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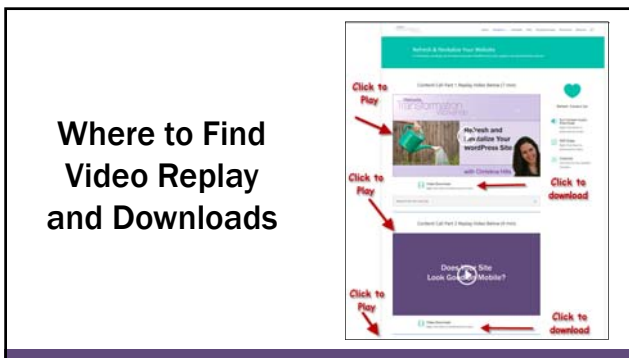
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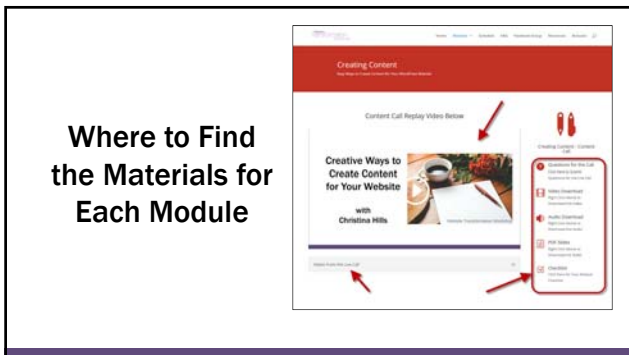
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**Each Module  
Has a PDF  
Checklist**



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**Review Classroom & Gravatar  
Take Poll**

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**Website Transformation Workshop  
The "Cycle of Improvement"**



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**You've Heard the Cliché....**

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**“Content is King”**

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**Your content...**

- Attracts audience
- Connects you and prospects/customers
- Shows your expertise



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**Your content...**

- Builds trust
- Nurtures relationships
- Helps with SEO
- Helps you to make money indirectly



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**But,  
What is Content Marketing?**

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**“Content marketing is any marketing that involves the creation and sharing of media and publishing content in order to acquire and retain customers.”  
(Wikipedia)**

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**In Plain English...**

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In Plain English:

“Create useful information that your markets wants and needs, instead of ads”

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Content Marketing is Your Blog Posts and Your Other FREE Content

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Blog Posts & Articles



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## What Content Marketing is NOT

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### It's NOT

- Sales Letters
- Opt in Boxes
- About Us Page
- Product Pages



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### It's NOT

- Sales Letters
- Opt in Boxes
- About Us Page
- Product Pages



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### It's NOT

- Sales Letters
- Opt in Boxes
- About Us Page
- Product Pages




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### It's NOT

- Sales Letters
- Opt in Boxes
- About Us Page
- Product Pages




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Evergreen  
vs.  
Current Events

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### Content Creation Challenges

- I don't have time
- I have writer's block
- I don't know how to do research
- I am stressed about constantly having to creating fresh content
- I don't have enough resources



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## 10 Ideas to Help you Create Content for Your Website

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### 1) Survey Your Audience

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## Use Surveys, Blog Post, Social Media, etc. and just ASK for Content Ideas

1. What Do You Want To Know About Creating Content for Your Website or Your Blog?

Christina Hills  
September 16 at 6:05am · San Diego, CA  
What questions do you have about integrating email marketing to your website?

Tell us what you'd like to know about WordPress by adding comments below!

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## Survey / Poll Resources

- 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/>
- Facebook My Polls App  
<https://apps.facebook.com/my-polls/>
- Poll Daddy  
<https://poldaddy.com/>

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## 2) YouTube Videos

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YouTube is a great resource for ideas and inspirations



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You can embed a YouTube video on your site



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3) News Headlines / Current Events

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**News Headlines gives you hints for topics to write about**

**Diabetes: Understanding Carbohydrates**  
17 Bizarre Preschool Rules You Won't Believe Exist

**Grilled Cheese, 25 Ways**  
**7 FOODS TO MAKE IN YOUR COFFEEPOT**  
Review: The highs and lows in Apple's iOS 9  
It's not a Cuban party without a pig roast

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**News Headlines are also great eye-catching subject line examples**

