



A SMALL BUSINESS GUIDE TO

# CREATING CONTENT

THAT DRIVES RESULTS

A MARKETING GUIDE FROM  
BIZIQ

# INTRO

In today's online world, how consumers make decisions about the products and services they want to purchase has changed. Gone are the days, when most people would trust an ad they saw on television or open up a phonebook to find a plumber.

These days your customers rely on search engines like Google to help them find information, to research solutions to problems, and to search for someone to fix their broken air conditioner or a burst pipe.


But to show up in customer online search results, you need an effective content marketing and creation strategy that improves your brand's SEO. But where do you start?

## What You Will Learn

This guide will go over everything you need to know so your business can leverage content marketing to drive real results that impact your bottom line.

- Why Content is so important.
- What you need to create great content.
- The types of content your small business should focus on.
- How to pick great topics your customers are interested in.
- How to come up with compelling headlines.

Then we'll tie it all together and tell you where to go next to maximize your SEO and take your rankings to the next level.



**WE CAN  
THROW YOU  
THE BALL. IT'S  
UP TO YOU TO  
SCORE THE  
TOUCHDOWN.**

# WHY CONTENT?

You've probably heard or read that "content is king," or that you must produce "10x content" to compete online. It might even be getting a little old. If your marketing has previously focused on your product features and what services you offer, you may wonder why content is the right approach for your organization's marketing.

But why are so many marketers excited about content as an online marketing strategy?

Two reasons:

## 1. Content is the Cornerstone of SEO

SEO (search engine optimization) uses keywords and phrases to boost your site's visibility in search engine results.

- When you create SEO content, you use the same words and phrases your customers will use when looking for information.
- Using relevant keywords and phrases -long tail keywords trigger the search engine algorithms so that your site shows up in search results.
- The higher your site on the search engine results, the more likely your customers will be to click on the link, driving traffic to your site.

Developing content that utilizes effective keywords and phrases targeting your customers' needs will help ensure that you get the right kind of traffic to your site.

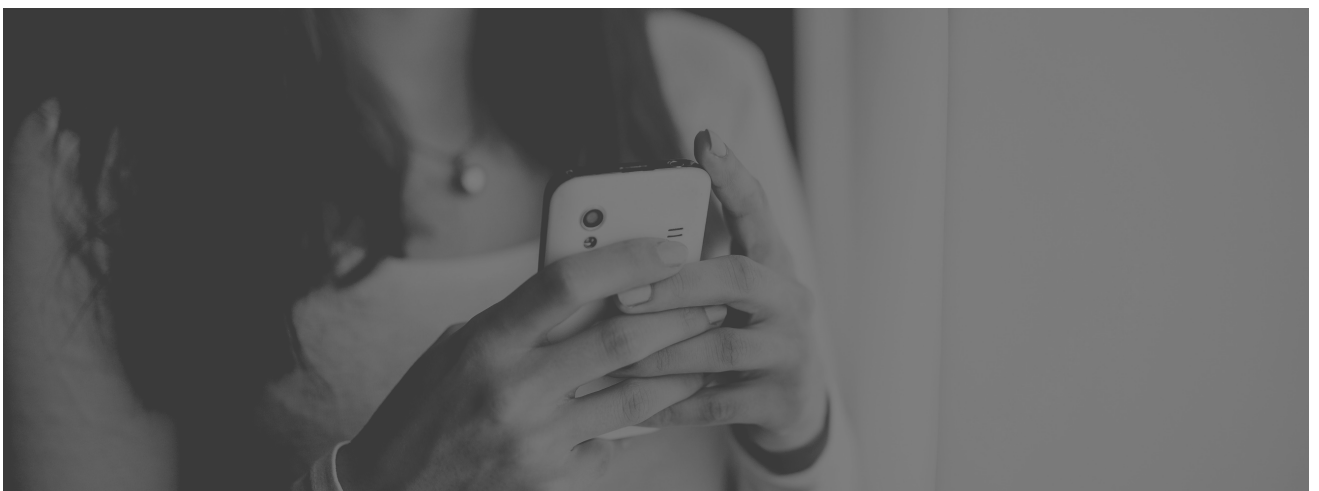
# WHY CONTENT?

## 2. Content Provides Relevant Information to Your Customers

Along with boosting the visibility of your site, content is about informing your customers.

