

Expert write-up 1

The chapter 5 video Off-Site SEO: Leveraging Content Marketing for Link Building lecture by Ivey O'Neal, a content marketing and link building strategist at Red Ventures. Covers the importance of content marketing for SEO and link building. It explores different types of engaging content to produce, how to make content shareworthy, and tactics to effectively promote content. It turns out the key is focusing on creating top-notch, distinctive content tailored to your audience.

Content marketing involves creating online content like articles, videos, infographics, etc. that provide value to readers often without directly promoting products or services. She highlights three key benefits of content marketing: generating site visits, establishing a brand identity, and creating backlinks.

Benefits of Content Marketing:

- Generates site visits - Unique, helpful content attracts visitors, some of whom may convert to customers or return later.
- Establishes brand identity - Consistently publishing high-quality content positions a brand as an authority in their niche.
- Earns backlinks - Great content attracts natural links over time. Backlinks are crucial for SEO rankings.

Ivey then talks about the types of shareable content that can be created, including resource guides and tools, data-driven content, and featured articles. Resource guides and tools, such as calculators, are user-friendly and interactive, providing unique value to users. Data-driven content, especially proprietary data, increases trust in your brand and allows users to tell their own story. Featured articles, particularly those with expert quotes, enhance the authority of your content and increase its shareability.

Types of Shareable Content:

- Tools like calculators - Interactive, customizable tools engage users.
- Long-form guides with visuals - Comprehensive guides establish expertise. Visuals enhance storytelling.
- Data-driven content - Using proprietary or unique data builds trust and enables others to reference you.
- Expert quotes - Featuring quotes from industry experts adds credibility and gives experts incentive to share your content.

O'Neal emphasizes the importance of creating content that is informative, has a unique hook, provides unique value to the user, includes data, is relevant, and showcases author insight and expertise. She advises that content should answer every possible question a reader may have, be

different from what's already out there, and be accurate.

Creating Shareable Content:

- Be informative and in-depth - Answer every question a reader may have on the topic.
- Have a unique hook - Research competitors and provide a novel angle.
- Offer unique value to users - Include interactive elements users can personalize.
- Use data and visuals - Numbers and images boost perceived expertise.
- Ensure relevance - Content should align with brand identity and audience interests.
- Demonstrate expertise - Accurate information and insights establish authority.

The video also provides strategies for promoting content. Social media can be used to connect with people about your content, mention influencers, and find online communities interested in your subject. Email, when used smartly and personalized, can also be an effective tool for content promotion.

Promoting Content:

- Share on social media - Connect with audiences interested in the topic. Mention influencers featured.
- Email outreach - Personalize emails and target those sharing similar content. Explain how your content solves their audience's problems.

O'Neal stresses that content marketing can be tricky and requires a willingness to try new things, innovate, and sometimes fail. The key is to create unique, high-quality content that meets the needs and interests of your audience. This, in turn, will generate site visits, establish your brand identity, and create valuable backlinks that drive your site's SEO performance.

Content marketing is not just as a tool for promoting a brand, but a strategy for building meaningful connections with an audience. The emphasis on creating unique, informative, and user-centric content resonates with me, as it provides value and fosters engagement. The strategies and tips provided by Ivey O'Neal offer a practical guide for anyone looking to leverage content marketing for link building and SEO.

References

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