



SECRET 15

CONSOLIDATE
CONTENT FOR
GREATER IMPACT

Consolidate Content for Greater Impact

You need to cut to the bone and get to the point faster than ever before. There is too much content (being produced very rapidly) online to waste any amount of your readers' time.

What do you do? Why do you do it? How do you provide more value? What problem do you solve? Who is your brand or service best suited for?

If you spend any amount of time dancing around the main point, it is time to change your shoes and get to the point faster.

Getting to the Point

SEO used to be more basic — high volumes of content, lots of places for keywords and phrases (along with best practices), and you were well on your way. However, the context and the **value** provided by your content has taken center stage. Content that doesn't provide value does not keep buyers on your site, does not drive action, and can do more harm than good.

Start auditing your website content now.

What are you trying to say? Can you say it in three words instead of 10? Can you use a video or infographic instead of a page of written text?

Keep your eyes out for words like "however," "therefore," and "additionally" — if you are using these words (a lot) chances are you are explaining far more than you need to. Purge your content for any unnecessary fluff and filler. Get to the point and get there faster.

Make Content Useful - Adding Value

If you want to make your content better faster, ask yourself this question. How is this adding value? If you can't answer this question, it's time for a change. There is always an exchange, whether it is hard dollars, time, emotion — whatever it is — it all comes down to value.

Don't think of your content as "content" – think of it as "value." You are creating, providing, and distributing value. If you don't provide value, then you have taken the reader's time and offered them nothing in return — not a great exchange of value.

Content = Value



Videos



How-to Guides



Infographics



Podcasts

Your brand and business are only as valuable as they are perceived by your customers — no matter how great you may know you are. Providing value through your content is a powerful strategic approach that will raise your brand value and reduce buyer friction.

Well Organized and “Fun-Sized”

Keep the flow, size, and organization of your content in mind. The last thing you want to do is confuse those visiting your website with too much information. Along with “purging” your content, break your information down into smaller pieces that are easier to consume.

This is especially true for mobile content — nobody wants to read paragraphs of content on a small screen. Sectioning out your brand, service, or product content into separate areas will keep your content focused and easier to absorb.

Speaking to YOUR Audiences

Your audience is all that matters. Creating content that speaks to them in a way that they understand, in short, makes it more valuable. Strip out the jargon that you think makes you sound credible and use language your audience understands. Why? It's more valuable.

You could say that your new mobile processor is “**quad-core running at 8-gigs,**” or it is “**lightning fast for a crisp and flawless performance.**” Use real language that they can connect with and visitors are more likely to stay on your site, take action, and convert to paying customers.



Quad-core running at 8-gigs

VS.



Lightning fast for a crisp and flawless performance



Focus on improving the quality and relevancy of your content. Clean up any spammy, thin, or poorly written content on your site. Focus on making content that is the most valuable for your target audience.

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For 15 years National Positions has been at the forefront of the digital marketing industry. We focus on combining the worlds of technology, data analysis, and creative design into our digital marketing strategies. Our data and know-how alone give us the edge required to effectively help our clients beat the competition. We focus our strategies on driving more traffic to your business, nurturing your lead pipeline, and helping convert your leads more rapidly. We look forward to helping your brand and business reach new heights in 2019 and beyond.

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