Mining for Gold
Christopher Lee
“Why is content important, anyway?”
Well...

- Provides information about your product/service
- Helps you engage with readers/potential customers
- Brand definition
- Potential customers can find you
PageRank Factors

- Links to your site
- Social Sharing
  - AUTHORITY
- Keywords
  - Anchor Text
YOU CAN’T SIT WITH US!
Thinking about Writing in the Right Way
Huffington Post @HuffingtonPost | 3m
These 5 scary Obamacare predictions were dead wrong huff.to/1whuZbn

Huffington Post @HuffingtonPost | 8m
How to understand an introvert (in one chart) huff.to/1rA3lQk

Huffington Post @HuffingtonPost | 13m
Nearly a third of all smartphone users admit they're addicted huff.to/1rGQE6p

Huffington Post @HuffingtonPost | 18m
Why you should be wary of egg freezing as a ticket to "having it all" huff.to/1whqEoC

Huffington Post @HuffingtonPost | 23m
The one thing you should never (ever) bring to bed with you huff.to/1rAdiNz
Practicing poor hand-washing habits RT @HuffingtonPost: The biggest mistake you're making in the bathroom huff.to/1stgRL7

"World News" achieves first overall ratings win over NBC's "Nightly News" in more than six years RT @HuffingtonPost: HUGE win for ABC News

Boots RT @HuffingtonPost: The one fall essential every man should own huff.to/1s9MAkb
Some points to consider (4 Ts)

**Tasks**
- *Are there any particular “things” I have to do? (keywords? Images? Links?)*

- Topic
- Trajectory (Angle)
- Tools
Start in parts.
Be Brave. Be Bold
I'M MY FAVORITE RAPPER!
Recap (4 Ts)

- Tasks (no more than 30min)
- Topic (15 – 45min)
- Trajectory (Angle) (~30min)
- Tools (shave time off of the process)
  - Give yourself up to 3 hours of writing time

5 hours!
Questions?