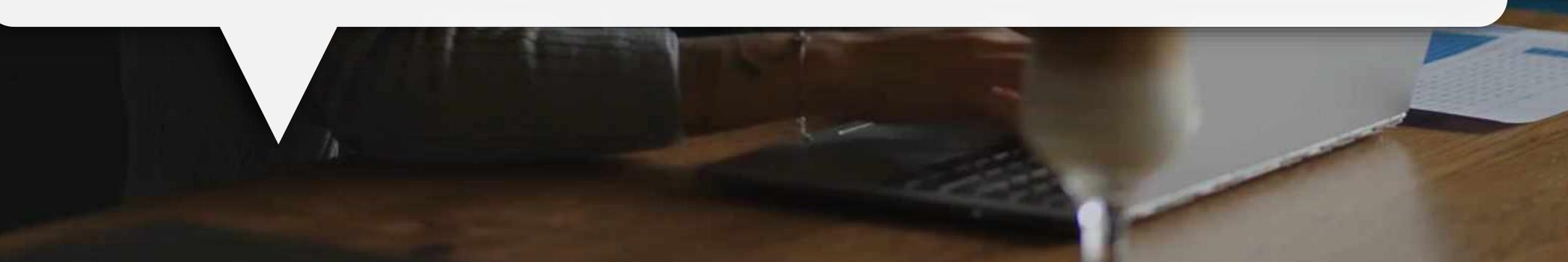


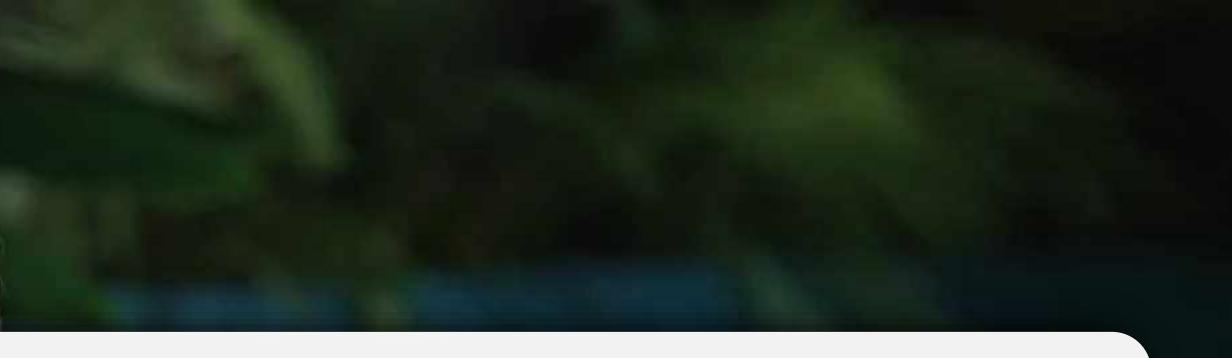
- Don't write several articles on a key topic
- Just one main website article per important topic, so you don't compete with yourself on Google



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.

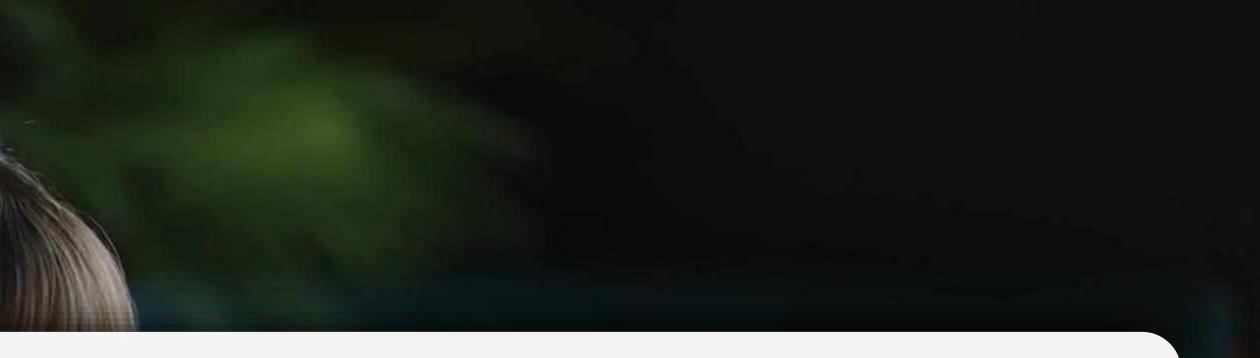


The "Pillar Method" content strategy works like this...

Create the all-encompassing guide on your topic

Just start with one



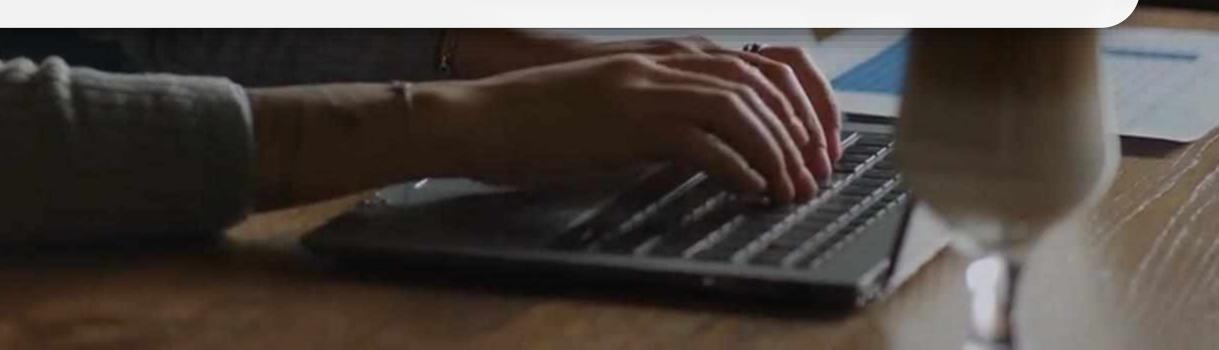




The "Pillar Method" content strategy works like this...



