



Outrank

Start Writing

Goal: Now that you have a content calendar mapped out, start writing.

1. Use the topics that you've mapped out in your "Scheduled Topics" spreadsheet.
2. Try to write in batches. For example, write a whole month of blog topics the month before. That way, instead of writing four or five times a month you can write just once while you're in the groove. This also gives you an extra cushion of time in case you get behind next month... because you're already one month ahead!
3. If you're using WordPress, you'll have gone through the "WordPress Optimization part of the course where it's recommended to install and activate <https://wordpress.org/plugins/scheduled-post-trigger/>. That way you can post your blogs in advance, too, without worry of them not going live on the future-dated date.
4. There's no need to be a spelling and grammar expert, but you should have it checked. Consider the awesome app at waystorank.com/grammar that is available as an online editor or a desktop app.

Repurposing Content

Also in this course, you'll learn ways to submit content to other websites to maximize your link building, brand awareness and credibility. Since you've already spent time researching great topics for your content calendar, there is no need to reinvent the wheel to come up with topics to create other types of media. Repurpose your blog into an infographic, then convert that infographic into a video, and so on. Maybe you have other content assets? For example, you could take your podcast and have it transcribed and converted to an article. Repurposing is a great timesaver.

Value in Infographics and Video

What is the value in repurposing content into infographics and videos? Just the image or video itself does not carry a lot of SEO value. However, the value comes when your content is distributed, shared, or goes viral.

When an infographic or video gets posted on a blog, it has the opportunity to be shared and re-posted. People may link to your website's content. Others may share the infographic on their site and mention you as the author. As the content circulates, you build brand awareness and increase your credibility.

Repurposing Other People's Content?

Now that you understand the value of content, your brain may be thinking of ways to mass product it. Before you get too crazy of an idea, keep in mind that search engines are smart enough nowadays to know if an article has been spun. Article spinning means changing a few paragraphs around and swapping out a few words for synonyms. Spinning does not lend any value. You'll be wasting your time.

However, if you read an article and completely rewrite it from the ground up with different words, that's up for debate. I'm not suggesting you do it. Just commenting that it is a tactic used by many. If there are no patterns, no footprints, and no exact matches, then, yes, repurposing other people's content may drive you positive search engine results.

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