

Content Is Queen, & Google Is King & *The King Loves the Queen*

**Easy and Essential
Content Strategy**



Beverly Taylor

Content Is Queen, Google Is King & The King Loves the Queen

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Content Strategy**

**Welcome to the
Holistic Hub
by Beverly Taylor**

Content is Queen, Google is King

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I. Introduction to Your Content Creation Strategy

A. What is 'Content' and Why is It Important?

'Content' is the marketing and educational words that companies write and post for public viewing. More recently, content also includes images and videos, especially their file names. If you notice, large corporations are beginning to write more and more information on their websites and social media marketing. In fact, **30% of large corporations' marketing is now content marketing.**

Some corporate examples are: Legos (about half of their income comes from content marketing), Forbes (who has approximately 3 million webpages of content), Huffington Post, Yahoo home page, Adobe, Williams Sonoma, Examinar.com, and more.

Why would they do this? Because it **ultimately brings in more sales.**

Corporations provide content because not only do readers like the information, but **Google rewards websites that have a lot of quality, unique content.** Among other criteria, **Google ranks websites higher if they add new content on an ongoing basis.**



If Google is the King, the Content is the Queen. And, the King loves the Queen!

There is a tongue-in-cheek internet marketing term called "Google Love", which describes a website or page that essentially gives Google's search algorithm what it wants and how it wants it. You want your content marketing to get lots of Google Love!

How can a small business do the same as the large corporations? This ebook explains how to do what's essential, both easily and effectively.

B. To Whom Are You Writing?

You have **two audiences**: the **search engines** (such as Google) and the **human reader**. You must factor in the needs for each of these two audiences. They both have somewhat similar needs, which is helpful.

Quality content is important for the human reader. From the perspective of a search engine, it can't read your content with full comprehension as a human can. It can't really tell if it is quality or not, but it can guess the quality level based on many factors. It can measure metrics such as grammar, sentence structure, unique content, etc., but it doesn't really know if you're writing poor information or if it is the most scientifically backed piece of content. The **search engine algorithms do determine the uniqueness and also strive to determine the quality.** The search engines are very important to you as they help people find your content. So you still need to address the needs of both audiences.

C. Understanding Different Aspects Of Content

When you are creating a successful website on the internet, you will soon find out that content is going to be one of your top priorities. If you can create **unique content** that people will enjoy, it will allow you to rank higher in the search engines, and also get followers that will want to listen to your every word. There are different ways to create this content, some of which are extremely cheap, whereas others are more expensive. Let's define a few of the aspects of content creation for your website which includes **content curation**, creating **quality content**, and what is known as **authoritative content**.

1. Understanding Content Curation

“Content curation” is a way of **creating content using other people's information.** By referencing different sources of information related to your website, providing snippets of each article, with a link to the original source, you can create very unique and stylized articles for your website or blog that people will enjoy reading every day.

Content Creation is the process of research, aggregation, analysis and organization of web content and presenting it in a meaningful, coherent and organized way. It is usually done based around a particular topic, or niche.

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Content curation suggests that it is carried out by a real person, a human being, rather than by a piece of software or service. That in turn suggests that the human being is a Curator, usually an expert in the field being curated. Due to the vast amounts of data available, and being constantly created every day in huge volume, the task can be time consuming and difficult. But, there are ways to make it easier and faster.

2. Creating Quality Content

To create quality content, you simply have to know how to write. By writing entirely from your own ideas or researching information on the web that you rewrite, you can create very unique content that will rank well on the search engines. Google is especially interested in high quality, unique content. If you have subscribers, they will also be more likely to continue receiving your emails because of the content that you create.

3. Authoritative Content

Authoritative content is content that you create that will be trusted by those that read. By providing information and advice on topics related to your niche, if it is relevant and helpful material, they will consider what you write to be authoritative and will appreciate everything that you produce. This is crafted in the same way that content curation is done, allowing you to generate unique and well-written articles and posts.

4. What's Important About Content Strategy For You?

By using these three simple strategies for making all of your content for your website, you'll start to see your rankings increase, and your subscribers will most certainly stay.

Every business, entrepreneur and organization needs to produce and publish content. Creating new content by yourself can be difficult and time consuming. So acting as a Content Curator is a viable alternative. Instead of producing the content, curating it is an easier (possibly) option.

There are many different types of content including; articles, blog posts, sales copy, ad copy, ebooks, short reports, Twitter tweets, Facebook posts, Google + posts and the list goes on.

5. What Does This Mean in Terms of Your Reputation?

A large amount of quality content presents you as the expert, the trusted source, the one that is ‘in the know’. Gaining this reputation is very valuable as it adds to your brand and builds your “social capital”.

II. SEO and Authoritative Quality Content

A. Content Strategy Overview

If you have a small business, and you are considering all of your search engine optimization possibilities, one of the most confusing aspects of SEO is in regard to on-site tactics, specifically with content strategies. Most people understand that unique content tends to be best, but there are always questions about outbound links, content curation and how often to make posts. Here we will look at all three of these aspects, providing you with a roadmap for proper content delivery on your website or blog.

1. Outbound Links

Thinking from the perspective of someone visiting your website, if you are linking to authority sites that are discussing information that you are talking about on your post, this is going to help the reader learn more information. From the perspective of Google and other search engine algorithms, it is also showing that you are trying to provide relevant content, and because of this, it will improve your rankings on the search engines.

2. Content Curation

Content curation is not only about creating unique content for each post that you make, but also posting information that you have found on other relevant websites. In recent months, **adding small snippets of content from other websites that are directly related to what you are posting about has actually been helpful in maintaining, or achieving, high positions on the search engines.** In the same way that an outbound authority link is useful, these small snippets of related information can also help with your ability to rank.

3. When Should You Post?

Intervals of posting really depend upon how long you have had the site. **If it is a brand-new site, you should only post once or twice in the first week. Subsequently, you can then add a post every other day.** From the perspective of the search engines only, older sites will probably have daily content added simply because they are established. Younger sites will have much less content to offer, and thus fewer posts. By following this pattern for posting, you should motivate the search engines to not only spider your content, but rank your website much higher.

The combination of adding unique content, along with curated content, authority outbound links, and proper intervals for posting will give you an advantage over most other people that are trying to rank in the search engines. **The idea is to look as natural as possible, as well as helpful,** for visitors that may find your site. By using this combination of strategies, you are weighing the odds in your favor of achieving higher search engine rankings for your website or blog.

Keep in mind, however, that the algorithms will always continue to change and will be looking for different things each month. That is why it is so important to change your strategies from time to time, making it possible for you to rank several of your website posts or pages at any given time, regardless of how the algorithms change each year.

B. Quality and Authoritative Content Counts for SEO

When you are optimizing a website for ranking on the search engines, it is very important that you have good content on you site that zeros in on the key search term like a laser. After all, isn't that what people are asking for? The best thing to do is to go to a keyword search tool to choose a keyword that lots of people are searching on and build your site around that, then sprinkle the keyword phrase a few times in the content along with good descriptions of why they need to buy from you today.

Now, the biggest reason that people will find you is not so much in the fact that you were smart in using the right keywords, but that you have enough good links back to your website from real, authoritative blogs, websites and forums.

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The days are pretty well gone where a person could build a series of link farms, with key links back through several dummy blogs and websites, only to generate links. Now they have to be real, from real sites, and be ranked at least at your level or above, and preferably from above.

The reason for this is that it shows Google, or whoever runs the search engine, that the back link is from a true believer in your site, not just a concoction that mechanically looks like it is.

One of the best ways to do this is to become a guest blogger. In order to do this, make a list of blogs where the topic of conversation is similar to that of your website, and go through them and start posting regularly on the blogs. Be sure to have something of value to say, and you probably will, since you are in the same topic area or niche. Be sure and leave your link at the end of your post, like, "For more information, click here." The moderator of the site will either allow it or they won't. Find ones that do allow it.

Just keep at it and pretty soon, you'll have some pretty good authoritative sites linking back to you, which will help your rankings. **These links are all seen as a vote of confidence for your site, and are fairly permanent** so you won't have flaky results.

The more you do this, the better you will become in finding more blogs to post to and spread the wealth about your website.

