

# Checklist for Using Content for Recurring Traffic

Step I. Research the type of content topics that are popular in your market and create a content idea list by doing the following:

1. Find the top sites in your market.
2. Look at these sites and figure out the popular content; social shares and comments. Some sites will even tell you what's popular.
3. Set Google Alerts for your topics.
4. Read books (especially best-selling books) in your market. Incorporate these ideas in your content.
5. Visit forums in your market and see what questions come up. Sort the threads if you're able to so you can see what the most popular threads are.
6. Check-out any LinkedIn groups that exist on your topic or in your market.
7. Visit Yahoo Answers and other 'question and answer' sites and see what questions come up in your market.
8. Review blogs in your market and read the comments. See how you can address the questions readers have in your own content.
9. Visit social media sites. Follow the influencers in your market to gain ideas. You should give them credit for anything you use of theirs.

10. Look at your own site for content ideas (this may come from your readers in your comments if you allow them or emails to you).
11. Conduct keyword research. You can find keyphrases with a keyword tool like Wordtracker or the Google Adwords Keyword Tool and see what people are actually searching for.

Step 2. You need to create useful content from your list of ideas. These are topics proven to be interesting to your target market.

Step 3. Next, you need to incorporate the following elements into the content you create:

1. Optimize your content for the search engines.
  - A. Perform keyword research.
  - B. Incorporate the keywords into these elements:
    - i. Title
    - ii. Meta tags
    - iii. Headline of the article
    - iv. Use in the content, but write naturally
    - v. Link to the content on your site using those keyphrases
  - C. Pay special attention not to over-use the keyphrases. Everything should still sound natural to a reader.

2. Optimize your content for sharing.

- A. Make it easy to share your content by including a few sharing buttons on all your pages.
- B. Ask people to share within the content (near the end or even throughout it if you can work it in).
- C. You may want to have a social profile on the most popular platforms.
- D. Network with others and share their content on social networks. They may share yours too.

3. Promote your content for links from relevant, popular sites in your market.

- A. Figure out the following:
  - i. What is already being linked to?
  - ii. Who is linking to it?
- B. Keep a list of these people. Tell them about your content and why their visitors may find your content useful.

4. Connect your content to existing channels on your site.

- A. Does the content fit the theme of your site?
- B. Can it be added to your autoresponder?
- C. Can you create a category for it?
- D. Can the content fit in as a tutorial?
- E. Are there other pages you can link to?

5. Let your subscribers know when you publish new content.
  - A. You may want to build anticipation for this.
  - B. Share the content on any social sites you have a following on.
  - C. Re-work old, outdated content and make it current and better. Tell your subscribers to check it out after you do this. Go through the whole process again and you'll get even more links, shares, and hopefully build more popularity for the existing web page.