

# Content Skills



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The Internet is full of content. Some content is great and some of it is just good. Some content is mediocre and some is plainly bad – very, very bad.

Web content provides information for those in need of it, entertainment for those want it, inspiration for those searching for it and education for those who desire it.

‘Surfing the Web’ suggests that an internet user steps rather blindly onto the information super highway with hopes that they’ll end up somewhere interesting.

We’ve all been there and done that in our explorations of the web – surfed from one link to the next in search of distraction. But more often – an internet user is on a search for something they want, need or deeply crave.

There is a chasm between those who add valuable content to the web and those who use keyword stuffed content only to suck in as many visitors as possible. Marketers on both sides of this wide canyon would like to profit from their content, but they have different strategies and goals for their efforts.

Marketers that want to build an internet business that is both profitable and adds value to the web as a whole will find that the business they build stands the test of time and provides long term income.

## **The ‘Value Added’ Content Marketer**

The Value Added Content Marketer wants to build web real estate that contributes something of use to the Internet. They know that by creating useful, coherent resources they can...

- 1 Receive free organic search engine traffic
- 2 Earn natural one way links from related websites
- 3 Grow a mailing list of interested readers
- 4 Enjoy repeat traffic
- 5 Build a positive business reputation
- 6 Become known as an expert in their field
- 7 Develop profitable joint ventures



And most importantly – they can profit from it.

## **Focusing On Our Own Web Content**

Let’s differentiate between the content we create to use on our websites and the content we generate to distribute as free reprint articles. This special report isn’t being written to focus on article marketing. Instead we look more to the use of content on our own websites as a tool to attract our target market.

## **Why do we add content to our websites?**

Whether we are selling a product, offering a service, promoting an affiliate program or otherwise, it is our intention to meet internet users on the way to their desires by providing content related to their interest. Then we look to profit from this moment of connection.

Let's look into how you can develop your Content Skills...

## **Let's Dig Into the Attributes of Value Added Content.**

**A significant portion of your web content should be original.**

There are many Value Added Content Marketers who have built websites almost entirely with free reprint articles. While there isn't anything wrong with creating repositories of quality information and profiting from it, this approach will not win you long term followers.

Search engines know when you have original content and when you are using content that exists elsewhere. There is growing evidence that preference is given to websites that contain more original content.

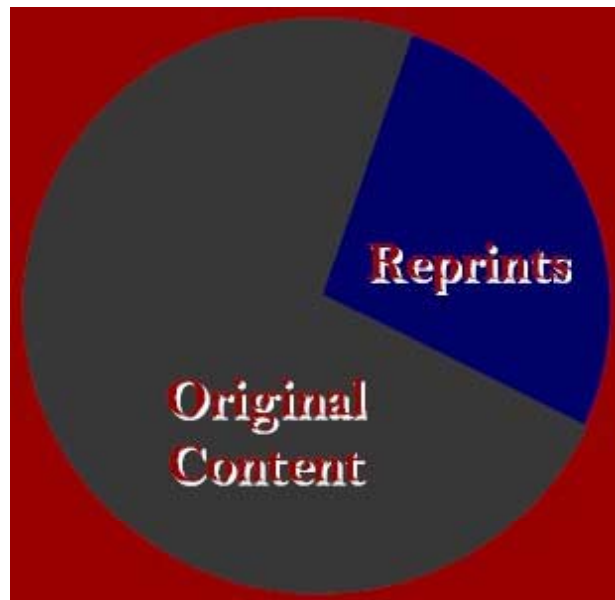
Not to mention – if your goal is to establish yourself as a resource of value; your readers will expect you to express your knowledge and original opinions.

### **Is there a place for Free Reprint Articles?**

Sure there is.

If you find high quality content that shares the information you want your target market to benefit from, by all means use it on your website.

