Website
Marketing
Workshop

"Easy Ways to Create Content for Your WordPress Website"

by Christina Hills

Checklist for business owner to create useful content for your site visitors

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Introduction

Having useful content on your website does so many things for you: it helps you to attract people to your site, connects you with your customers/prospects, shows your expertise and builds trust, nurtures relationships, and more.

To many of us, constantly creating fresh content is not an easy and quick task. But fortunately, there are a variety of ways to do so using available tools out there.

This document gives you ideas to create content for your website. Furthermore, I'm sharing some tools and tips to maximize your time and effort put into content creation.

Remember, a website without fresh content is the same as a static brochure. Give your website a life by adding great content!

To your success,

Christina Hills

Christina Hills
Your Teacher/Mentor/Coach for WordPress
https://www.WebsiteMarketingWorkshop.com

CREATING CONTENT FOR YOUR WEBSITE CHECKLIST

Asking your audience for content ideas (Poll them with Surveys)

❑ Use a survey tool to survey your audience

❑ Encourage your blog readers to provide their input as comments

❑ Ask your connections on social media for what they want to learn from you

❑ _____

❑ _____

YouTube Videos

❑ Identify YouTube videos that might be of interest to your audience and write a short article around that video embedding the video into your article.

❑ Share some YouTube video on your website by embedding YouTube Videos

❑ _____

❑ _____

News Headlines/Current Events

❑ Review news headlines for topic ideas

❑ Learn how to write eye-catching subject lines by going through news/magazine headlines

❑ _____

❑ _____

Interviewing Experts

❑   Interview industry leaders.

❑   _____

❑   _____

Using Images/Graphics for Inspiration

❑   Search through stock photo sites to find images you can use as content.

❑   Go through various images for inspiration for content.

❑   Check the copyright status of the image you'd like to use.

❑   _____

❑   _____

Using "Top X" Formula

❑   Use "Top …" to create content with list items.

❑   _____

❑   _____

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Utilizing Podcasts to Deliver Audio and Video Content

❑ Create podcast on iTunes.

❑ Use audio/video content in your blog.

❑ _____

Re-Purpose Your Own PAID Content to Free Content.

❑ Take your books, CDs, coursework, etc. and repurpose it into free content while retaining the integrity of your paid materials.

❑ _____

❑ _____

Outsourcing Your Content

❑ Use PLR (Private Label Rights) articles that are suitable for your business/audience.

❑ Hire people who can help you with creating content (ghostwriter, copywriter, editor, virtual assistant).

❑ _____

❑ _____

Use Public Domain Content

❑ Use Public Domain content and/or images on your site.

❑ _____

❑ _____

Using Editorial Calendar

❏ Create and maintain an editorial calendar to keep track of your blog post publishing schedule.

❏ _____

❏ _____

Using Related Posts on Your Blog

❏ Use a related post plugin.

❏ _____

❏ _____

Using Featured Images

❏ Specify Features Image for each blog post so that it will show up in the blog page, social media, etc.

❏ _____

Author and Date Remover

❏ If desired, install a plugin to remove the post date and/or author name to control the post meta data shown to the public.

❏ _____

❏ _____

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Resources

Survey Tools

SurveyMonkey
http://www.christinasresources.com/surveymonkey/

Quiz and Survey Master Plugin
https://wordpress.org/plugins/quiz-master-next/

WP-Polls Plugin
https://wordpress.org/plugins/wp-polls/

YOP Poll Plugin
https://wordpress.org/plugins/yop-poll/

Facebook Poll App
https://apps.facebook.com/opinionpolls/

Poll Daddy (CrowdSignal)
https://polldaddy.com/

Headline Resource

Emotional Marketing Value Headline Analyzer
http://www.aminstitute.com/headline/

Image Resources

Canva
https://www.canva.com/

Pixabay
http://pixabay.com/

Morguefile
http://www.morguefile.com

Unsplash
https://unsplash.com/

StockSnap
https://stocksnap.io/

Public Domain Resources

WikiMedia Commons
https://commons.wikimedia.org/wiki/Main_Page

U.S. Government Works (with exceptions)
https://www.usa.gov/government-works

Facebook Open Graph Object Debugger

https://developers.facebook.com/tools/debug/

Editorial Calendar Resources

Editorial Calendar Template
http://coschedule.com

Google Calendar
https://www.google.com/calendar

Editorial Calendar Plugin
https://wordpress.org/plugins/editorial-calendar/

Related Post Plugins

Related Post Plugins Search
https://wordpress.org/plugins/search.php?q=related+post

Yet Another Related Post
https://wordpress.org/plugins/yet-another-related-posts-plugin/

Jetpack
http://jetpack.me/

Author and Date Remover Plugins

Date Remover Plugins
https://wordpress.org/plugins/search/author+date+remover/

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