

How To Create More Content In Less Time

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Online Marketing Goddess
4495-304 Roosevelt Blvd. Suite 143
Jacksonville, FL 32210
<http://www.OnlineMarketingGoddess.com>

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CONTENT IS KING

You've heard it time and time again. Content is KING, and more and more our work with customers proves that it is true. Search Engine Optimization used to be all the buzz. If you wanted to rank for a particular keyword, you simply created a web page about the topic or product, optimized the page for the keyword, and then built or bought links to that page with your keyword phrases linked back to your site. *By the way, buying links is a violation of Google's Terms of Services and in a Post Panda and Penguin world **many websites paid dearly** with loss of*

ranking and delisting. As the web evolved and more user generated content was created, it became easier to "get links" because you could just spread your own articles and blog spam all over the web. Guess what? **Many more sites were swept up in the Panda and Penguin net, and lost their rankings, too.**

So how do you work on rankings, in a way that makes Google happy? Well it's really by **making the HUMAN SEARCHER happy**. And time and time again we see that **content that makes HUMANS happy wins**. Instead of focusing on "link building" many professionals are focusing on "content marketing". They've stopped



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thinking about just getting more links, they're building broad rankings and increasing visibility across the web - **not just for Google - but to reach REAL HUMANS** who want and need to know what you have to say.

Do you see? It's about HUMANS, not SEARCH ENGINES.

WHAT KINDS OF CONTENT?

REAL CONTENT that you want REAL HUMANS to consume, like, and share -- not just for the search engines to crawl. It is the written, video, graphic, and audio work that you're already creating in your business - both internally and externally. Here are a few examples:

Written Content:

- Articles & Blog Posts
- White Papers
- Manuals
- Reports
- FAQs
- Presentations
- Press Releases

Video Content:

- Product Demonstrations
- FAQs
- Screen Recording
- Slide Shows
- Events & Programs
- Interviews
- Video New Releases

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Graphic Content:

- Product Photos
- Infographics
- Memes
- Illustrations
- Presentations
- Event Photos
- Media Releases

Audio Content:

- Events & Programs
- Podcasts
- Interviews
- Music
- Performances
- Reports

Got it? And it bears repeating, creating content for **HUMANS to CONSUME**, not just for search engines to crawl.

HOW TO CREATE MORE CONTENT

FINALLY! We can get to the fun stuff!

If you look back at the list of types of content, you must have noticed that there are some of the same types of content on different lists - that's because **content can be created in more than one way**.

The FAQs that are on your website could be the starting script for a presentation; the presentation could be turned into a video; and the audio could be added to a podcast channel.

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Your base content is CREATED once, but **you can recycle and reuse it in quality ways to reach a broader audience.** We actually use this strategy in our [marketing agency](#), and it's working.

We have articles professionally written and edited, and depending on the content they're either placed on the client's website or turned into a PDF and placed on a document sharing website like [Scribd](#).

BONUS TIP:

We only use original, unique content on our client's websites, and never place the exact article on the website that we use on other places on the web.

Then we take that article and create a compelling PowerPoint or Keynote slideshow presentation. That in turn is uploaded onto [Slideshare](#).

Then we add spoken word or audio to the presentation and create a quality video that is uploaded to [YouTube](#) or other video websites, when appropriate.

BONUS TIP:

Due to recent changes at Slideshare, you can add the spoken word audio track to a presentation and it becomes a Slidecast.

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My Favorite Way, When Possible.

I prefer to make a video first, then you immediately have Video AND Audio. If you've never made a video before, or would like some pointers, [YouTube has great resources on their website.](#)

I then extract the audio. For some clients it can be used as podcast material, for others as the audio track for a slideshow. From a PC you can use [AVS4You](#). For the MAC you can use [iSkySoft Video Converter](#). If you've never created a Podcast, here is a [free Podcast Tutorial from Jason Van Orden](#).

Next, I use [Casting Words](#) to transcribe the audio. There are cheaper services - but I like their reliability and ease to work with.

BONUS TIP:

*While you can simply give Casting Words the link to your video, I prefer to have the transcript of the audio **BEFORE** I upload to YouTube.*

***WHY?** When you add your video to YouTube, you can [add the Closed Caption transcript](#) right after the upload, instead of relying on the automated version they'll use. New features allow auto-syncing so you don't even have to create a caption specific file with time stamps.*

***THE BEST PART?** I believe that the caption files help your videos get more SEO love because it gives the search engines more to read and rank.*

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And now in one fell swoop I have a Video with Captions, an Audio File, and a Transcript.

Next, I send the transcript to my writer or editor and they turn it into a viable written document. That document is then used on the web or the client's website. If I use it on the client's website, we create a second human rewritten version. Often we make the document visually appealing and turn that version into a PDF. On my Mac I'm able to "print to PDF" from my Pages and Keynote (the Mac equivalent to Word and PowerPoint). If that's not available I like to use [Adobe Acrobat](#). For more options out there, simply "Google" PDF Creator.