- When customers use search engines, they are looking for information. They may have a question, or they may be looking for a specific product or service.
- Your content is used to answer customers' questions or explain how your products and services can fill a need they have.
- When you use content effectively, your customers will start to trust that you have the information they need.


Creating content that educates your customers and answers their questions will help them trust you and build a strong relationship with your brand.





# HERE'S WHAT YOU NEED

## TO CREATE GREAT CONTENT



What is Great Content? When it comes to creating great content, or “10x” content, it really all boils down to making your content clear, relevant, and targeted to what your customers want to know, what your business provides, as well as where you and your customers are.

### **1. Identify and Know Your Audience to Insure You are Found**

It is crucial to first identify your target audience. Otherwise, you will be ineffectively ‘shouting into the wind.’ How do you do that?

#### **➤ Talk to your customers directly**

Identify their age, gender, economic and personality characteristics.

#### **➤ Talk to your sales teams**

Get their sense of the “voice of the customer.” What distinguishes and motivates them?

#### **➤ Look at your current Social Media platforms**

Review the insights that they provide about those people who have engaged with you.

#### **➤ Use Google Analytics**

Study the information available regarding your website.

# CREATING GREAT CONTENT

## 2. Understand Your Core Unique Selling Proposition

Make sure that you can codify your essential mission so that the content created matches what you offer and what your potential customers are really interested in.

## 3. Keywords, the Key to Being Found

Determine, through research, the terms that are relevant to your business and more importantly to the search intent of your customers.

### ➤ Create a list of keywords and phrases

Brainstorm and make a list of all the descriptive words and phrases that apply to what your business does.

### ➤ Additional Keyword Research

Do additional keyword research by using a source that will help you determine the relevance and popularity of keywords, so you don't have to use guesswork, such as: Google Keyword Planner. You can also simply type your services, products, or common customer problems into the Google search bar and discover keyword ideas.

### ➤ Use the Keywords In Your Content.

But be careful not to stuff keywords or use the exact same terms too many times on a page or in a blog post.

### ➤ Hire a Professional

Work with an SEO agency or search professional to make sure you are optimizing the use of keywords in your website and other communications.

## 4. Apply the Keywords Locally

Consider the intent behind the keyword, not just the keywords. You want to be found locally, so make sure you apply a geographical statement such as a city or zip code to make the search relevant. If the term is universal, such as "shoes," you'll find yourself competing against all the world, including big companies like Amazon, Walmart, and Target.

# WHAT KIND OF CONTENT **SHOULD** **A SMALL BUSINESS** CREATE?

When you think about digital content, many things probably come to mind. In addition to content on your website, you may think of blog posts, social media, emails, and many other ways that an organization can share information with customers.

**For your content to be more effective, it's a good idea to focus on specific kinds of content instead of trying to do everything.**

Narrowing your efforts can help ensure that you reach your target audience and create compelling content regularly.

**So what kind of content should a small business focus on?**

## **1. On Page Copy and Blog Posts**

The content you put on your webpages and the content of your blog posts are the two most important types of copy your small business can create. Why?

### ► **Rankings**

Your on page copy and blog post content are what drive rankings. Remember SEO and content go hand in hand.

### ► **Conversions**

When your content shows up in customer searches, it helps increase traffic to your website and drive conversions.

For example, **we saw a 433% increase in our organic traffic from Google search from blog content alone!** And that traffic boost meant we saw an uptick in conversions and revenue as well.

# WHAT KIND OF CONTENT SHOULD A SMALL BUSINESS CREATE?

## 2. Guest Posts and Press Mentions

Guest posts and press mentions are essential for earning backlinks and positioning your brand as an authority or thought leader. Just like SEO and content are linked, so are backlinks and authority.

### ► **Authority**

When your website or blog has a high authority rating, more people want to link to your content.

### ► **Backlinks**

The more backlinks your content earns, the more people and search engines will view you as a thought leader.

However, these strategies are only effective if you have a strong foundation of content on your own site. Make sure your on-site copy and blog content are working well first before you add link building strategies like guest posts and press mentions, or hire a professional to help you.

## 3. Customer-centric Content

Your content should be written for your customers and not for search engines. Achieving a high ranking in search results may make your site more visible, but it's the content that brings people to your site.

### ► **Remember SEO is people.**

# PICKING GREAT TOPICS

Once you know that you want to create marketing content on your site, the next challenge is picking topics for your website. Like everything else in content marketing, there are ways you can make sure that your content topics are the right choice to drive traffic to your site.