Going once, going twice, going to be confused

Oculus Connect: 5 key questions at the big virtual reality conference in Hollywood

**HOW TO STAND UP TO A BAD BOSS**

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

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**4) Interview Experts**

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## Interview Industry Leaders



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## The Hungray Dog Blog: Interviews with Top Chefs



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## 5) Look at Images/Graphics for Inspiration

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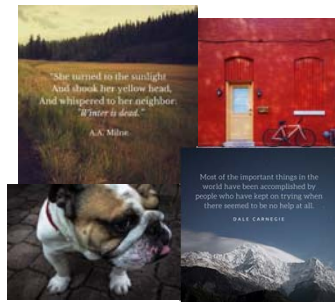
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Visuals do not only make great content but can inspire you to create content



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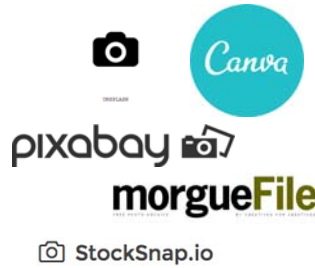
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No/Low Cost Image Resources

- Canva (<https://www.canva.com/>)
- Pixabay (<http://pixabay.com/>)
- Morguefile (<http://www.morguefile.com>)
- Unsplash (<https://unsplash.com/>)
- StockSnap (<https://stocksnap.io/>)



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6) Use "Top X" Formula

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## Use “Top ...” to create content with list items

- Top 5 Plugins You Should Have for Your WordPress Site
- Top 10 Reasons Why You Should Consider Eliminating Carbs
- Top 3 Travel Destinations for Senior Couples
- 7 Things to Consider Before Purchasing Your Next SmartPhone
- Top 10 Questions to Ask When Hiring a Coach

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## 7) Podcasts

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## Deliver Audio and Video on a Podcast



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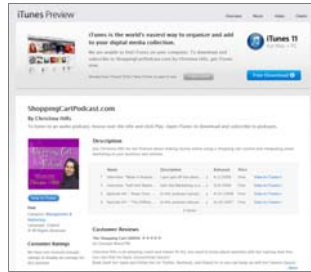
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ShoppingCartPodcast on iTunes




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ShoppingCartPodcast.com it's just a blog with audio files on it!




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## 8) Repurpose Your OTHER Paid Content

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**Re-Purpose  
Your Other PAID  
Content**

- Your Books
- Your CDs
- Your Courses
- Your Lectures
- Your Membership Content

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**9) Outsource Your Content**

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**PLR Articles**  
(Private Label Rights Articles)

- Articles that are for sale, allowing you to use it as your own (using it verbatim not recommended)



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## Get Help from Others

- Ghostwriter
- Copywriter / Editor
- Virtual Assistant



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## 10) Public Domain

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## What is Public Domain?

*"Works in the public domain are those whose intellectual property rights have expired, have been forfeited, or are inapplicable."* – Wikipedia

**= No longer restricted by copyright  
All works BEFORE 1923**

**ALWAYS check the copyright status before using any image**

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**10 Ideas Recap:**

- 1) Surveys
- 2) YouTube Videos
- 3) News Headlines/ Current Events
- 4) Interview Experts
- 5) Images/Graphics
- 6) Top "X" Formula
- 7) Podcasts
- 8) Repurpose Paid Content to Free
- 9) Outsource Your Content
- 10) Use Public Domain Materials

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**Tools/Tips to Help You With Your Content**

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**Editorial Calendar**

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## What is an Editorial Calendar?

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**“An editorial calendar is used by bloggers, publishers, businesses, and groups to control publication of content across different media, for example, newspaper, magazine, blog, email newsletters, and social media outlets.”  
(Wikipedia)**

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**An editorial calendar helps you keep on track of when you are publishing your blog post**



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**Google Calendar  
is Free & Easy**

**You can Share  
with Biz Partners**



Google Calendar

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**Try to Be Consistent as to How Often You  
Post**

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**Related Posts**

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## “Related Posts”

(sometimes can slow down sites)



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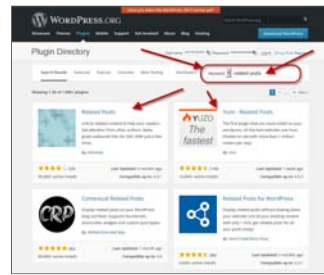
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## Related Posts Plugin