C. SEO Using Content Strategies

The entire search engine optimization (SEO) process is often misunderstood by a lot of people, which is why they often commit a lot of SEO mistakes that can cost them not only their page ranking in search engines, but also lost traffic volume of possible clients. **SEO can help you direct traffic to your site, but getting them to stay is a whole new different ball game.**

The entire SEO process basically revolves around the idea of getting a good page ranking in search engines by employing certain strategies so that people can find your site easier. The better your page ranking is, the easier it is for readers to find it, the more appealing it is for them to visit your site, thereby increasing the amount of traffic that your site is able to

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generate. However, **if the readers do not find any relevant content in your site, then your efforts to get them to your site would just have been in vain.**

If you want to be able to ensure that you can get readers to stay on your site, you must learn some basic content strategies in order to do so.

1. Relevant content

As mentioned earlier, getting people directed to your site or page is one thing, but to get them to find relevant content and to stay is another. In order for you to be able to generate positive and profitable effects of the amount of traffic that you are able to divert to your site, you need to offer them exactly what they are looking for.

When readers are looking for particular content, they will employ keyword searches on search engines. Once they are directed to your site using those keywords, they expect to find relevant content pertaining to that keyword, so make sure that you have content relevant to their searches. **Avoid using keywords that have no relevance to your content,** but you use them anyway simply to gain more traffic directed to your page due to the popularity of that keyword. This will only result in readers clicking back to their search engines, and not necessarily create any positive effect on your page ranking. Make sure that your choice of keywords would correlate to the content that you are creating in your page.

2. Quality content

Having a lot of pages can help improve the chances of increasing the amount of traffic directed to your site, however, if your site cannot offer quality and relevant content to what the readers are looking for, then the readers will simply click back to the search engine after landing on your site, an act which can have adverse effects on your page ranking.

If this were the case, then the search engines will take note of this, and will perceive this that the readers did not find anything relevant in your content for their search.

3. More content is better

The more content or articles you create about a particular topic or keyword, the more chances you have of getting tagged and linked by other sites, as well as increase your

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chances of answering a user's search for relevant content. Just like fishing, the more assorted baits you have, the better your chances are of catching a fish. One way that you can get the right user, is to offer more content for readers.

Also, the different articles you create and post on your site as well as in other sites can generate a lot of backlinks, which can lead readers back to your site.

4. More pages, more chances

The more pages that you have created in your site, the more chances you have of getting your web content discovered by your possible clients. It goes to follow that more pages gives you more opportunity to increase your keyword density, etc.

One way that you can keep your page volume up is by simply creating new content every week, offering a different perspective, if not new, on a particular topic or keyword that you have on your other pages. This will help improve your chances of making content that has some relevance to what the readers are looking for when they chose to visit your site using the keyword link.

5. Keep content fresh

Creating and posting new content regularly can greatly improve your site's chances of getting recommendations from other sites, especially those that are linked to your site. The more times you offer new and fresh content, the more opportunities your readers searching for a particular content will have on finding one that is relevant to their search.

6. Link building

Building links is also another content strategy that you can employ to help readers searching for a particular content to find your site offering relevant content to their search.

Try to link to those other sites that have similar content, or at least use the same keywords in tagging their site's content.

This way, any user searching in those sites will be directed to your page's similar content, making it easier for readers to find your page.

7. Keyword use

This is one of the more common, but nonetheless important, SEO strategies that you should learn in order to fully utilize the effects of SEO for your site. Make sure that you choose the keywords that will be used all around your site's content, from the title to the body of texts within it. It is important that you place these keywords that you want to be found in your title or tags.

You don't need to put these in every page in your site, but only on those pages that are relevant to that particular keyword. So let's say that the keyword that you decided to use is 'weight loss', make sure that you link it to your site's content that has its focus on 'weight loss' so that when you direct traffic to your site using that keyword, they will come across your site's content about 'weight loss'.

D. How to Use SEO for Your Web Site

Several business owners and web site owners now understand the power of having high rankings in search engines. You get to be visible to millions of potential visitors online, which can ultimately lead to increased sales and income. You can use SEO wisely to become highly successful in the industry you have chosen. Find out more about the techniques and benefits to determine the best ways to market your web site. Here are some guidelines.

1. How the Engines Work

SEO or search engine optimization aims to make web sites more visible, according to their relevance to any given search. Search engines contain programs referred to as spiders, which go to several web pages or URLs to identify the content of the site, as well as look for other links to scan later on. Spiders are also called web crawlers and scan the content of different web sites and pages.

These send the results of the scan back to the algorithm, which will eventually be broken down further to be analyzed. If the spiders go through a link to a new page or site, the links are stored. Other spiders over time will continue to crawl to linked-to pages. More links

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from other sites and pages will lead to frequent crawls and visits, thereby boosting reputation and potential sales.

2. Analyzing the Information

Search engines generally view a combination of more than 200 factors to identify the right pages that must rank for certain queries. Factors include information contained in the web pages or on-page factors like title heading and page content. Off-site factors may also be included. The factors include the words used to link back to you, the reputation of the page linking to you and the duration of time the link has been present. Both off-site and on-site factors determine the search engine rankings.

Have well-written meta descriptions: Since the **description meta tag** is used to provide the text under the **title meta tag** link in search results, you want to write really good ones that contain keywords and accurately describe the different pages of your site.

3. Keyword Relevance

Always choose good and useful keywords that pertain to your chosen topic. Readers can easily find you through the title and content if you include the right keywords and secondary terms that pertain to your chosen topic. Use keyword generating tools and other online programs that will aid you in improving the web site as a whole.

There are plenty of things to understand when using keywords, like the use of plural or singular terms, order of words and head keywords. The words should appear in the vital parts of the article, subheadings or content, but avoid overstuffing the site with these or you will lose credibility.

E. How To Be An SEO Content Writer

Search engine optimization (SEO) is one of the best online strategies and skill that you can learn and employ to get better page ranking in search engines for your site. However, there are some things that you just need help with, such as the type of content you should write about in your page in order to get good, relevant content for readers.

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Creating content relevant to your site for SEO requires a different set of skills, and demands you to perform a few tasks other than just simply writing and posting articles. Here are a couple of things that you should learn if you intend to become an SEO content writer.

1. Learn the SEO process

The first thing that you should learn if you want to become a SEO content writer is how the entire SEO process works in order to be able to create articles that have relevant content to what readers are looking for, as well as create articles that will help funnel and direct readers to the site or page that you desire.

Search engines now focus on both text and images, so the content of your page will receive checking and analysis from search engine crawlers, and if deemed passable, will then get indexed in their database. This is why you need to make sure that your content is relevant and good in order to get a good chance of getting better results with search engines.

2. Use keywords properly

SEO content writers should learn how to use keywords and phrases in getting their content across to the different readers searching for those that are relevant to their search.

Keywords play a vital role in any SEO content since this will help determine whether your created article for that particular keyword or phrase has any relevance to what readers are searching for.

You need to be able to take into account the keywords or phrases that readers will be using in search engines to find the relevant content that they are looking for, so that you can incorporate it into the articles that you will be creating and posting on your site or page. You need to know where to place these keywords or phrases in the article, such as in the title tags, headings, subheadings, and body of the articles, in order to help search engines find your content so it can get indexed in their database.

Aside from this, as a SEO content writer, you should try to avoid overusing keywords wherein you try to flood your articles with the keyword or phrase associated with it. This can only lead search engines to believe that the content that you are creating as spam.

3. Write quality content

The quality of your articles will also play a major and important role on how your site or page will do in the entire SEO process. Keep in mind that if you cannot offer readers relevant content to their searches, they will most likely find it somewhere else, and all of your work in getting them to your site would have been in vain.

Being a SEO content writer limits you to certain rules when writing your articles. In order to avoid certain mistakes and errors, you need to follow certain guidelines that will help improve your site's page ranking in search engines. One example of this is the use of keywords in your articles. The excessive use of such will result in getting your content tagged as spam.

You also need to not only write quality and relevant content for readers, but you must also offer fresh and new content from time to time in order to be able to offer more content for your readers. This can actually also help get your site recommended by other sites, thereby improving your chances of getting more traffic directed to your site.

Also, your articles should be original and engrossing for the user at the same time. Writing an article that readers have read on some other site will not get you good points from them or from the search engines.

4. Research is key

In order for you to be able to write technically about a particular topic in a way that it can actually generate good SEO results, you need to learn how to do research on them. This will help you create content that is relevant and informative for readers.

F. SEO Effect Of Duplicate Content

There are a lot of ways that you can improve your site's page ranking in search engines, unfortunately, not all of them are good. Some people employ certain methods in acquiring a high page rank in search engines, even if these are considered to be deceitful in the sense that they are designed to trick the search engines. One of these methods is actually duplicating web content.

