the content **byte**

What's in this episode?

Hosts Rachel Smith from Rachel's List and journalist and content creator Lynne Testoni get practical and into the details as they share all about how to write a great piece of digital content. This episode is all about the anatomy of a great content piece.

What type of content works best?

If you're a regular listener, you'll have heard about the kinds of clients that'll want content – it could be content agencies needing articles for their clients, it could be small businesses wanting blogs, it could be publishers and digital editors.

…in short, everyone who's got a website wants content!

When we talk about good content, we mean content that informs, inspires people to click or share or register +/or content that inspires people to buy.

There are all kinds of content – audio, video, visual – but today we'll focus on the written word.

We mentioned a lot of great tools you can use in constructing your content in episode 5 and we'll touch on a few more here.

TOPIC

The topic comes first. Many clients will know what their audience to read about or hear about and they'll just give you the topic and keywords. A lot of great content is about informing or solving people's problems.

Ask your clients what their customers talk about and the problems they usually have.

Others will want you to brainstorm with a keyword list they've had done previously. Or they'll give you rough topics and ask you do brainstorm ideas.

Here are some of our favourite tools that we use to tackle the Google search beast:

- AnswerThePublic (https://answerthepublic.com/) uses Suggest data, which shows combinations of auto-complete searches, Lynne uses it all the time to give her ideas for topics.

- AlsoAsked (https://alsoasked.com/) – a favourite of Rachel's, this site uses "People Also Asked" data, which provides results for more longtail searches and critically, shows the relationships between these topics and questions.

- Ubersuggest (https://neilpatel.com/ubersuggest/) can tell you how many searches a keyword gets per month (search volume) and SEO difficulty – the higher the number the trickier it is to rank.

NEXT STEPS

Title – those tools can also help inform your post title. Writing a good title is essential because there's quite a bit of research out there that 60 per cent of people don't read past the headline! Brainstorm it and get it right.

Metatitle – if you can't get it into the post headline, you can put keywords into the title.

MetaDescription – some say this is the most important piece of the puzzle. It's a preview that pops up in Google of what the page is about.

Content – split your content up into sections, subheads and bullet points – make sure it's easy to read.

Rachel works in WordPress a lot and recommends Yoast, (https://yoast.com/) a WordPress plugin, which gives you a score of your content and can be really handy.

Find us on Apple | Stitcher and email us your questions, feedback and show topic ideas to thecontentbyte@gmail.com

Show Notes

Episode 10: Anatomy of a great piece of content (and how to create it)
Listen: Apple | Stitcher

CALL TO ACTION

Last thing is not to forget the CTA – the call to action – at the bottom. This is where you tell your reader to do something – download your lead magnet, buy something, register for a webinar, leave a comment. You want it to be meaningful and inspire your audience to do something.

Hope you've found these show notes useful! Don't forget to rate us or write a review if you like The Content Byte – it helps others find us too. Thanks so much!

Cheers,
Rachel and Lynne

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