

# Create Great Content

*with Tamara Budz*

*Silver Shade Group*

# What Am I Going To Learn Today?



- How do keywords work and how can I use them?
- How do I write to motivate customers?
- How can I use images and videos that align with my brand and improve my search rankings?



# Research Keywords

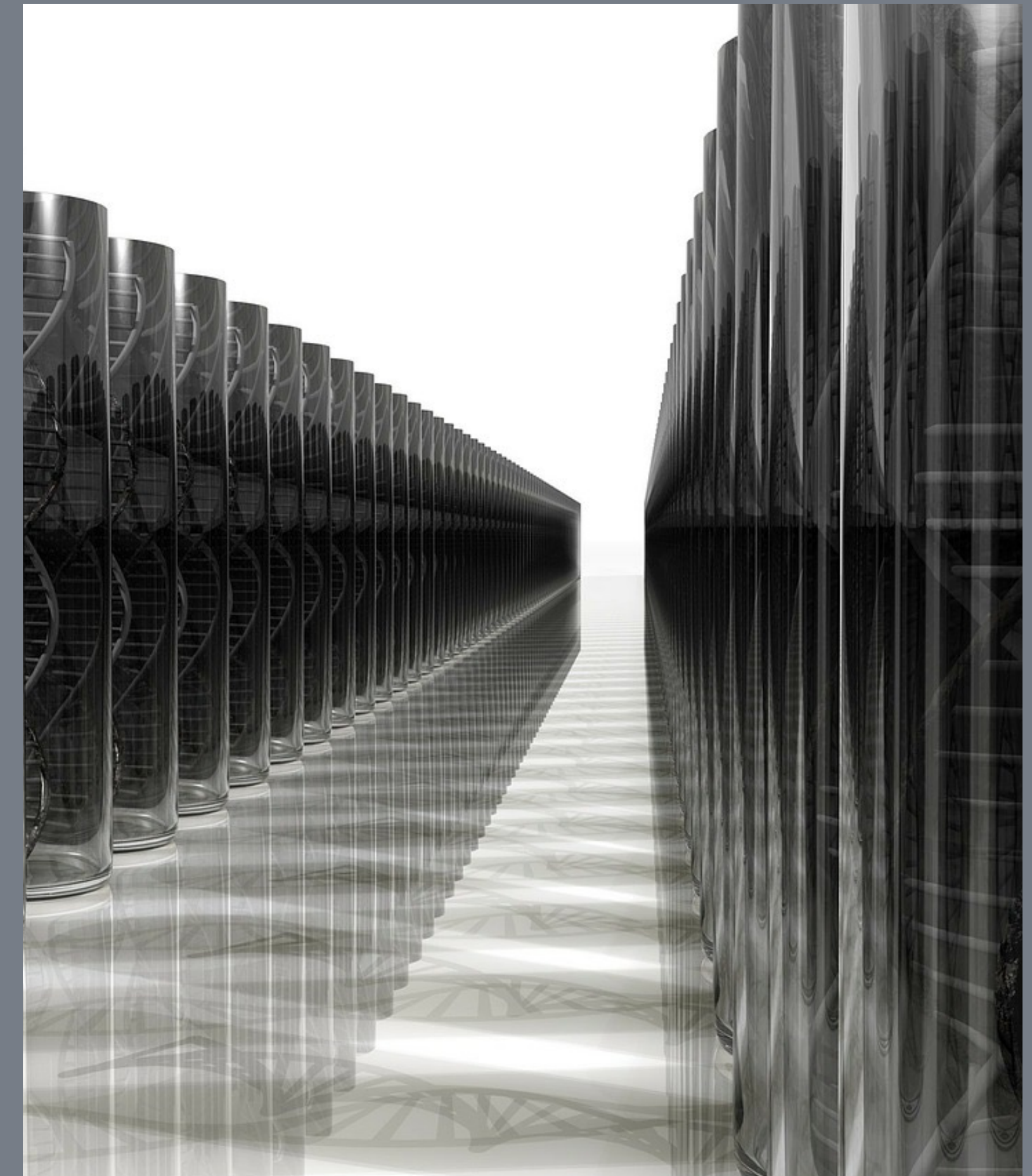
- Create a short list for each of the following:
  - What does your business do or sell?
  - Where are you located? City, state, region, neighborhood
  - What search terms does your audience currently use to find your website? (<https://www.google.com/webmasters/tools/search-analytics>)
- Use those lists to research the right keywords for your business ([adwords.google.com](https://adwords.google.com))

# Why Do Customers Choose You?

Highlight your strengths

- What is different about your business?
- What is different about you as a leader?
- How are your products better than what the competition offers?

Show feedback and reviews from your current and former customers



# Keywords + Strengths = Great Copy

- Keyword placement matters
- Choose your business strengths for each page
- Start with your About page
- Write short paragraphs
- Use words that your audience uses, not industry jargon!
- Use active voice:
  - You wouldn't want to use SEM when talking to consumers
  - Do not use SEM when you write for consumers
- Be consistent with your overall brand





# Content Is More Than Copy



- Choose inspiring and relevant images
  - Use stock images
  - Hire a photographer
  - Take your own photos
- Think about how you will use the images in your marketing
- Create videos that sell your brand or products
- Use *keyword* titles
- Use interactive tools that highlight your assortment
- Link to relevant resources



Great content will help you connect with your audience. Your marketing messages should speak directly to your customers using words they understand.

If you want to talk content or marketing, contact me at:

[silvershadegroup.com](http://silvershadegroup.com)

[info@silvershadegroup.com](mailto:info@silvershadegroup.com)

704.727.6233

*Silver Shade Group*