1. What is duplicate content?

Duplicate content in SEO is actually any web content that is considered to be similar to another site. Search engines have actually implemented new filters specifically to monitor these types of deceitful attempts to improve a site's search engine page rankings. Some people think that by creating multiple but similar replicas of their web pages or content, that they will be able to improve their site's page rankings since they will be able to get multiple listings for their site. Since search engines are now monitoring these types of trickery, sites using duplicate content can actually end up getting banned from search engine indexes instead of improving their ranking.

2. What are considered duplicate content?

There are a couple of duplicate content types that are being rampantly utilized by a lot of people, each one a bit different in their use, but all of them employed for the same purpose, which is to trick search engines to get better page rankings.

One way of getting duplicate content is by having very similar websites or identical web pages on different sub-domains or domains that offer basically the same content. This may include landing pages aside from the content, so make sure that you avoid using this if you don't want your site to become vulnerable to search engines' duplicate content filter.

Another method of creating duplicate content is by simply taking content from another website or page and reorganizing it to make it appear dissimilar to its original form, though it is actually the same.

Product descriptions from many ecommerce sites are actually being utilized by other sites as well. Other sites simply copy the product description of the manufacturer that is utilized by other competitive markets as well. And add the fact that the product name, as well as the name of artist, manufacturer, writer or creator would be included, a significant amount of content would show up on your page. Although this is much harder to spot, it is still considered to be a duplicate content, or spam.

Distribution of copied articles by other sites other than the one that distributed the original article can also be considered to be a duplicate content. This is true even if you

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are the author of the article. Unfortunately, **although some search engines still deem the site where the original article came from as relevant, some however, do not.**

3. How do search engines filter duplicate content?

Search engines filter for duplicate content by using the same means for analyzing and indexing page ranking for sites, and that is through the use of crawlers or robots. These robots or crawlers go through different websites and catalogue these sites by reading and saving information to their database. Once this is done, the algorithm then analyzes and compares all the information taken from one website to all the others visited by choosing if the site's content is relevant, and if it can be considered as a duplicate content or spam.

4. How to avoid duplicate content?

Although you may not have any intentions to try and deceive search engines to improve your site's page ranking, your site might still get flagged as having duplicate content. One way that you can avoid this from happening is by checking yourself if there are duplicate contents of your page. Just make sure that you avoid too much similarities with another page's content for this can still appear as duplicate content to some filters, even if it isn't considered to be a spam.

G. Common Mistakes in SEO

Search engine optimization (SEO) can be a complicated process, especially if you are not very familiar with it. A lot of SEO beginners, and even some professionals, continue to commit the same mistakes when they do try to use SEO, thereby making it harder for them to get the results they desire for their site's page ranking.

Fortunately for you, by simply determining what mistakes they make and avoiding them, you can actually fair off better than those people who commit them, even if you are an SEO beginner. If you are already well versed with the SEO process, then learning these mistakes won't hurt your chances either, but rather help improve them.

1. Wrong or irrelevant keywords

A lot of people try to use popular or common keywords in order to get people to their sites, regardless if the keywords that they use have any relevance to their site or not. You may be able to generate traffic using this type of method, but since you are not offering relevant content based on your keyword, people visiting your site will just end up leaving simply because you are not offering any content that they are looking for. You are actually getting traffic from a market that isn't even interested in your site or its content, so you just end up with nothing.

Avoid doing this method; instead try to focus on using genuine relevant keywords, so you can direct traffic of possible clients to your site, and not just useless web traffic.

2. Overuse of keywords

Another mistake that people do when they try to optimize their site is by over-using keywords, or using them repeatedly in the title, tags, headings and body. They believe that by overloading their site's content with their chosen keywords, they will be able to trick search engines, and improve their site's page ranking in the process.

Unfortunately, this is not generally the case. Search engines will be able to detect if you are committing the over-use of keywords, or 'spamming', and if so, your site will pay the ultimate price by getting itself banned from the search engine's index.

3. Good or relevant content missing

You may believe that even if you do not offer any good or relevant content in your site that your site itself is still good enough to get and keep the traffic that you are able to produce. This, however, is not the case, as good and relevant content is what will get people, or your possible clients, to stay to your site.

People are driven to go to your site with the keywords that you have chosen, but it is your site's content that they will be looking for, so make sure that whatever keywords you have chosen to use, those keywords will direct them to relevant web content in your site. Do take the time to write good and relevant content in order to ensure that your site would

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continue to do well against others offering the same thing. Remember that the only way that you can get your site to stand out against other sites would be your site's content.

4. Graphics with poor file names

Bear in mind that search engines detect texts when indexing, analyzing and checking sites, and are programmed to look for graphic file names for images and videos. It's important to take care with graphic file names to include your important keywords.

Learn to avoid these SEO mistakes, and you should be able to do a whole lot better than others.

III. Ways to Get Content from Others

A. Ghostwriters

Ghostwriters are people who will write content for you at a price. You retain the rights and can even claim that you wrote the material if you wish. You can hire ghostwriters as an individual or from a service. Typically, you create a contract that a ghostwriter signs that states the arrangement. Here is a sample agreement:

“I understand that all the articles and content I write for Beverly Taylor are ghostwritten and must be original content, and cannot contain any plagiarized or copied content from any source, online or offline, and that I assign Beverly Taylor any and all rights regarding the articles written and that she can use them in any medium, both offline or online, as is or changed, using her name as author, or any other name as author. I maintain that I will keep confidential any original information that Beverly Taylor has given me and will not use her material in any other writing that I produce for someone else, unless I obtain written permission from Beverly Taylor. I also understand that once I have been paid for the material no additional compensation is required regardless of any future use of the material.”

B. 3 Ways To Use PLR Products To Boost Your Content

Blogging requires you to produce a lot of content on a regular basis. If you do not have a ghostwriter writing your blog content, then it means you will need to spend some time writing some blog posts.

(Private Label Rights) PLR articles and e-books are very popular these days, and they can help you to unleash the power of your blogging.

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This outlines how you can use PLR content to make your content creation quick and easy.

1. **Buy PLR articles or e-books and customize them into blog posts.** All you have to do is to look for PLR content that relates to your niche, break that content into smaller pieces and customize it to make it unique. Remember that for search engines to index your blog and drive traffic to your blog, you need to have unique information. After you have customized this content, put it into blog posts. This process will make it easy and quick for you to generate content for your website.
2. **Buy PLR articles and e-books, customize them into your own e-books and make them available on your blog for free.** This will make your blog very informative and helpful, which will make your visitors want to bookmark your blog and visit it on a regular basis. These regular customers will generate you some sales as they are likely to buy more products from you. By using PLR content and customizing it into your own e-books and reports, you make it easy for you to create e-books or reports which you can give away on your blog. Writing e-books from scratch can cost you a lot of money or take a lot of time. PLR articles and e-books make it easy for you create your own products that you can post on your blog for your visitors to read.
3. To attract traffic to your blog, you can **compile PLR content into special reports, make them unique and give them away to your list.** In these reports, you can add the links to your blog. This can be very powerful because on your blog you will be selling more of your own products or affiliate products. Using this approach can help you sell new products to your list on a regular basis.

These three tips can help you use PLR content to increase the power of your content creation. PLR content that you can quickly customize means that you can generate content for your blog or website very quickly. PLR content is also fairly cheap. The more unique and fresh content you have, the more traffic you drive there.

C. Services

There are numerous services that can be very helpful to you with content creation. I have included several of them here.

1. I Need Articles.com

www.ineedarticles.com

I Need Articles.com is an inexpensive service that writes or re-writes articles or blog posts. Basically, they can write or rewrite anything for you from 100 words up to 1,000 words. Pricing is very reasonable, for example, a 400 word article is under \$3 USD. Rewriting is even less expensive; rewriting 200 words is \$1 USD.

This is very helpful. If you wish, you (or they) can write the first article, then pay for them to rewrite it numerous times so that you can post each version in many other online locations. This way, both you and the search engines will be happy!

While this service is the least expensive, you don't get the benefit of being able to choose the writer or communicate much at all with the person. Sometimes, especially with topics such as hypnosis, you may have to rewrite a little of the material, but the majority of the time the results I have received have been excellent.

I often start writing an ebook by ordering an article by them. Then I see what the person wrote to give me more ideas. From those ideas, I'll order another few articles. Each article becomes a section of the ebook, and it assists me throughout the ebook creation. You can use this idea for any content you need anywhere.

