Website
Transformation
Workshop

Website Transformation Workshop

with Christina Hills

Creative Ways to Create Content for Your Website

with Christina Hills

Website Transformation Workshop

You've Heard the Cliché....

"Content is King"

Your content...

- Attracts audience

- Connects you and prospects/customers

- Shows your expertise

Your content...

- Builds trust

- Nurtures relationships

- Helps with SEO

- Helps you to make money indirectly

But,
What is Content Marketing?

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

In Plain English...

In Plain English:

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

Content Marketing is Your Blog Posts

Blog Posts &
Articles

What Content Marketing is NOT

It's NOT

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

It's NOT

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

It's NOT

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

It's NOT

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

Here are 9 Ideas to Help you Create Content for Your Website

Survey Your Audience

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

* 1. What Do 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!

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/

YouTube Videos

YouTube is a great resource for ideas and inspirations

You can embed a YouTube video on your site

News Headlines / Current Events

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

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/

Interview Experts

Interview Industry Leaders

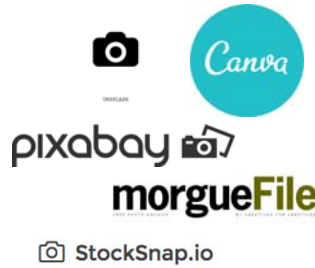Get Your Facebook People to Come to Your WordPress Site

Images/Graphics for Inspiration

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

---
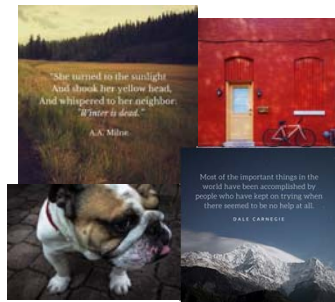
No/Low Cost Image Resources

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

Use "Top X" Formula

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

Public Domain

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

ALWAYS check the copyright status before using any image

Podcasts

Deliver Audio and Video on a Podcast

ShoppingCartPodcast on iTunes

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

Outsource Your Content

PLR Articles
(Private Label Rights Articles)

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

Get Help from Others
- Ghostwriter
- Copywriter / Editor
- Virtual Assistant

Tools to Help You

Editorial Calendar

What is an Editorial Calendar?

"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)

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

Editorial Calendar Templates
(this one is from http://coschedule.com)

Google Calendar

Editorial Calendar
WordPress Plugin

Google Calendar is Free & Easy

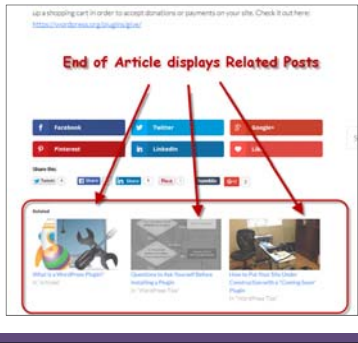**You can Share with Biz Partners**

Google Calendar

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
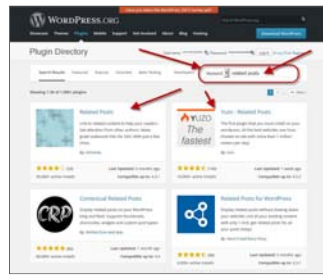- I don't have enough resources

Add New Post
Enter title here
Add Media

Related Posts
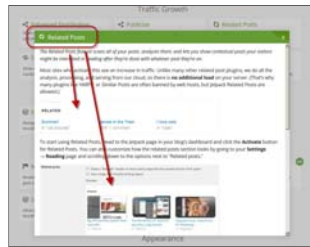
"Related Posts"

Related Posts Plugin

Add the Jetpack Plugin for Related Posts

Jetpack.me for more info

The WordPress
"Featured Image"

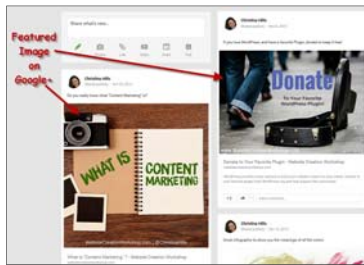---

Blog Post Article on WordPress

Edit the Post and Set the Featured Image on the Right

Featured Images in Show up on Facebook

Featured Images Show up on Google+

Author and Date Remover

"WP Author, Date and Meta Remover" Plugin

"Old Post Date Remover" Plugin

Set the Number of Days to Show the Date

Donate to Your Favorite Plugin

Date Shows

One thing that is really great about WordPress is that it it free. And the reason why this is significant, is because it fosters a community of collaboration, as all the developers around the world are contributing to the WordPress world by providing us with solutions to our website needs in the form of Plugins and Themes. Well this article is going to focusing on WordPress

Do You Know the Psychology of Colors on Your Website?

Date is gone

When we create a website, one of the first things we think about is the color scheme. We want the site to look pretty, and reflect what the site is about or our personality. And we tend to pick the colors "we" like.

Now go ahead and create some awesome content!

Questions?