And now I have a Video with Captions, an Audio File, a Transcript, and a Document.

BONUS TIP:

When I use the DOCUMENT, that can mean any of number of types of content (see the list above): blog post, website article, press release, manual, FAQs, and the list could go on and on.

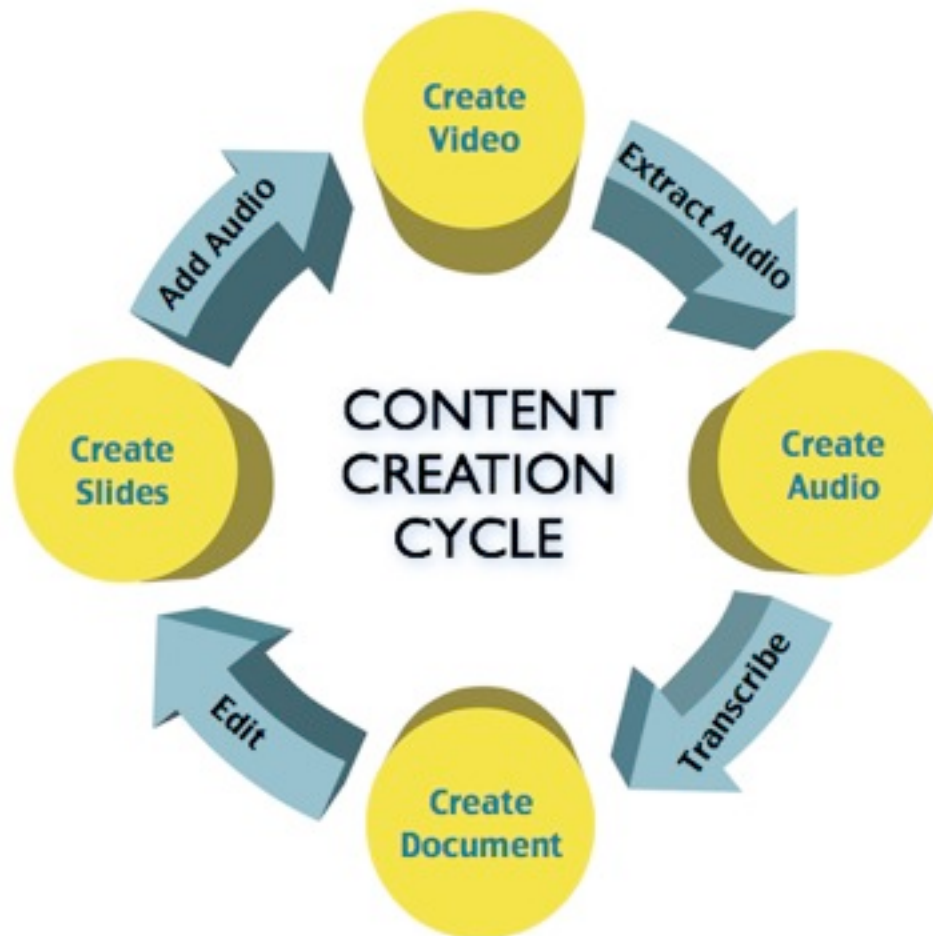
Last, I make a slideshow from the points in the final article, and create a presentation converted to a PDF to use on SlideShare or other websites. I'm not a

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graphic artist, but sometimes I have to be. If you don't know how to make AWESOME presentations, I recommend [Slides that Rock on Skillshare](#)

Finally from one video I have: a Video with Captions, an Audio File, a Transcript, a Document, and a Presentation.

A GRAPHICAL VIEW OF THE CONTENT CREATION CYCLE



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Here's the REAL BEAUTY in this CYCLE

Start on any YELLOW DOT and work your way through the cycle. Perhaps you have made a presentation in the past -- dig up that old PowerPoint file -- turn it into something AWESOME, and then create a video out of it.

BONUS TIP:

Your videos don't have to have your face in them, many information based videos are simply a person making a presentation, like they would in person, with an audio track. And you can record those right from PowerPoint or Keynote

Take that video file and extract the audio. Use the audio for the slidecast or create a podcast. Transcribe the audio and create a document for your website or for use around the web.

Is this DUPLICATE CONTENT?

For clarity, because I know this may have come up in your mind, ISN'T THIS DUPLICATE CONTENT? I say "NO." Each one of these items is a different type of file on the web - and will be ranked differently, too. Now with that said, I don't personally believe there is a "DUPLICATE CONTENT PENALTY" from Google, it's simply a "best version wins" displayed. Think of it like this - if you bought a magazine and every article was exactly the same article from page to page to page

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you would feel like you'd wasted your money, I believe this is how duplicate content is ranked in Google. There is no reason to show more than one article that is exactly like another one.

