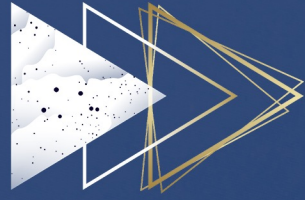


website
ALCHEMY



 Wellness Renegades

SEO FOR WELLNESS PEOPLE

SESSION 3 – CONTENT WORTH CREATING

Serena Star-Leonard

WHAT GOOD CONTENT CAN DO FOR YOU...

Attract
website
visitors

Showcase
your
expertise

Grow your
community

Get more
clients (the
ones you
love!)

Add new
income
streams

Create a
legacy

BEYOND A BLOG



More focus

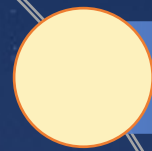
More value

More impact

Quality of posts over quantity of posts

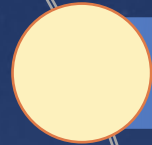
THE RECIPE

For content worth creating!



CHOOSE

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



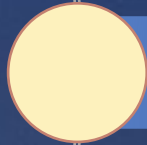
CREATE

- 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 GENEROUS

- Give amazing value, be generous, be of service.



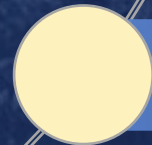
OPTIMIZE

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



PROMOTE

- Share 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

1

Expertise or
Opinion Piece

How do you know if
you have **carpal
tunnel**? And what to
do about it. (1,300)

2

List, Review or
Comparison

Which **back pain
remedies** actually
work? (18,100)

3

Beginners
Guide

How to **improve your
posture** at home.
(14,800)

4

Tutorial or
How To

3 essential exercises
for herniated disc.
(9,900)

5

Directory

The 10 best **back pain
doctors** in xxx. (6,600)

CONTENT FORMULA

COMPELLING OPTIMIZED TITLE!

