

# 10 Ways to Optimize Your Company's Content

In 1996, Bill Gates published an essay titled "Content is King." The popular phrase has lived on, with marketers, business leaders, and creatives touting the power and importance of great content.

Research showed that prospective customers are [131% more likely](#) to buy if they've consumed a brand's educational content. Since content has such a strong ability to connect a brand with customers and influence buying decisions, it's worth asking: How can I make our company's content better?

That's what all the "content optimization" talk is about. To optimize your content is simply to make it better.

You can start optimizing your brand's content by putting these ten principles into practice.

## 1. Make it sharable

One way to get more out of your content creation efforts is to get more eyes on it. In the social media age, users are most likely to share content that they personally identify with or find humorous or interesting. For example:

- Emotionally impactful storytelling
- Shocking facts
- Relatable or relevant news
- Funny or entertaining memes or videos

Make the content on your website easy to share by adding a social media sharing plugin. Highlight interesting quotes or facts and turn them into a graphic that viewers can repost.

## 2. Make it useful

Does your company have helpful advice to share or facts to share? Turn into a downloadable, principle resource for your audience. They'll associate your brand with the value of the resource and what they learned. Optimizing content is going beyond posting a "Happy Thanksgiving!" graphic and sharing a printable recipe instead.

A few options for creating useful content include:

- Infographic
- Ebook
- Checklist
- Document template
- Prints (artwork, coloring sheets, etc.)

### **3. Go straight to the source**

If you want to know what your audience is looking for, ask them. Send a survey to your email list that asks about their current needs, favorite types of content, what they want to learn about, etc.

Why do they follow you? Do they want to know more about your team? What kind of tips would they love to see? Do they prefer video content to long-form writing?

By paying attention to what your target audience is interested in, you won't have to guess whether the content you create will be valuable to them. You'll optimize your content by producing what they've asked for.

### **4. Create a visual experience**

Avoid the temptation to think you've reached the end once a piece of content is written. Ask: how can I make this "pop"?

Including visuals can create a more engaging experience for the audience. Graphics, videos, and other visual elements can help the audience digest content and drive the points home.

### **5. Set a clear call to action**

You've created content for the company. Now what? What do you want the audience to do?

Don't make the audience wonder. Make sure that all of your content includes a call to action that makes it clear what the audience's next step should be. For example:

- Share this with \_\_\_\_\_
- Print this

- Download now
- Sign up
- Comment below
- Click-to-tweet

## **6. Optimize for search**

Search Engine Optimization (SEO) is what helps internet users find your content. Investing time and money into improving your company's SEO practices can bring a lot more traffic to your content and lead to a better return on investment.

Optimizing content for search includes researching and using the best keywords, writing meta descriptions that accurately describe the content and include the keywords, writing strong headlines and subheaders, remembering to add inbound and outbound links, etc.

## **7. Update and repurpose content**

All is not lost just because a piece of content is a few years old. Updating what you already have can save time and show your audience that you keep up with current trends in the industry.

For example, let's imagine your company published an article, 5 Incredible Real Estate Trends of 2016. Optimizing this content would be keeping the idea and some of the original copy, updating it with trends and statistics for the current year, and even expanding it and turning it into a downloadable eBook, 20 Real Estate Trends to Know in 2020.

## **8. Collect user-generated content**

Nothing speaks higher of your content and brand than what users have said about it.

It's called "social proof" and it's powerful. The term originated in Robert Cialdini's 1984 book, Influence, and refers to the idea that people are likely to mimic the actions (including purchasing decisions) of others.

A few types of user-generated content to use:

- Positive reviews
- Company statistics ("This guide has been downloaded \_\_ times")
- Product accolades (Best-seller, award-winning, etc.)
- Photos or videos of customers wearing or using products

- Before and after photos from customers who used products

What's more impactful than posting a photo of a product? Posting about it in the form of a testimonial from a customer raving about it.

Example image: [https://www.instagram.com/p/B\\_AjmT8Ftz9/](https://www.instagram.com/p/B_AjmT8Ftz9/)

## **9. Embrace multiple formats**

Both your company and your audience can get more out of the content when it takes on multiple formats. Here's what I mean:

- You wrote an article with practical tips. Create a checklist version of it that readers can download.
- Your company published an eBook. Break the main points down into a few graphics to share as an Instagram Story.
- You posted a video to Facebook. Embed the video into a blog post and, underneath it, write an expanded article on the topic.

With an audience using multiple platforms who prefer to consume content in various ways, optimizing your content by allowing it to take different forms helps you reach more people and get more traction out of your content.

## **10. Reimagine and repeat your successes**

What types of content has your audience responded well to in the past? Create more of that.

Use Google Analytics or social media reports to look up your company's top-ranking article, most shared social media posts, videos with the highest views, social posts with the most engagement, etc. and reimagine those forms of content for other topics.

This doesn't mean you're creating the exact same thing over and over—it's leveraging what you know works. It means you're paying attention to the formats that have received the best responses in the past and applying what made them successful in future content.

As you can see, optimizing your company's content doesn't always mean starting from scratch or adding ten more hours of content creation work to your schedule. Optimizing content is making purposeful tweaks, utilizing and creating more impactful versions of

what you already have, and adding that one element that takes a piece of content from good to great.