Their newer service will create books for you. There are two services, one is just the book with no graphics and the other is full service and provides everything (MS Word book, PDF book, graphics and graphic sources, and minisite HTML files). The first one you will order on the www.ineedarticles.com site and the second is ordered on the www.handsoffebooks.com site. I ordered one ebook from the Hands Off Ebook site and it was excellent. There was only one small area that I re-wrote, as I had a different opinion about that information. These ebooks cost in the hundreds of dollars as they do ALL of the work to create the ebook.

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2. Fiverr.com

www.fiverr.com

Fiverr is an excellent service to find people who will do some kind of work for you for \$5 USD. They also have upgrades to get more services or products at a higher price. My own experience is the majority of providers are excellent, but you do need to shop around and read the reviews. I have found excellent contract people there.

If you wish, you can get graphics made from my graphic designer on Fiverr. His name is Lah Mohd and he lives in Malaysia. Tell him Beverly Taylor referred you. He'll treat you well anyway! I don't get any money from referring him – just the pleasure of helping you and him. A new graphic costs \$5 on Fiverr (plus an extra \$5 to get a PSD file).

He is super fast and will give you a first version usually within less than 24 hours. It's helpful to him to order around 4pm Pacific Time as that is the beginning of his day.

Here is a link to Lah Mohd's ebook graphic fiverr gig:

<http://fiverr.com/lahmohd/design-a-high-resolution-3d-ecover-platinum-quality-with-unlimited-revision>

Currently, this is the information Lah Mohd needs to create a cover:

- 1) *Product title
- 2) Subtitle or Tags
- 3) Author/Developer Name
- 4) Model ID Code - <http://my-fiverr-gig.blogspot.com/2013/06/3d-ecover-design.html>
- 5) *Theme Color
- 6) *Additional information about your product
- 7) Stock Photos or images

Notes : This mark (*) means Necessary information while others are Optional.

3. Professional Freelancer Services

www.elance.com

www.freelancer.com

www.guru.com

www.warriorforum.com

You can go to any of these services to find contractors to write for you.

4. Press Releases

This is a great way to get free content! Think about it. Companies write press releases to announce something about their company, personnel, products, or services. The companies want that information to get spread out around the internet. If you are willing to spread their information free to them, they are happy! Of course, you will need to include a link or reference to them, which is fine because it shows you are a provider of quality information. If it is with a small company in a complementary niche, they may return the favor.

D. Copywriting Service vs. PLR Membership

In today's day and age there are a lot of people who are looking for an easy way out. And even though there are some areas in life where this is possible, when it comes to web content you do not want to take any shortcuts.

To get content for your website or blog, you have two options available to you.

1. You can visit a copywriting service contractor or website and take advantage of their ghostwriting services. Even though you may have to shell out a bit of money, you will still be getting 100% original, quality content.
2. You can rely on private label rights (PLR) articles and ebooks. There are several sites that offer these for a monthly fee, such as www.holisticplr.com. The way that they work is quite simple. Every month for a set membership fee you will receive a certain number of articles or ebooks. This may sound like a good deal, but do you know all of the details? To join one of these sites you will have to pay a monthly fee from \$27 to \$100 for some sites; still this may not seem bad compared to hiring a copywriting service. But with PLR content, you will also be sharing them with hundreds of other people. That's right; you will not be the only one who uses the article.

If you cannot tell by now, each service offers its own level of benefits. Listed below are a few ways that a copywriting service compares with a PLR service.

1. When you deal with a **copywriting service you will be getting 100% original articles** that you and you alone will have the sole rights to. This means that nobody else has permission to use the articles. On the other hand, with PLR articles and ebooks you have to

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share with hundreds of other people. You will need to rewrite the content to use on your website. If you get caught using duplicate content on your site the search engines will penalize you. Search engines are cracking down on this very strongly.

2. With a **copywriting contractor or service you will get content that is written to suit your needs**. If you want 10 articles on eating healthy for weight loss you can get them. In addition, you can even specify the length and keyword density. But when you work with a PLR site you get what they provide, and only what they provide.

3. A **copywriting service gives you what you want, generally when you want it**. If you need a certain amount of articles on a specific topic within two days you can get it with a copywriting service. At a PLR site, you get what they write and when they want.

As you can see, a copywriting service provides more, but generally costs more than a membership to a PLR site. You get what you pay for.

IV. How to Multipurpose Your Content

A. What is Multipurposing Your Content?

One way to make it easier for you is to use your content appropriately in multiple areas. You are then “multipurposing” your content. You don’t want the same content on different web pages anywhere on the internet as the search engines don’t like that. Any duplicate content is at best, ignored. At worst, the search engine will lower your rankings if you post too much duplicated content.

So how else can you multipurpose your content? Here are ways to do it.

B. Rewriting Your Content

1. Rewriting content yourself

Of course, you can rewrite your own content (or PLR content for which you have rights). If you enjoy doing this and have the time to do it, then you aren’t spending any money for it, just your own time. But as the saying goes, Time is Money. So make sure this is the best use of your time.

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There are other solutions. You can pay for others to rewrite your content, whether it is using ghostwriters or a service, such as www.inedarticles.com.

2. Using I Need Articles.com to rewrite your content

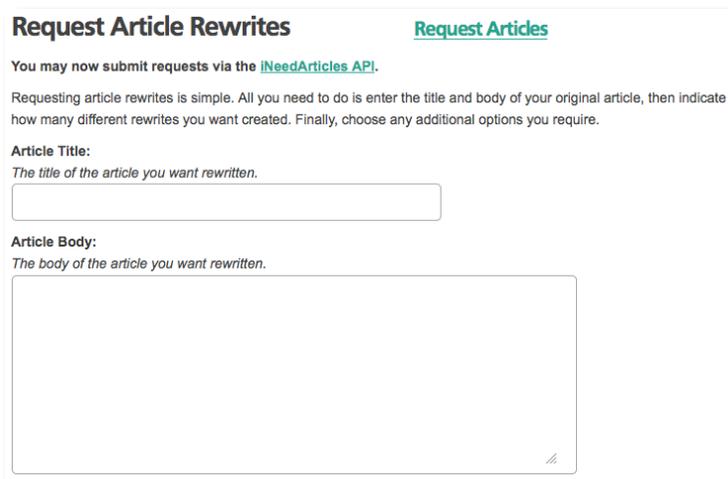
One of the easiest way to rewrite your content is to have it done by www.inedarticles.com. It is very inexpensive (\$1 for 200 words).



Click on ***Request*** (same button as for requesting an article)



Click on ***Request Article Rewrites***.

A screenshot of the "Request Article Rewrites" form. At the top, it says "Request Article Rewrites" in bold and "Request Articles" in blue. Below that, it says "You may now submit requests via the [iNeedArticles API](#)." Then, it explains: "Requesting article rewrites is simple. All you need to do is enter the title and body of your original article, then indicate how many different rewrites you want created. Finally, choose any additional options you require." There are two sections: "Article Title:" with a text input field and "Article Body:" with a larger text area. A small cursor icon is visible in the bottom right corner of the text area.

Follow the instructions. If you want the title rewritten, enter the full title as you will be paying for it to be rewritten. Otherwise, either leave blank or enter a single word.

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Word Count: **100**

Article Instructions and Details: *(Optional)*
One or two sentences describing the angle or slant you want the article to have and clarifying any ambiguous keywords.
All other instructions will be ignored (unless the Style Fee is checked, in which case styling instructions can be added).
The reason these articles are so inexpensive is due in large part to the amount of leeway given to the writers.

Article Count:
The number of rewrites you want created from your original article.

Additional Optional Services:

- Guaranteed 24-hour delivery. (+\$0.30/100 words) [?]
- Guaranteed four or five-star writers *only*. (+\$0.30/100 words) [?]
- Extra fee to allow specific article style requests in the instructions. (+\$0.30/100 words) [?]

Request Cost:
\$0.50

I understand and agree to the [terms of service](#) for article requests.

None of my article keywords fall into any of the following categories: adult, gambling, hate, illegal activities.
Submitting any requests in those categories may result in your account being permanently closed and your PayPal account banned from funding any other accounts.

In Article count, select the number of articles you want rewritten from the original text. Each one of these “articles” can then be posted in your different places: website, blog, email, guest blog, article directory or any social media such as Google Plus or Facebook. As these are rewritten by a human (native English speakers), Google will be very happy with them.

If you desire, you can select any of the Optional Services. Generally, you don’t need it.

Check both check boxes, then click **Submit Request**. Typically, it takes a several days for these to be rewritten.

