



# SESSION 3 – CONTENT WORTH CREATING Serena Star-Leonard

### WHAT GOOD CONTENT CAN DO FOR YOU...



### BEYOND A BLOG

More focus More value More impact Quality of posts over quantity of posts

### THE RECIPE

For content worth creating!

CHOOSE

• Choose a topic you are passionate about. A CMM! Value + Search + Community Needs.

CREATE

• Create an Ultimate Guide. A killer resource... so great that it must be shared!

BE YOUR BEST YOU!Be yourself, be authentic, share your opinions, values, best tips and resources.

BE GENEROUSGive amazing value, be generous, be of service.

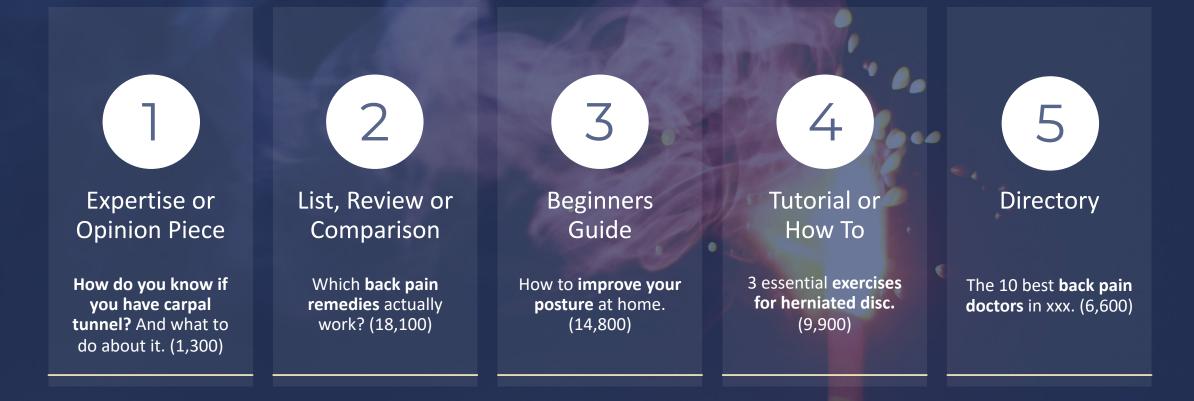
• Make it findable – USE SEO! TIP: Include an FAQ or answer questions.

PROMOTEShare it with the right communities. Create your own 100 Points of Promotion list.

ANALYSE

• Analyse the data! Find out what works for you and then expand.

### COMMON CONTENT TYPES



## CONTENT FORMULA

### COMPELLING OPTIMIZED TITLE! EBook Introduction Point 1 Subheading Digital Course Content **Point 2** Subheading Content Point 3 Subheading Content Blog, Page **Point 4** Subheading or Video Content Point 5 Subheading Content Video Conclusion

## CONTENT PACKAGING

### eBook



Dr. Hudson's Quick Tips for Calming Anxiety and Stopping a Panic Attack \*\*Please note that each person is unique and what works for one person may not work for another. I recommend you try a number of these ideas and see what works best for you. Make nore to practice a duly miniphese activity (e.g., grounding encryster, meditations, or similations) to a dury you can person marries (#EPCDE it starts.

- by a matched of them idea and new what such the fight years. Matche are in practice addapt an adjustance at the track of the practice addapt and physical ends of the ph
- court, bold for 4 courts, and our for 2 counts). Try a sendingtic sector has a sector base of the sector ba
- Try some yoga—child's pose and downward dog can help release anxious energy, slowing down your breedhang, and premoving mease of calm.
  Eat some protein, such as nuts or jerky. This will help to stabilize blood sugars.

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### Blog or "Resource"



#### ATZE YOU MATZKETING IN THE DATZK?

Many wellness people don't know if they are set up with the right tools to track data on their website

Your website data will help you identify what is working for you and what isn't. Without this data, you are marketing in the dark!

This is the first step in making friends with your website. Your website developer should have set these up for you when they built your website. So fingers crossed you will find hat this has happened

#### GOOGLE ANALYTICS AND SEARCH CONSOLE

Google Analytics and Search Console are tools that are essential for the analysis of your website visitors. Many Wellness People do not even know if they have these tools installed until they need the data and find that it hasn't been collected.

We recommend checking that you have these installed and that they are working!

If you are unsure you can test the process by going to the relevant website and log in with your usual Google account, hopefully, you find that someone has set you up along



#### Welcome to the SEO for Wellness People Courset

This document will work you through testing and checking your website set up prior to the counte. If everything is set up and working correctly, these website checks will take about 30 minutes or less.





veed tests will take about 10-20 minutes. From time to time, we are websites that are to slow that they are not being served in Goode. To be able to optimize your website in the course, your vebsite needs to be fast enough to be found. The purpose of these tests is to uncover only websites that have major speed lasses, so that you can oddress them before we start.

# MORE EXAMPLES

- <u>https://wellnessmama.com/3650/remineralize-teeth/</u>
- <u>https://powersofhomeopathy.com/free-homeopathy-courses/</u>
- <u>https://draxe.com/health/deep-tissue-massage/</u>
- <u>https://soberpaddy.com/how-not-to-be-a-rapist/</u>
- https://kellymom.com/ages/older-infant/babyselfwean/
- <u>https://lsigraph.com/lsi-keywords/</u>
- https://shorthand.radionz.co.nz

# ACTIONS

- Create a resource based on a core marketing message.
- Make the resource VERY useful and/or VERY inspiring!
- Use the content formula.
- Give your best.
- Choose a relevant key phrase from your SEO research.
- Bonus: if your content is good enough to change a person's life!