

BUILDING A CONTENT FACTORY

REFERENCE SHEET

1. Set up a Content Idea Vault where you will store content ideas.
2. Research your market (competitors, blogs, industry, etc.) for content ideas.
3. Create a list of 250 keywords that you can create content around.
4. NOTE: Ideally you want keywords that have proven to create conversions.
5. Select your Top 10 Content Ideas and match them with keywords.
6. Write Keyword-Rich Compelling Blog Post Titles for Top 10 content ideas.
7. Decide what FORMAT each of the initial 10 ideas will use (blog post, video, etc.)
8. Determine WHO will create initial 10 content ideas (you or others?)
9. If others will create, find them via UpWork, Fiverr, or on other sites.
10. After initial 10 content ideas are created, carefully EDIT them to your standards.
11. Schedule these initial 10 content ideas for release.
12. Release a maximum of 2 pieces of content per week initially.
13. After the first month of releasing content, add 1-2 more per week if needed.
14. Repeat the process of matching ideas with keywords and finding someone to create.
15. Prioritize all ideas and determine when to have each made.
16. Prioritize the pre-scheduling and release dates for content being made.
17. Carefully monitor Google Analytics (and Google Rankings) for hottest content.
18. Create a "Series" of similar content around content that is getting lots of traffic.
19. Look to EXPAND your Content Production with Guest or Customer content.
20. Expand into Podcasts, unique FB Page posts, YouTube Channel, and more.
21. WASH, RINSE, REPEAT the process to regularly publish new content for your business.