C. Multipurposing By Consolidation or Replication

You can also multipurpose content by posting an article or blog post, then putting that same content into ebooks or emails. So you can consolidate multiple web postings into an ebook to give away or sell, or replicate it in emails. Duplication is fine in this situation as you aren’t duplicating the content on web pages on the internet. There won’t be problems with the search engines.

V. Creating Quality Content

A. What is Most Important?

The absolutely most important point is to make sure you are not a perfectionist!

No one is perfect. No one expects you to be perfect. Marketing is all about trial and error, continually testing what works best.

Strive to do 80% of “perfection”, if that thought works for you. Otherwise, perfectionism may freeze you and you may not create or post enough content.

What’s most important is to get content out there. Be yourself. Write casually and friendly.

B. Make It Easy for You to Write

1. Basics of writing Blog Posts, Articles, Emails and Web Pages

- Write as if you are talking to a friend.
- Give solutions and information that can help the reader.
- Every web page, blog post or article should strive to solve a problem, even if it’s giving the reader the idea that “I’m not the only one” or a ‘5 Mistakes’ post gives them the idea that you may have the solution.
- The purpose of every content post is to encourage the reader to take action: click through to receive a giveaway (either short ebook or mp3), to buy a product/service or to continue learning about you and what you offer. After the giveaway, autoresponder messages will upsell to ebooks, mp3s, Teleseminars, Coaching, etc.
- Keywords: use some, but don’t make the content overly heavy with keywords.

2. The secret’s in writing short content posts

- Write short posts and articles (400 to 500 words): Write **short friendly sentences**. Write **short paragraphs**, only 3 to 4 few lines in each paragraph.
- The content needs keywords. Keywords are words or phrases that people type into search engines such as Google.
- Use bulleted items, 3 to 4 main ideas/solutions that benefit the reader. These benefits/solutions may be a keyword phrase.

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3. *Fast and Easy Writing Structure*****

This structure makes it fast and easy to write blog posts or articles. You can be somewhat flexible, but here's what works very well:

- 100 word introduction with 3-4 sentences. Sentence 1 - intro, sentence 2 - problems, sentence 3 - how I'll make it easy, sentence 4-what I'll provide.
- Then write 5 points of 40 words per point, as concisely as possible. (This can be anywhere from 3 to 7 points).
- An alternate could be a 50-75 word intro, then 3 bullets of about 75-80 words each.
- The actual number of headings or bullets (3 to 7) is related to the topic information.

C. Start Your Idea Files (Swipe Files)

Others in the marketing business call these “swipe” files, but I like to use a nicer word of idea files. Basically, you begin to collect samples you like from others. This will give you ideas and will also show you what hopefully works.

Besides, the idea files will have ideas from others and also your own ideas. All ideas that are interesting to you are important to put together so that when the time comes to write, it helps you with information or inspiration.

1. Save Website Favorites/Bookmarks

When you find someone's webpage you like, then save it as a Favorite or Bookmark (whichever your browser calls it). Make folders to group them. Some possible folder names are Sample Squeeze Pages, Sample Sales Pages, and Sample Thanks/Download Pages.

2. Make Paper Files

If you wish, print out things that inspire you. To be nice to the environment, it's best not to do too much of this. Saving electronically is better for the environment and also helpful if you want to copy and paste (then change it!).

3. Make a List of Content Ideas and Titles

Create a document for entering any article idea or titles you think about. You may want one document for thoughts and ideas and a different one for posts subjects/titles. You can use this subject/title one later in creating an ebook. At this point, you want to have somewhere to collect ideas when you think of them.

My friend and incredible Internet Marketing coach, Sean Mize, teaches his students to create a “10x10” matrix to collect and arrange all the concepts and topics in your niche. Basically, you create 10 headings, then for each heading you create 10 subheadings. As you work, you are creating an entire outline for all the information related to your niche. This is a great way to organize and structure your topic ideas. Sean Mize is author of *Anyone Can Coach* and *InfoBusiness University*, <http://www.amazon.com/Anyone-Can-Coach-Sean-Mize/dp/0984858601> and <http://www.infobusinessuniversity.com/>

D. Create Great Titles

1. **Capture the Interest of Online Readers with your Titles.** To easily convince people to open and read your articles, use attention-grabbing and interesting titles that tell them the reasons why they should read your content.
2. **Learn How to Create Attention-Grabbing Titles.** One of the first steps to succeed in online marketing is to convince people online to go to your site and read your content. You can easily do this by using titles that interest them. Use powerful words that evoke action or touch human emotions. Also, make sure your titles tell online readers benefits that they will get from your material.
3. Use titles that pique the curiosity of online readers or that tell them what’s in it for them to compel them to open and read it. Make sure that your titles are striking, direct to the point, fairly keyword-rich, and interesting.
4. **Create Keyword-rich Titles.** A keyword rich title has two components. One, it has an optimum amount of keywords in it and two, the most important keyword (or keyword phrase) is at the beginning of the title. You especially want the first four words of the title to have the most important keywords, where at all possible,

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without making it unintelligible to the human reader. The first four words are the most important to the search engines.

5. **Consider Using an Online Title Formula.** An online title is one that is optimized for the search engines to help people find your content. So it's written in a way that first is good for the search engines, then secondly is decent for people reading it.
6. A very good online formula for titles is:

Most Important Keyword – Attention Grabbing Benefit followed by Related Keyword.

This serves the needs of the search engines and the prospective human readers.

7. An example would be:

Organic Gardening – 7 Essential Techniques for Success in Your Home Garden

In this example, organic gardening is the most important keyword and home garden is a related keyword. Make sure to use these keywords within your article or webpage.

E. Writing Blog and Website Content

Let's discuss the type of content that is suitable for your blog or website in order to make it profitable. The difference between a profitable blog and a non-profitable blog is the way the blog is written. Just imagine, would you prefer to read your boring university professor's lecture notes or the latest novel by your favorite author?

You may prefer to read the novel because it appeals more to your interest, or because it is not as mind-numbing as the lecture notes by your professor. However, the most important point is **people like to read "light" stuff most of the time**. You see, when people log on to your blog, they are not only looking for information – they are also looking for information they can obtain easily, and better still in a relaxed manner.

So, to attract more visitors as well as to keep your current visitors coming back for more, it is very important to add a human touch to your blog posts. This can be done by simply **imagining you're talking about a certain topic with your personal friend**. An extra

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bonus for your readers would be a great sense of humor, so try to add funny comments in your content where they are suitable.

Another important key point is to **avoid addressing your reader as a plural unit**. You should not write as if you're preparing a speech. Instead, you should write as if you're having a conversation with a single person, because this will make your visitor think of you more as a personal friend rather than a person of higher authority.

Besides that, it is also very useful to **establish your own personality** through your words. Human beings are very curious creatures, so naturally your visitors would want to know as much about you as the information you're offering them.

Having a distinctive personality in your blog would make a world's difference between your blog about gadgets and all the other blogs about gadgets out there. This is a lot like creating your own brand name, where people immediately remember your blog's name when they need to find out information about gadgets, just like how people immediately think of McDonald's for fastfood or Nike for sportswear.

So, what is important is to simply write as an equal friend to your visitors, write to them as if you're talking to a single person and establish your own personality on your blog.

F. Creating Persuasive Web Content

Most web content that you create is written with a purpose. For example, you may tell your readers more about a product or service, help them get to know you or your staff or even ask them to perform a specific action. These tasks are usually fairly easy; you may want them to sign up for a newsletter, visit a different page on your website or download a document. Throughout the process, you can utilize a number of different writing techniques. Humor often comes into play, and you may even employ different voices within your content.

Consider what you want a particular page to do for you, and then choose your writing style based on that goal. And, make sure your target audience is never far from your mind. If you want to create persuasive content, you have to understand who you are writing for. Internet

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readers typically want to learn something as a result of their actions. They either don't know or don't care that a specific website may exist to make money.

1. Get into your reader's mind

Once you realize that your readers are seeking information, it becomes much easier to write persuasive content. Your target audience typically wants to learn how to do something, needs assistance or wants guidance. Therefore, don't push a sales pitch at them. You will not achieve the desired results. Instead, if you create a web page that has information the reader can use, your reputation will improve as a result. Use three key terms to guide you as you write: **Information, Familiarization and Action.**

Your web content should be filled with facts and information that are simple, helpful and enjoyable to read. Be the first to report on a new development within your niche. Help readers see a different side of a controversial issue. Write good content, and you will be viewed in a positive light as a result of your work.