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## Add the Jetpack Plugin for Related Posts



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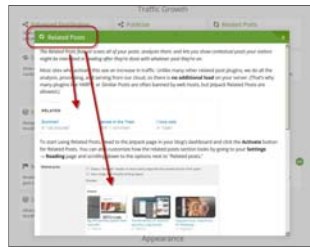
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Jetpack.me for more info



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The WordPress  
"Featured Image"

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Blog Post Article  
on WordPress



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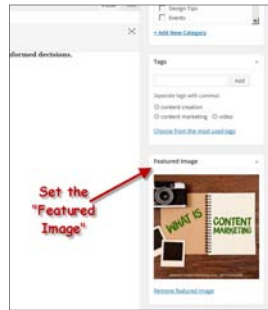
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**Edit the Post and Set the Featured Image on the Right**



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**Featured Images in Show up on Facebook**



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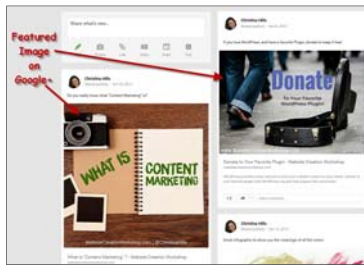
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**Featured Images Show up on Google+**



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# Author and Date Remover

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**“WP Author, Date and Meta Remover” Plugin**

HELLO WORLD! HELLO WORLD!

Welcome to WordPress. This is your first post. Edit or delete it, then start blogging!

**WP Author, Date and Meta Remover**

Don't need the post date and author meta data on your pages? Install WP Author, Date and Meta Remover and its gone. It's that easy!

Download Version 1.0.5

Requires: 3.0.1 or higher  
Compatible up to: 4.0  
Last Updated: 7 months ago  
Active installs: 10,000+

Rating: 4.5 out of 5 stars

5 stars: 7  
4 stars: 8  
3 stars: 0

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**“Old Post Date Remover” Plugin**

OLD POST  
**DATE REMOVER**  
An open source plugin by Ben Meredith

**WP Old Post Date Remover**

Download Version 1.0.0

Requires: 3.0.1 or higher  
Compatible up to: 4.0  
Last Updated: 2 months ago  
Active installs: 1,000+

Rating: 4.5 out of 5 stars

5 stars: 6  
4 stars: 2  
3 stars: 0  
2 stars: 0  
1 star: 0

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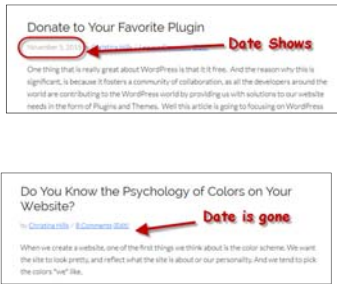
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### Set the Number of Days to Show the Date



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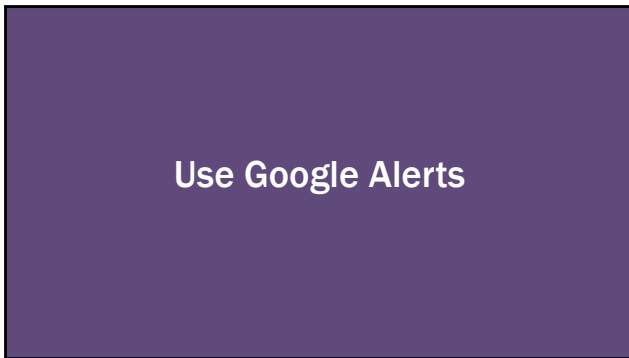
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### Use Google Alerts



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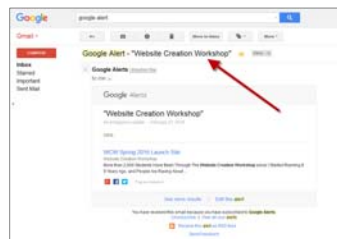
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### Set Up "Google Alerts" for Content Ideas



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**Don't Be Complex.  
Keep it Simple  
Think "People Magazine"**

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**Content in the  
"Cycle of Improvement"**



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**Now go ahead  
and create some  
awesome  
content!**



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**Have Fun in the Process!**



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Website  
Transformation  
Workshop



with Christina Hills

Questions?

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