## Match Your Customers' Voices

No matter what type of content you're creating, whether it's a webpage, a new blog post, or an Ebook, **make sure you write it like your customers speak.** That makes your content more readable and helps build a strong relationship with your customers. But how do you do that?

## Find Out What Your Customers Are Asking

Find out what your customers want and need to know from you. **Look for ideas by searching online forums**, social media groups, and anywhere they hang out to ask questions or discuss things related to your industry, or theirs online. That way, when customers have questions, they will find the answers on your site.

## Some popular places people ask questions include:

### ➤ Reddit:

People discuss and ask questions about specific topics called subreddits.

### ➤ Quora:

People post questions and anybody can answer them.

### ➤ Twitter Chats:

Look for # and the topics related to what you do.

It takes a bit of research to find out what your customers need to know, but the result is worth it to drive traffic to your site.

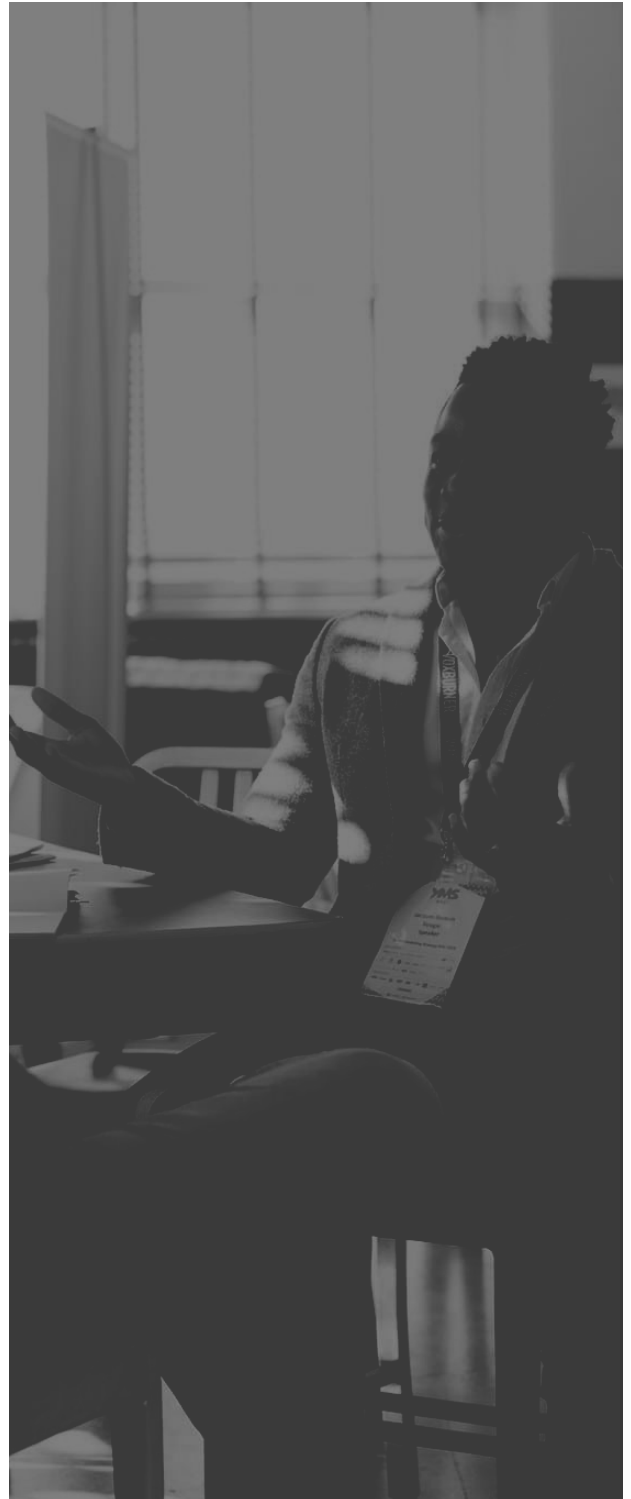
# PICKING **GREAT TOPICS**

**Another way to pick valuable topics for your content is to ask your customers what they want to know.**

**Here's how:**

- **Ask your customers directly**
- **Ask your employees** Your employees probably know what types of questions and problems customers have.
- **Conduct surveys.** Use your email list to send out an online survey, or ask readers of your blog or visitors to your website if they will opt in to fill out a survey via a form on your website.
- **Create content out of the FAQs you collect.** Instead of creating a static FAQ page, use one question a week and answer it in depth on your blog.