Use a conversational tone when writing content. Address your readers directly. Make sure your website is easy to navigate, and try and connect with your readers by empathizing with them. Make sure they understand why you are qualified to give advice or provide information. Readers that feel comfortable with you are much more likely to remain with you for the long haul.

Always be genuine; your readers will be able to see through you if you are not. Remember, gaining the trust of your readers is an ongoing process, and it will take time. Make it a priority, and you will see results.

2. Make it easy for the reader to take action

When you write persuasive web content, you want readers to take action when they are finished reviewing the information. Therefore, **be clear about what you want the reader to do.** If the desired action is confusing or complicated, the reader is likely to move on without doing anything. Make it as easy as pointing and clicking.

G. Writing Tips for Success

While writing your blogs you also need to keep in mind a few things. This is not only to ensure that you get a steady traffic, but also for the fact that your blog readership can increase so that the ranking of your blog with search engines go higher.

Here are a few tips that should see you through this:

Reader Friendly Content: At all costs keep your content – articles, poems, photographs, videos – reader friendly, that is to say, it should keep more and more readers interested.

Your reader must be at the center of you post in a way that your reader must feel that he is gaining something out of reading your post. This is the basic rule in marketing.

Worthwhile: Never let the reader feel that he has been tricked into reading your post or clicking on your blog link. You are thwarting all your long term chances of that reader coming back to your blog, in which case your blog rankings over the long term are in a dicey position.

Check for errors: Making grammatical and spelling errors can be a major put off for many readers. They may not visit your blog again simply because the errors that you make are too high. Always proofread your blog. A small typo here and there can be understood, but make sure you don't make any major errors.

KISS: Or, Keep It Short and Simple. This is the thumb rule you must follow at all point. Long winding posts tend to get boring. And it may contain nothing that is interesting to the reader. Also no one has the time enough for your blog, no matter how well you write. In fact, your blog will be much more appreciated if you put your thoughts simply and shortly.

Interesting: Make sure that you hold your reader's attention by making your posts snazzy. They must not be written in a tone that is tiring to read. Write short sentences and keep them crisp and precise. Always hit the point immediately in the course of your article.

Clear Thoughts: Make sure you put your thought clearly before the readers so that it does not become tedious for them to read.

Link: Keep linking the blogs you read to yours in order to build a network those people will be in turn encouraged to link you. Remember, linking increases rankings.

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Keywords: Using the keywords of your posts frequently increases the search ability of that particular article of yours which in turn leads more people to visit your blog.

Colloquialism: You can write in a friendly tone. Avoid using too many slang words, but otherwise, if your post demands it, you can be colloquial.

Post Title: A catchy post title or headline is half your business solved. It can glue a reader to your post almost immediately. However, do not put misleading post titles, or you will lose creditability.

So, be consistent with your blog content and watch traffic flowing in to your blog!

H. Making It Easy to Write and Post Content Regularly

Many bloggers find it difficult to blog regularly. On the other hand, other bloggers find it easy to blog everyday.

As you are aware, for your blogging to be effective, you will need to add fresh content to your blog on a regular basis. Here are five tips that you can use to make blogging easy.

- **Write your blog content in advance and save it so that it's ready to be posted.** When you have time to write, try to write enough blog content that will be enough for several days or for the whole week. You can write and save your blog posts on your blog, and all you have to do is to publish the posts every few days. This means that on those days when you do not have the time to write, you can still post fresh content on your blog using the blog posts you have saved.
- **Blog about a wide range of things that relate to your niche.** Think about any information relating to your niche which your website visitors will be interested in seeing on your blog. Identify the sub-niches in your niche and write about those as well. You should never run out of ideas on what to blog about.
- **Invite your blog visitors to leave some comments** relating to your posts and your niche. This is an easy way of getting unique content on your website. The more interaction you allow on your blog, the more content you will have on your blog.
- **Research and look for the key questions and issues** that people in your niche are interested in, and provide information that addresses those questions on your blog.

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Look in the relevant forums for the hot topics that people are asking, and provide answers to these questions on your blog. This will make your blog useful to your visitors because it will have information that your visitors are looking for. This gives you a wide range of topics that you can blog about.

- **Use PLR content, customize it and make it unique and break it into blog posts.**

It is essential that you make the PLR content very unique, otherwise you will be penalized for duplicate content. Using PLR content as a starting point for your blog posts means that you will be able to create blog content easily and quickly.

Use these five tips outlined above to make blogging easy. The more you blog, the more traffic you drive to your website.

I. Tips for Writing an Effective E-mail Signature

Branding is big business. Companies actually use a significant amount of their budget simply to build and fortify their brands. Brands identify a product and are used by consumers to associate a company with a specific business or service. When you're marketing online to promote your blog or your business, easily one of the most effective means to build your brand is using an e-mail signature, one that will identify you and associate you with a specific type of service or information.

1. What exactly is an e-mail signature?

An e-mail signature is an identifier that you will usually include at the end of every e-mail message, article, post or thread that you send or publish online. It includes your name, your company, the title of your blog or website, its website address and other contact information about you.

The e-mail signature is equivalent to a real world business card. Its main purpose is to introduce you to visitors and readers and to provide them with a means to get in touch with you or find their way to your blog. It's easy to set up and better yet, you can use it a thousand times each week and still not spend a single cent.

How important is an e-mail signature? Consider the posts in blogs, articles and comments that marketers and bloggers often leave online and on all those e-mails you receive. At the

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bottom, you'll find the ubiquitous e-mail signature with a short description of the blogger and their contact information.

Click on the link provided and you'll be brought to that blogger's little space in the Web. Without a signature, it will be difficult indeed for anyone to locate that blogger's URL or at least go through the trouble of seeking him or her actively in search engines.

2. Check the e-mail application or program you're using

Most e-mail applications popular today have a tool that allows you to set up your own e-mail signature. This tool will then automatically add your signature to every e-mail you send out.

Check your e-mail program for this tool. In Windows Mail or Outlook, for example, writing a good e-mail signature can be performed in just a few minutes with a few simple clicks. Use the signature editor on the program in case you want to make changes or use the signature only on specific e-mails you want to send out. Autoresponder services often have this also.

3. Include carefully chosen keywords

Other than your contact information, consider using keywords in the text link that are related to your blog's subject. This will help increase that link's relevance and popularity, promoting your blog in the process.

4. Keep it short but informative

Think about all the important information you'll want to include in your e-mail signature: your name, contact information, blog/website title, address, etc. You pretty much have a choice about what you want to include, but it's best to stick only to the kind of information that will bring you the best results and promote your blog or website.

Keep your links minimal. One or two will do. Most readers find multiple links to different URLs a bit suspect, so it's best to use only links to the blog where information related to your entry will be found.

5. Be prepared to be flexible

If you will be submitting some of your blog entries or e-mail content to article directories, find out if these directories have any submission guidelines you will have to comply with. Generally, you'll find that directories prefer plain text formatting and specific rules regarding placement, length and structure of your byline. Tweak your signature (sometimes called Resource Box) just a bit and you'll be refused.

Since these aren't your rules to bend, you'll have no choice but to follow these submission guidelines so you can get back to the business of promoting your blog. To solve this, write multiple signatures and use these templates as needed. Then update these should changes occur.

6. So how should you fashion your email signature?

First of all, know your limits: you should keep to a very small number of lines, and you should avoid any formatting or inserting files that may make your email hard to read and difficult to load. Keep your email signature to three lines: your blog/website address, your name, and a description of your blog.

Why put your blog address out there? You need people to see what your blog name and address is, instead of having to make them click on a “click here” or “see more” link that you intend to hyperlink into their browsers. You need your name as author, of course, and you need a quick description of your blog in order to tell your reader what he or she should expect.

Make your blog description short (one sentence of less than fifteen words should be a good benchmark), but make sure that it meets someone's need. For instance, avoid saying, “A blog about gardening” and be more action-oriented, such as “If you need more information about how to make your garden attractive at all times of the year, then visit my blog!”

These are only a few tips that you may want to take into account as you go about using your email signature in order to promote your blog. For more information, note what kinds of email signatures work with you, and see how you can make your own better. If you are able to use your email signature well, then you will be able to get more visitors to your blog or website.

J. Forum Posting Techniques to Help You Promote Your Blog

Having a blog can be a great start to online marketing. You can use your blog to sell things, organize your web pages, and even earn money.