- Only one main article or piece of pillar content per topic
 - Don't dilute your message Don't compete with yourself in Google





The "Pillar Method" content strategy works like this...





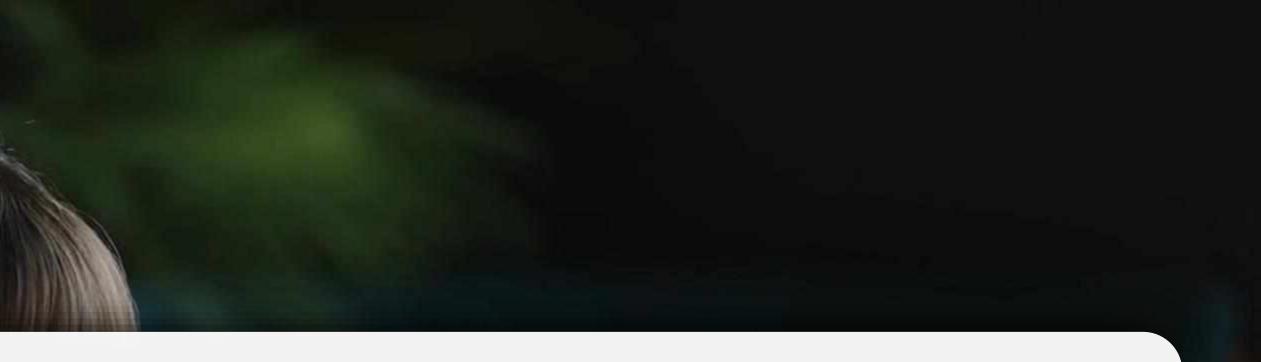
- Publish your pillar content on your primary platform your website
 - Link to it from your social media accounts



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



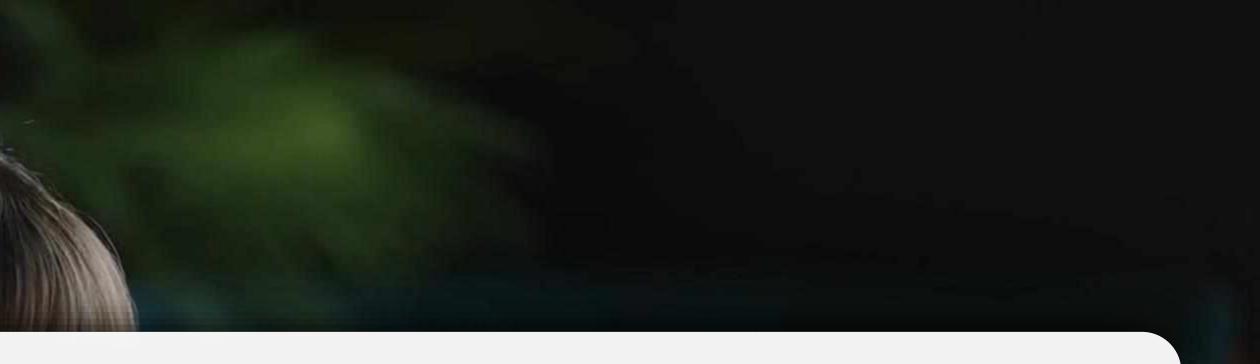




The "Pillar Method" content strategy works like this...

Re-purpose conte eg an infographic, vid use an easily reme Link to main article on your list-builders a





- 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



The intersection of the topics that are core to your business or funnel The things that your ideal clients are most interested in





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



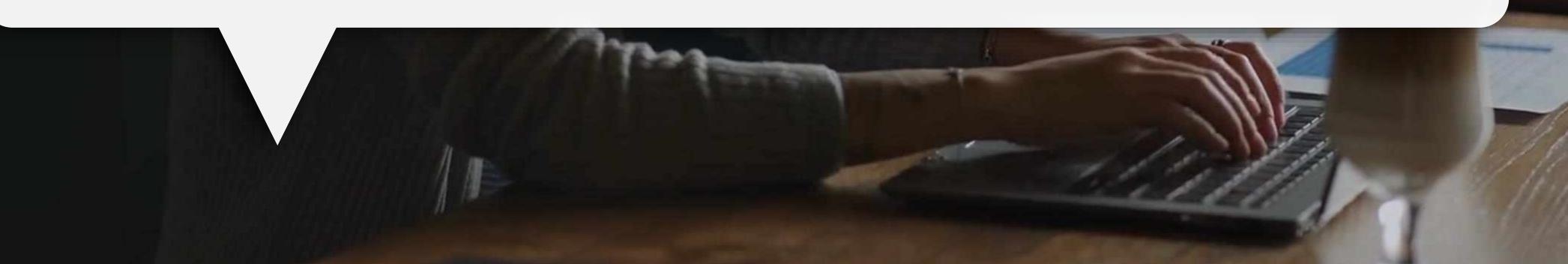
How do you decide on the topics and keywords for Pillar Content?

What topics are people interested in? What are the important keywords? What are the keywords you can rank for?











- 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





