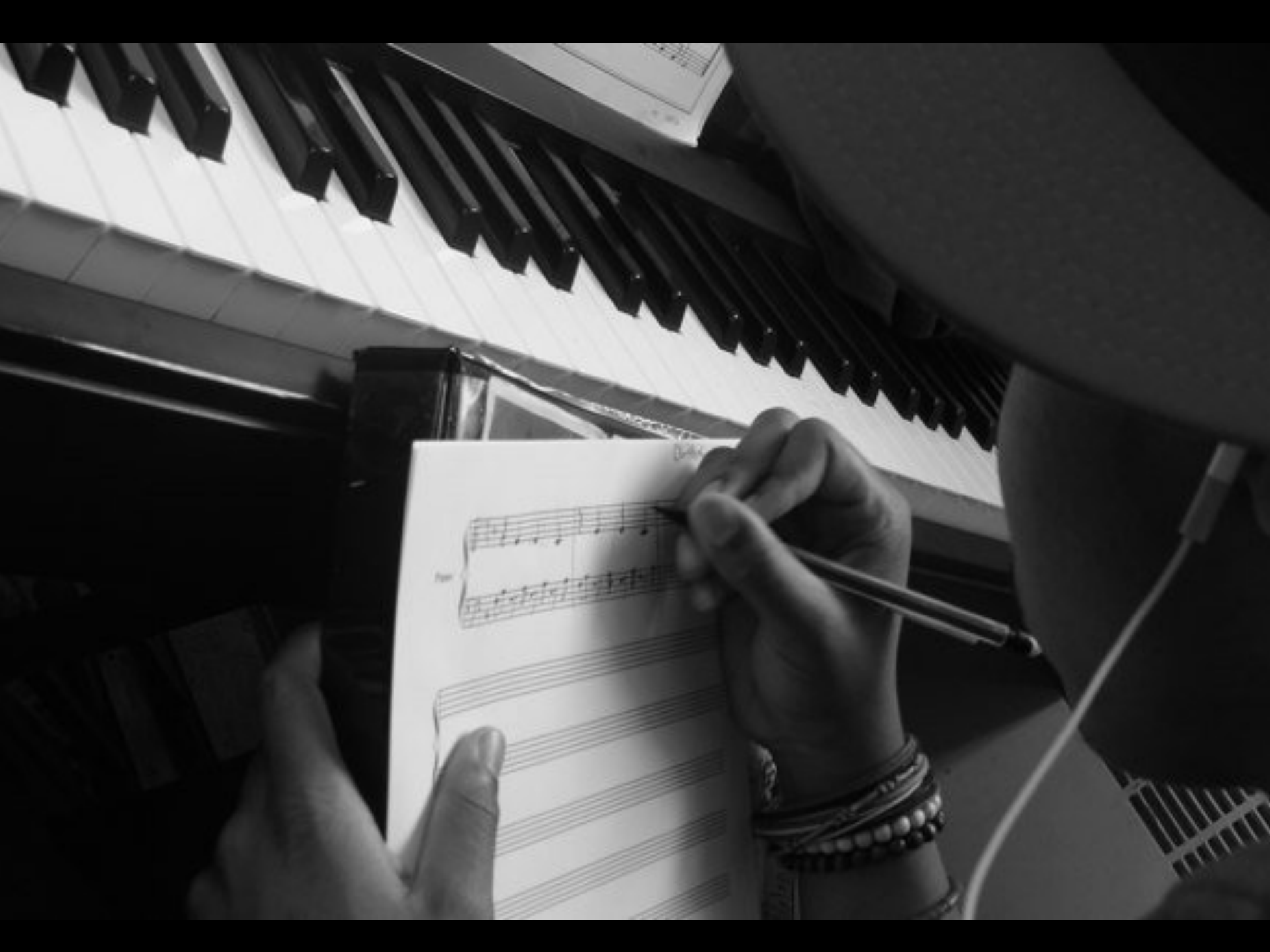




# Mining for Gold

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



[/ecommerce-blog/top-5-ecommerce-website-designs-of-2013/](#) 

**17,246** (14.29%)

**14,293** (13.74%)

00:08:25



Thinking about Writing in the Right Way







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# 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!



KANYEWEST

# 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?