Introduction

Point 1 Subheading
Content

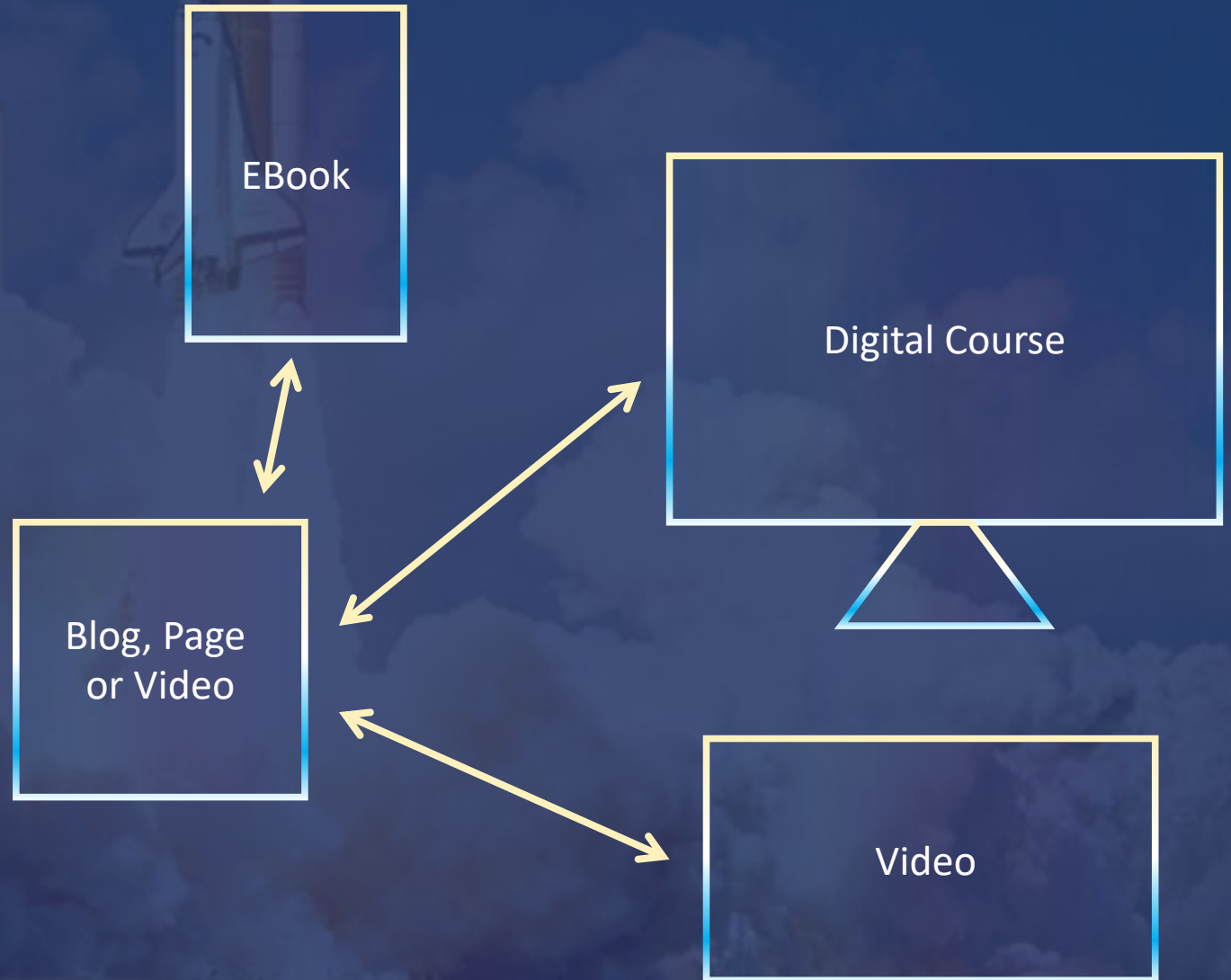
Point 2 Subheading
Content

Point 3 Subheading
Content

Point 4 Subheading
Content

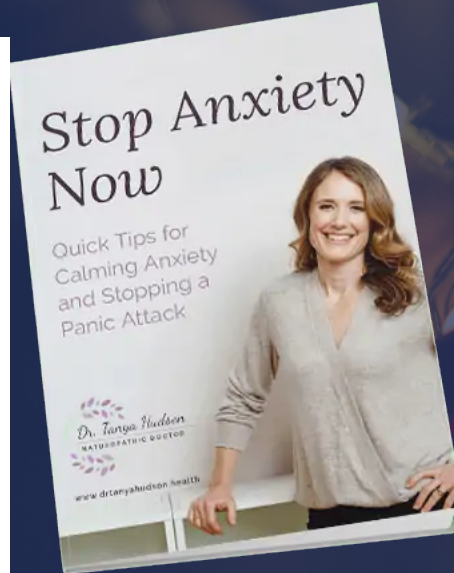
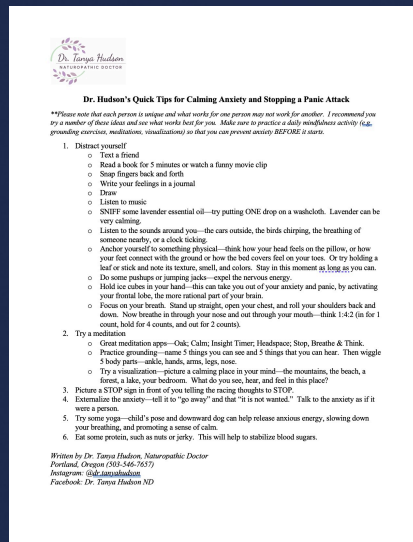
Point 5 Subheading
Content

Conclusion

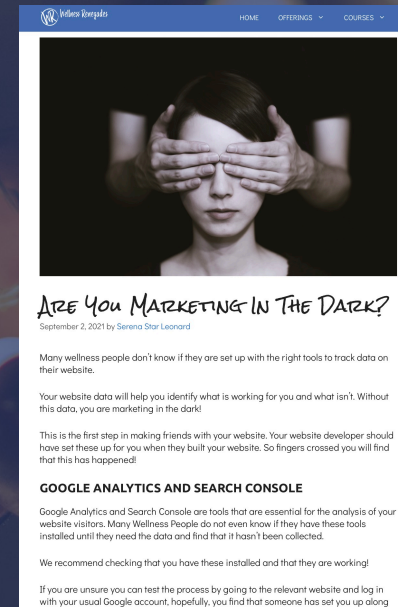


CONTENT PACKAGING

eBook



Blog or "Resource"



MORE EXAMPLES

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