Which leads us to another reminder - **be sure to create QUALITY content! This is not about creating more crap on the web - there is already plenty of that.**

What About Images?

Have you noticed we haven't even talked about **graphical content** yet? Are you getting the concept though?

You could take photos from an event, and create a photo album presentation, and use that as a SlideShare. Those photos could also be uploaded to YouTube and turned into a video slide show - right on your YouTube upload screen - without even opening a video editing software.

You could take product photos from different angles and do the same thing, too. Add an audio track and now you have a product video.

If you have a HOW TO slide presentation, you could save the slides as individual images and create a massive INFOGRAPHIC to upload on [Pinterest](#), your blog, or

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other website. Or, take a data based presentation (even without the help of a professional) using [Piktochart](#) to create an infographic. The possibilities really are endless.

Now that you know how to leverage your content, let's talk about making the content work for you.

SEO LOVE & CALL TO ACTION

While this isn't an ebook about SEO or link building, please do link back to your site, where appropriate, with relevant keyword links. Don't be spammy - make it good for the humans who are reading or watching.

In your articles, include an "ABOUT" box where you can have a byline, author's bio, and company information. On a slide show,

there may be an opportunity to link from a slide or two inside the presentation - if not, that's OK, you still have that final slide where you include a CALL TO ACTION - give them a reason to click, call, or come into your store. An example:



To learn more about how we help client get better results from their [online marketing strategy](#), please call 904-348-0115 or visit our website at: <http://www.onlinemarketinggoddess.com>

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In your videos, include contact information at the end AND in the description area.

If you're creating infographics, be sure to include a blurb about your company, your logo and website information on the bottom. On images it's a little harder, but you can always include your website as a graphic overlay.

At the end of the day, there's no reason to put all this content out there and then not have a way for someone to reach you.

EXPANDING ON THE CONCEPT

It's great to create multiple formats of the same original content, but there's yet



another angle. Making multiple QUALITY versions of the same content. Not duplicate, but similar.

Aside from YouTube, there are probably HUNDREDS of other video sharing websites including Blip.TV, Dailymotion, Viddler, Vimeo - that are listed as [the best video sharing sites on Lifehacker](#). Not all of them are free, but are certainly worth considering.

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And each of those channels has it's own audiences. So it's possible to share your video not just once, but 5 times, if the video audience is right for you. Keep it professional and always comply with terms of service on these sites.

BONUS TIP:

***DON'T UPLOAD EXACTLY THE SAME VIDEO FILE.** Because that would be duplicate content - and while there's not a penalty (IMHO) it could keep your other videos from ranking. Instead make a few edits, a change intro music, or a longer outro to ensure that it is different enough.*

The same idea can be applied with Slides, Document Sharing, Photos, Graphics and more, all with their own communities of followers who very well may be looking for what you have to say. Keep in mind that the documents should not be exactly alike to give you the best results.

THE EXPONENTIAL FACTOR

So now you have videos, a presentation, a photo album, and perhaps a couple of versions of your articles - now we need to add some social media steroids to the mix. You'll want to share them on your social networks and bookmarking website - but be SMART about this. If you share a YouTube video on Twitter, then don't share the similar Viddler video there - share that on LinkedIn instead. DON'T cross

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pollinate your sharing, and DON'T share it all at once. Space it out and make it work for you.

When we do the posting for clients, we keep a spreadsheet of what's been shared where, and when. It serves two purposes, one, we know what's been shared and two, it gives us a basis to track results.

And that's it.

CONCLUSION

Now you know how you can start with a single piece of content and in a very short time quadruple your results, in less than half the time it would take to create 4 original pieces of content. Open your mind and really think about how you can leverage this concept for your business. Go back into your archives - you don't have to start from scratch. When you're creating new content, immediately begin to formulate a plan as to how you can share this with the widest audience. Create content with purpose, set



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on helping the humans that are reading or watching it - and you'll make great strides in creating more content in less time.

About the Author:

Michelle Chance-Sangthong is a forward-looking online strategy and SEO expert and public speaker with more than 16 years of solid results in ecommerce retail, conversion analysis, pay per click advertising and link building.



With a background in computer science and networking, she grew up professionally right along with the Internet -- and it still thrills her to "get it right" in the constantly-evolving online landscape. She is committed to keeping up with all the latest; asking - and answering -- the right questions; and generating strong relationships and great outcomes for her clients.

Her recent book [Incremental Marketing on Micro Budget](#) was release for Kindle in March 2013, and has been a Best Seller in the Amazon Kindle Store.

To schedule interviews, speaking requests, or appearances please contact [Susan Pelter](#) at 904-460-2801.

Follow her online at: <http://www.michellechance.com>

Facebook: <https://www.facebook.com/MichelleChanceSangthong>

LinkedIn: <http://www.linkedin.com/in/michellechancesangthong>