

# GOAL-ORIENTED CONTENT:

## HOW TO CREATE CONTENT FOR LINKS, ENGAGEMENTS, OR CONVERSIONS



### CONTENT FOR ENGAGEMENTS

**GOAL**  
The goal of content for engagements is to drive more traffic to the content itself and encourage readers to have meaningful interactions with your brand.



#### BEST PRACTICES

- Create content that elicits emotion or strong feelings from your readers.
- Encourage readers to share your content by adding easy sharing buttons to your content.
- Tell a compelling story (bonus points if it's true).
- Diversify your content into articles, images, infographics, videos, etc.
- Keep it short and sweet (sans the fluff).

#### BEST CONTENT TYPE

- Blog Articles
- Infographics
- Videos
- Online Quizzes

### CONTENT FOR SEO

**GOAL**  
The goal of content for SEO is to earn links and social shares to build industry authority for the brand and help it rank higher on search engines.



#### BEST PRACTICES

- Create unique, original content that builds your reputation as an authority figure in your industry.
- Encourage readers to share your content by adding easy sharing buttons to your content.
- Make sure your content is well-researched since it's meant to be a point of reference.
- Publish actionable "how-to" content.
- Include striking visuals that capture visitors' attention.

#### BEST CONTENT TYPE

- Research Reports
- Educative Infographics
- Online Tools

### CONTENT FOR CONVERSIONS

**GOAL**  
The goal of content for conversions is to generate and nurture leads to grow your brand's sales funnel.



#### BEST PRACTICES

- Make the content more brand/product-focused.
- Present a common problem and position your product as the hero solution.
- Try using visuals instead of focusing purely on text.
- Focus on the value and benefits over the process.
- Never underestimate the power of social proof (testimonials, credentials, endorsements, etc.).

#### BEST CONTENT TYPE

- Product Manuals
- Case Studies
- Webinars