You can keep the focus on you and what you have to offer by creating article introductions and closing comments, positioned above the article title and below the author's resource box. So long as you maintain the proper live link to the author's website this is perfectly acceptable and a great way to



show your reader that you have read and personally approved on the content that you're sharing.

**Good content is interesting and recommended by others.**

The content that you create for your web visitors won't be seen by very many if you cannot compete for rankings in the search engines. Heavy weight is placed on the number of relevant sites that link to yours.

The better your content, the more owners and managers of related websites will link to you and the higher you will rise up in search engine rankings for appropriate keyword phrases.

When you add content to your website, take an honest look at it and ask this question:

Will someone read it and think 'so what?'

**Sometimes content is controversial.**

Controversy and strong opinion will get people talking and in this Web 2.0 world that we live in, a little spice is good for business if it helps you to connect better to your target market.

It's better for a reader to like or dislike your opinions than to be bored by them.



**A portion of content should be timely.**

If you consistently provide timely content, meaning you are relevant to the season and trends, you'll receive more and more one way links.

A great way to keep your content timely is to make use of a writing calendar.

Take some time to do research on how the seasons affect your target market. What are they concerned about at this time of year more than others? Make note of this on your writing calendar.

Also make note of holidays and even look for lesser known holiday and anniversary dates that are particularly meaningful to your market that can create fresh content opportunities for you.



### **A portion of content should be evergreen.**

Evergreen refers to trees and bushes that remain green in the winter. They don't go dormant and continue to provide interesting décor for landscapes all the year through.

Tips and tutorials are great evergreen content.

## **But what if you're not a great writer?**

We are not all skilled at communicating with the written word and if you know this about yourself, don't despair. A successful marketer knows what they are good at and chooses to focus on activities that make best use of their gifts – outsourcing the rest.

There are two kinds of writers that you will want to develop relationships with and they are Sales Copywriters and Content Ghostwriters.

A Sales Copywriter is specially trained to write compelling sales copy. You need these writers for sales letters, product descriptions and other decision laden areas of your website.

A Content Ghostwriter may or may not be trained as a Sales Copywriter but has a main focus in developing interesting content that your visitors will enjoy reading.

### **Learn to Use Ghostwriters Effectively.**

Ghostwriters who specialize in producing high quality web content are quickly multiplying in response to the heavy demand for their services. It's important to take your time and sort through available writers carefully.

Working with ghostwriters can be challenging. First, finding a good ghostwriter is often difficult. If someone comes highly recommended, they are often booked well in advance and not easy to secure for your own projects.

Others who you find on the web without the benefit of a personal recommendation you need to start slow with. Learn about their policies for deadlines and payments.

Always ask to see samples and testimonials. Try a writer for one or two small projects first before engaging them for anything intensive. Do yourself a favor and don't overlook small deadline infractions – reliability and promptness is absolutely necessary.

When you do find a ghostwriter who does good work for you and gets it done on time – hold on to him or her! Consider putting the writer on retainer, promising a certain amount of work each month for a contracted period of time. This will keep you knee deep in fresh content and prevent you from losing the writer to other clients.

## **What are the costs?**

Sales copywriters generally command a premium price with amounts climbing in accordance to their reputation and skill.

How much you pay for your ghostwritten content will vary greatly. You can find article companies that generate content for as low as \$5 per article but the quality will represent the price. When you work with an individual ghostwriter prices are commonly ranging between \$10 and \$20 for a 400 word article.



When you find a writer who captures your voice and communicates well with your target market, it is worth a premium price.

## **Can content be developed from PLR?**

Yes. Private Label Rights content is a powerful resource for the Value Added Content Marketer IF you locate quality PLR providers.

PLR content is usually provided as articles or small reports. You are granted the license to rewrite the content and use it as you wish.

The most common limitation is that you should not claim to have written it yourself (which would be dishonest) and you cannot distribute the content to article directories.

You can however use the content as you wish on your own websites, in your newsletters, auto responders, blogs, etc.