By speaking in the same voice as your customers and crafting content based on their questions, you will attract more new customers to your site.



# PICKING **TITLES** WISELY

You probably scroll past dozens of links every day without clicking them. It's also likely that you're not clicking because those links have boring or irrelevant titles. To help you avoid falling into that trap with your own content, let's examine four methods for improving your titles.

## **1. Make Your Titles Engaging.**

Titles should immediately engage the reader. Why?

➤ **Because 80% of people read the headline, but only 20% read the copy.**

For instance, Roofs in Winter does not speak to the reader at all, but titles like Five Signs Your Roof Needs Maintenance before Winter directly address the reader and add a sense of urgency.

➤ **Common formulas for engaging titles include using questions that begin with how, why, what, or when, and numbered lists.**

## **2. Don't Forget Keywords and SEO**

You should also consider SEO when writing your titles.

➤ **Make sure you include your primary keyword or phrase in your title.**

For example, if someone searches for "winter roof maintenance," the title Five Signs Your Roof Needs Maintenance before Winter will likely perform better than Roofs in Winter.

# PICKING **TITLES** WISELY

## 3. Your Titles Should Be Specific

A vague title will have a hard time drawing readers in; therefore your titles should be specific

### ➤ And tell readers what your content will offer

For example, take these two titles:

### **Fall Fashion vs. 10 Ways to Update Your Wardrobe for Fall**

Both articles might have identical content outside of the title, but

### ➤ **10 Ways to Update Your Wardrobe for Fall** is much more specific.

➤ Additionally, unlike Fall Fashion, the title, **10 Ways to Update Your Wardrobe for Fall** lets readers know exactly what the article contains and how it can help them.

## 4. Don't Be Afraid to Change Your Titles

➤ **After you've posted your content, track how the post performs.** Views are an indication that people are clicking on your titles, and a lack thereof indicates the opposite.

➤ **If a title isn't working, update it.** Combined with doing your best to write good titles in the first place, this will give your website the titles it deserves.



# WRAPPING IT UP

By now, you know that having great content-- content that's meaningful, engaging and customer-focused that also shows up at the top of search results, is essential in today's digital world.

- Remember quality always beats quantity. So, take the time and plan ahead.
- Creating consistent quality content is time consuming, but worth the effort, so stick to it.

## The Benefits of Content Are Far-Reaching

Indeed, the benefits of content are far-reaching. Being found online—and found fast—makes a huge difference in the success or failure of your business.

From SEO to conversions, content impacts every step of your marketing funnel.

**1. Awareness:** It starts with awareness on your website and all media channels.

**2. Consideration:** The awareness stage proceeds to how your product or service is considered and evaluated.

**3. Conversion:** And finally, the purchase or close when your leads convert to become customers.

**4. Loyalty:** But it doesn't stop after you get the sale. You want to keep your existing customers delighted and engaged, so they remember you and come back again and again.

**5. Advocacy:** Moreover, by creating retention focused content, some of your loyal customers will become your brand ambassadors. These are the people who leave great reviews, rave about you on social media and tell all their friends and family about you.

# WRAPPING IT UP

## **If You Choose To Do It Yourself**

Depending on the time, talents and abilities available, you can create content yourself, or you can find a capable agency.

If you choose to do it yourself, then be authentic in your messaging and tone of voice.

Put your own personality into the communication, just as you do so in the daily operation of your business. Let your customers get to know the real you.

## **If You Need Help, Find a Content Agency**

If producing great content is beyond your time and abilities, hiring a content agency can help you.

They can take the weight of this important staple of marketing off your shoulders, giving you time to focus on the other essentials of your business.

Take care to choose an agency with fantastic reviews. And find one that has experience working with small businesses.

Look at the work they do and their current clients to find the right fit for you and your budget.

# QUESTIONS?

WE HAVE ANSWERS!

VISIT **BIZIQ.COM/CLAIM-OFFER** TO SCHEDULE A NO COST STRATEGY SESSION & COMPETITIVE ANALYSIS. NO PRESSURE, JUST GREAT ADVICE FROM ONE SMALL BUSINESS TO ANOTHER.

OR

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