Thanks to the power of technology and prospecting, there are now many ways through which you can make money through your blog. For instance, you can get commissions through paid advertising on your site. There are multiple ways that you can do this: you can use Google Ads or join an affiliate marketing network and get paid for each click that visitors make on your ads.

Either technique, however, demands that you have a lot of people visiting your site every single day. This can be a daunting task: you will need to be able to market your site so that it stands out amongst the millions of other blogs online. You will also need to sustain this onslaught of people reading your site by constantly adding to your content, keeping your content useful and fresh, and of course, never lagging in your marketing efforts. One way that **you can promote your blog or website is to post in forums** with subjects that are related to your own niche.

If you are interested in promoting your blog and getting more people to read your work, then you may be interested in posting in forums and knowing how to go about it. Here are a few tips that you may need when posting in forums.

- **Always pick a forum that has something to do with your niche.** You may think that this is common sense, but you need to know why it's the best practice for any blogger. Some bloggers make the mistake of spamming blogs in an effort to spread themselves throughout the forum and have their news spread faster. This can be a costly mistake: you not only alienate your potential market, you can make yourself appear desperate.

- **Avoid texting lingo and spell like a pro.** You may think that your audience is young and on the go, and would not care about your spelling. However, if you cannot even spell well, how can anyone trust you as a credible source of high quality information? Spell well, check your grammar, and look at your punctuation. You need to look like you are someone who is meticulous and knows what people want.

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- **Help people.** Put your blog address in your signature, but start out by helping people with their problems. If you allow people to feel that they and their problems are important, and that they get good information from you, then they will be interested in you.

K. Four Main Mistakes Which Bloggers Make

Blogging is a powerful tool for increasing traffic to your website and boosting your online profits. However, many bloggers fail to use their blogs and websites to increase the money they earn on the internet because they commit four typical mistakes.

Some bloggers don't blog on a regular basis, and their blogs do not have fresh and unique content. Blogs can be powerful in driving traffic to a website if they have high quality and unique content which makes search engines visit them and index the content. After the blog is indexed by search engines, people looking for information on search engines that relate to your blog's keywords will be directed to your website, and you therefore get high volumes of traffic.

- **Lack of useful and captivating information on the website.** It is important for your blog to have information which your visitors will enjoy and find useful. If you have high quality information on your blog, you will get many visitors and some people will also bookmark your blog and visit on a regular basis. This increases the traffic to your blog and website, and results in more sales. It is also important for you to make your blog unique and attractive by adding interesting images and any other information that will be of interest to your blog's visitors.
- **Lack of keywords in your blog categories and blog/website content.** This is the most powerful way to increase traffic to your website. You must know and use all the keywords that relate to your niche when posting on your blog. If you have some headings for categories on your blog, make sure that you use your keywords on the headings and subheadings of these categories as this increases the visibility of your blog on search engines.
- Some small business owners do not increase the earning potential of their websites and blogs. If you want to earn money with your blog or website, you should sell

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your own online products and services. You can also identify affiliate programs that match your niche and sell these affiliate products. All you need to do is to add your affiliate links on your blog. You can review these affiliate products and include the keywords in your blog content. You can also increase the money you earn from your blog by adding some Google AdSense ads on your website. When someone clicks on the Google AdSense ads on your website, you earn some money.

If you want to increase your online profits from your blogs, avoid the four mistakes presented above.

VI. Where To Put Your Content

There are many places to put your content around the internet.

A. Your Website

Small businesses should all have a company website. This is one of the places where people can learn the most about you, your company and your products and services. The types of content you would have on your website are: about you, about your company, about the different services and products you offer and how people can get them. The more content you have that engages people so that they read more, the more time they will stay on your website. And the more they are interested and spend time looking at your website, the more likely they will buy your products and services.

Post content as 1) information and 2) products to sell. These can be web pages, ebooks, audios and videos. The more information and pages on your website, the better. You can package your information from articles and blog posts into an ebook.

B. Blog Posts

You can put content on your blog or other's blogs. For your blog, it's best to post once or twice a week, if possible.

For other's blogs, your goal is to become a guest blogger (or commenter). This is a great way to increase your reach. The blog host wants more content, and may welcome guest

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bloggers to do that. Pick a blog in a related field that is complementary to yours. This way you are not in direct competition with that person/company.

Publish it (with attribution) on other blogging networks:

- Wordpress
- Blogger
- Tumblr
- Posterous
- LiveJournal
- Xanga
- Weebly

C. Video Networks

Create a Video with your content or link to the content, and share on the video networks:

- YouTube
- Vimeo
- Veoh
- Dailymotion
- Yahoo Video
- Metacafe
- Viddler
- Flickr
- Revver
- Videojug
- SmugMug
- Photobucket
- Hulu

D. Audio Networks

Create an Audio (podcast or similar) and share on the podcast networks:

- iTunes
- Podomatic
- Podcastalley
- Odeo
- Yahoo
- iPodder

E. Email Autoresponders and Newsletters

An excellent way to market is to send educational content to people on your email lists. This can be in the form of autoresponders that are drip fed to people based on how many days after their last email. Or it can be in newsletters.

Sending people educational information is an excellent way to increase your credibility and show people you are an expert in your field. You can even use PLR articles as your content, and you don't have to change it if you desire. Make sure you send at least 3 times as much educational content to every sales email.

Some of the email autoresponder services will post a link to your article on your Facebook page and send a Twitter tweet.

F. Article Directories

You can submit articles to Article Directories on the internet. This adds to your credibility to be a published author. Here are a few out of the hundreds of article directories:

www.ezinearticles.com

www.selfgrowth.com

www.hypnothoughts.com (if your audience is hypnotherapists)

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Most article directories provide an area for your signature or bio. Ezinearticles.com calls it the Resource Box. You can post up to two links in your resource box. These links could be to your blog, website, any specific page of one of them, or a squeeze page.

Some of the article directories will post a link to your article on several social media platforms, such as your Facebook page, and send a Twitter tweet.

G. Forums

You can post helpful content in Forums that are related to your product or service. Here are some places to find forums:

<http://www.1001forums.com/>

<http://www.proboards.com/forum-directory>

<http://www.zetaboards.com/directory/>

When you set up your profile, make sure to create a signature that encourages people to click for more information, such as offering a free ebook.

Note: most forums are strict about not letting you market yourself. You have to be very low key, educational and appropriate. Your signature normally is the only place to market yourself discreetly.

H. Social Media

This includes posts on Facebook and Google Plus, or Twitter tweets. These posts can have images, videos and links. All of this is content.

Post the content on Social Media Networks:

- Facebook
- Twitter
- Google Plus
- Pinterest
- LinkedIn
- Ning

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- Myspace
- Orkut
- Badoo

I. Hootsuite Tool

www.hootsuite.com

This is a “social media management tool”. You can use it to automate your posting on multiple social media sites. As you see below, the free version allows you to save up to 5 social profiles. This means that once you set it up, every time you post with Hootsuite, it will actually post on up to 5 of your social media sites. This saves you time.

If you need more social profiles or use it consistently, you can move up to the Pro version.

	FREE Great for: Individuals	PRO Great for: Businesses and Professionals (from \$11.99/month)
	Get Started Now	Get Started Now
Plans & Pricing		
Social Profiles	Up to 5	50 included, up to 100
Enhanced Analytics Reports	Basic	1 included, up to 10
Message Scheduling	Basic	Advanced
Team Members	None	1 included, up to 9
App Integrations	Basic	Basic
RSS	Up to 2	Unlimited
HootSuite University	Optional	Optional
Security		Included
Vanity/Custom URL's		Optional
Message Archiving		100 included, up to 100,000
Enhanced Technical Support		Optional

VII. Conclusion

Content creation and curation are powerful methods of publishing online. You don't even have to create content yourself; you 'only' have to act as the re-publisher, the curator.

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With excellent content, you can build your own personal brand as an expert in your niche, and as the person who is in the know. This will lead to all sorts of opportunities and success. The better your content, the more successful you will be with online marketing and sales.

VIII. Resources

A. Website Links for Learning More

1. Websites about "Writing Skills"

<http://www.writersdigest.com/> - A writing blog with many helpful tips and articles.

<http://www.writerscafe.org/> - An online writers community.

<http://writeitsideways.com/> - A writing blog that provides writing advice from a unique perspective.

<http://blog.nathanbransford.com/> - A gold mine of resources for authors who are seeking literary agents.

<http://www.copyblogger.com/> - The ultimate destination for copywriting advice.

<http://www.fuelyourwriting.com/> - A blog full of different contributors all with helpful writing advice

<http://writetodone.com/> - An article repository dedicated to the art of writing.