Think of PLR content as starter fluid. You can use PLR content in conjunction with a ghostwriter and have them rewrite the content so that it bears little resemblance to the original article. You still won't want to put your own name on the article but you can publish it to your website like you would a free reprint item and not have to provide an outbound link to an author.

Take PLR articles and break them up into chunks of information, turning 10 articles into 25 individual tips for a special report or a timed delivery eCourse.

## How do you decide what kind of content to offer?

If your website is content based you probably don't need any help with that but if you're a product seller or service provider there can be a real challenge in deciding what sort of text content to provide that will attract your target market and hopefully turn their attention to what you have to offer them besides something to read.

Write about your products and services. I'm not talking about just the product descriptions. Write about their application, putting it into language that will resonate with your target market.



### Picture Your Target Market

Write about your target market's need for your products and services. Ask and answer questions like this:

- 1 Why do \_\_\_\_ need Product A?
- 2 How does Product B help \_\_\_\_ with \_\_\_\_?
- 3 Who benefits the most from Service C and why?

Ask yourself what your target market is thinking about when they come looking for you and provide content on that topic.

#### **For example:**

The cloth diaper seller can provide content about...

- 1 The healthy skin benefits of cloth diapering
- 2 The financial benefits of cloth diapering

- 3 The environmental benefits of cloth diapering
- 4 Cloth diapering how to tips
- 5 Cloth diaper laundry care information
- 6 Travel and cloth diapers

The cloth diaper seller may also decide to provide content on...

- 1 Pregnancy
- 2 Breastfeeding
- 3 New baby care

The last three topics may not directly relate to the product they sell, but they do attract a warm market for their products.

An accountant can provide content about...

- 1 Working with an accountant for the first time
- 2 Small business accounting software choices
- 3 How accountants save you time and money
- 4 Accounts payable tips

The accountant may also provide content about...

- 1 Small business news
- 2 Retirement planning

Again, the last two suggestions are not directly related to the services that the accountant offers but it does provide a resource that appeals to the market they wish to serve.

You will want to first build up content that is most closely related to what you want your visitors to spend their money on – and then feel free to build on with wider circles of content. Just don't stray too far from center and always make a firm connection for readers.

## **How to incorporate content?**

Build content into your website naturally.

It is fine to have a section for articles but don't create a list of article titles that link to an article on each page and call it good. This is where you start but not where you stop.

Remember that every page has a purpose and you have added these articles to promote something else – so be sure to use the space wisely.

You can introduce your related products and services or affiliate links through 'Recommended Resources' links at the bottom of the page – or even place them in an inset text box within the article.

Also take a look at the pages where you promote your products and services directly. Create resource sections that link your visitors to appropriate complimentary content for deeper study.

### **Other simple ways to add content.**

A Blog is a great way to add content to your website and allows you to introduce your own ideas in a more casual manner if you want to add some personality to your web presence. (And your visitors can comment on your posts, adding even more content.)

**Blogs**

**Forums**

You can also look at adding a Frequently Asked Questions section to your site if your target market generally has a lot of questions and needs a lot of up front information to make a decision about their purchases.

**FAQs**

Message Boards builds community as well as fresh content into your website.

### **Now it's time to practice your new Content Skills.**

Will you...

- 1 Look for good free reprint content to add?
- 2 Seek out relevant PLR content to purchase?
- 3 Hire a ghostwriter?
- 4 Schedule some time for your own writing?
- 5 Hire a Virtual Assistant to add the content for you?

Whatever your plan, make it a regular part of your business activities and you'll be on your way to more traffic, more subscribers and more sales.

Also check:

- [\*\*YES, You Can Write Your Own Book!\*\*](#)
- [\*\*Underground Sales Letters\*\*](#)

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## **Additional Resources**

### **DO NOT MISS THIS ONE**

[Turbo Membership](#) by John Delavera

**BEST MEMBERSHIP ON THE PLANET – For Internet Marketers**

[The Barking Videos](#) by John Delavera

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