2. 10 Blog Posts about "Writing Skills"

<http://myteamconnects.com/how-to-write-blog-posts-not-a-writer/> - How to write blog posts even if you are not a good writer.

<http://www.socialmediaexaminer.com/how-to-write-publish-and-market-your-book/> - How to Write, Publish and market your own book.

<http://crimsonleague.com/2013/04/08/how-to-write-well-a-writer-and-readers-grammar-pet-peeves/> - How to Write well, Grammar Pet Peeves.

<http://www.dailywritingtips.com/10-types-of-transitions/> - 10 Types of Transitions

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<http://www.fourhourworkweek.com/blog/2013/03/24/the-alchemy-of-writing-tips-from-a-non-fiction-and-fiction-pro/> - Tips from a non-fiction and fiction pro.

http://www.openculture.com/2013/02/seven_tips_from_ernest_hemingway_on_how_to_write_fiction.html - Tips from the man the myth the legend himself - Ernest Hemmingway.

<http://www.cracked.com/blog/5-tips-punching-writers-block-in-face/> - 5 Tips for punching writer's block in the face.

<http://kezialubanszky.wordpress.com/2013/04/20/michele-gormans-five-writing-tips/> - Michele Gorman's Five Writing Tips.

<http://www.seerinteractive.com/blog/quick-tips-that-will-improve-your-writing> - Quick tips to improve your writing.

<http://blog.karenwoodward.org/2013/04/owen-egertons-30-writing-tips.html> - Owen Egerton's 30 Writing Tips.

3. 10 Articles about "Writing Skills"

http://www.ragan.com/Main/Articles/52_tips_on_how_to_write_good_44939.aspx - 52 tips on how to write good :)

<http://www.writersdigest.com/whats-new/the-7-deadly-sins-of-writing> - deadly sins of writing.

http://www.writersdigest.com/writing-articles/by-writing-goal/complete-first-draft/3-ways-to-know-when-to-end-your-chapters?et_mid=466821&rid=2960426 - When to End Your Chapters.

<http://www.copyblogger.com/write-article-fast/> - Write an article in 20 minutes.

<http://www.brainpickings.org/index.php/2012/11/20/daily-routines-writers/> - The daily routines of famous writers.

<http://www.getrichslowly.org/blog/2006/12/17/behind-the-blog-how-i-write-an-entry/> - How I write a blog post.

<http://www.charlottedillon.com/BuildingCharacters.html> - Building fictional characters one stranger at a time.

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<http://www.charlottedillon.com/WriterBeware.html> - Writer Beware!

<http://www.lifehack.org/articles/communication/how-to-write-in-140-characters-or-less.html> - How to Write in 140 characters or less.

<http://www.pickthebrain.com/blog/how-to-write-something-worth-reading/> - How to write something worth reading.

4. 10 Affiliate Programs about "Writing Skills"

<http://www.hirewriters.com/affiliate> - Hire writers for your content creation.

<http://www.writersdigestshop.com/wds-affiliate> - Writer's digest.

<http://www.irresistiblewriting.com/affiliates.html> - Irresistible Writing.

<http://freelancewritersden.com/affiliates/> - The Writer's Den.

<http://www.wealthywebwriter.com/affiliates/> - The wealthy web writer.

<http://www.awaionline.com/affiliates/> - American writers and artists incorporated.

<http://wellfedwriter.com/affiliateinfo.shtml> - The Well Fed writer.

<http://www.inboundwriter.com/affiliate/> - The inbound writer affiliate program.

<http://www.moneysitecontent.com/money-site-content-writing-affiliate-program-paypal/> - Money site content

<http://www.screenwritinggoldmine.com/affiliate/> - Screenwriting goldmine.

5. 10 YouTube Videos about "Writing Skills"

<http://www.youtube.com/watch?v=EUKGk8MTqhY> - Planning your writing.

<http://www.youtube.com/watch?v=-ZY8t5JZEjo> - Improving your writing skills.

<http://www.youtube.com/watch?v=flthk8SNiiE> - Three anti-social skills to improve your writing.

http://www.youtube.com/watch?v=Pfj_05UE2CM - How I improved my writing skills.

<http://www.youtube.com/watch?v=tfP4vHOvj7g> - Writing good paragraphs.

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<http://www.youtube.com/watch?v=UXwow9kmiIo> - Jennifer Lazarow: Writing skills for today's business environment.

<http://www.youtube.com/watch?v=bw2KXX7WrOY> - Anne Rice's writing tips.

<http://www.youtube.com/watch?v=GgkRoYPLhts> - 5 Tips to improve your writing.

<http://www.youtube.com/watch?v=TAqsKHX2Yoc> - Daniel Radcliffe's writing tips.

<http://www.youtube.com/watch?v=jkqb6uDRNQs> - The power of story.

B. Top Blog Directories for Submitting Your Blog

If you have a blog, then you can count yourself among the thousands of other people on earth who have a blog, who can sell their products and services online, and who find ways to network in order to make more money. There are thousands upon thousands of blogs on the Internet right now, and you will need to shine through the muddle of language, or, at the very least, be known to a few well enough in whatever niche you are in.

One way for you to establish your audience is to actually have a niche that you proclaim yourself to be in, and one way for you to do this is to place your blog address in a blog directory. You also have the pick of the litter: you are not limited to placing your blog in a single directory, which is advantageous if you consider how these blog directories have their own audiences whom you might lose if you aren't meticulous enough.

If you are interested in submitting your blog to a blog directory, make sure that your blog is ready for viewing. Do not simply place your blog address and then expect people to read half-baked essays, poor stories, or no entries at all. Have a lot of good content to welcome your new and current readers.

Moreover, be aware of exactly what keywords your blog uses. This means that you will have to go through your content, and then evaluate what keywords to use, so that you can properly categorize your blog and then provide the right keywords if the blog directory service asks for it.

Here are some blog directories that you may want to consider when you are ready to sign your blog up.

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1. Blog Catalog (<http://www.blogcatalog.com>) allows you to not only place your blog into a category. It also shows which categories are the most popular, so that you can be better guided as to what market has the biggest readers. Through blog catalog, you can join discussions and form or join groups.
2. At Blog Hub (<http://www.bloghub.com>), you can add your blog and chat at a forum, chat with your fellow bloggers, get news, as well as other articles that might be of interest to you. Blog hub also offers information on how to use services to monetize your blog.
3. You can also add your blog to the directory at Blog Hint (<http://www.bloghints.com>), where you can view the latest blogs added, the most popular, and the highest rated. Blog Hints will even suggest a category for your blog, and you can access some Wordpress themes if you are using that service. There are many different blogs in this directory that you can search through. The blogs are also arranged in folders that are readily visible on the front page of the site.
4. At Blogging Fusion (<http://www.bloggingfusion.com>) you can also readily view the available categories, and you can even get your blog featured. There are also available blog ratings systems and popular blogs lists for you to browse.
5. Another directory is Blog Flux (<http://dir.blogflux.com>) where you can look through an alphabetical directory, see featured blogs, and see the latest updates to blogs listed in the directory.

C. Additional Tools

1. Article Builder

<http://articlebuilder.net/>

Created by Jon Leger, who also created I Need Articles.com. This is a service that helps build articles based on a huge database.

2. Instant Article Wizard

www.instantarticlewizard.com

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Created by Jon Leger, who also created I Need Articles.com. This is a service that researches the topic/keyword you have selected and crunches the information to provide unique articles that you can use (usually with a little bit of editing).

3. Paper.li

⤴ paper.li

Paper.li claims you can:

- “Start an online newspaper today”
- “for your community”
- “to monitor a topic”
- “to share your passion”
- “for the classroom”
- “about your town”
- “as a newsletter”
- “to cover an event”
- “to mobilize”

4. BagTheWeb

⤴ BagTheWeb

BagTheWeb says you can:

- “Find, Bag, Share”
- “Build Networked Curation”

5. Pearltrees

⤴ Pearltrees

Pearltrees suggests you can use it to:

- “Cultivate your interests” and it is:
- “A place to collect, organize and share everything you like on the web”

6. Scoop.it

⤴ Scoop.it

The Scoop.it site enables you to:

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- “Easily Publish Gorgeous Magazines” ;
- “Leverage Curation to increase your visibility.” and
- “Give persistence to your social media presence.”

IX. What are the Next Steps?

Do You Want to Know More?

Get a FREE ebook here!

<http://www.holistic-hub.com>

By Beverly Taylor