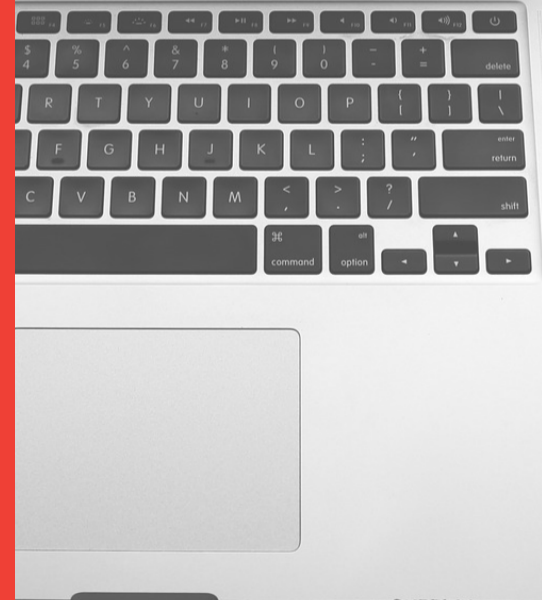


Writing for the Digital Age

WHY AND HOW

fletchergroupllc.com



WHY DOES IT MATTER?

YOU NOW HAVE 2 MASTERS



THE PEOPLE



THE GOOGLE

GOOD DIGITAL CONTENT

• **SERVES BOTH** •

People

Targeted

Timely

Educational

Problem Solving

Sharable

Google

Relevant

Accessible

Link Density

Topic Authority

Keyword Density

61%

percent of consumers are more likely to make a purchase from a business that creates reliable custom content.

Marketers who make blogging a priority are 13 times more likely to get positive ROI.

13X



WRITING FOR THE PEOPLE

BE RELATABLE

- Start with keywords/phrases
- Link to related content
- Short and simple language
- Sizzle not sausage
- Calls to action

BEYOND THE MECHANICS

BAD CONTENT RUINS EVERYTHING

56% of people unsubscribe when the content is not relevant

51% unsubscribe when content wasn't what they expected

69% leave when emails are too frequent – prioritize quality over quantity

Invest in relevant, timely, non-salesy content.





**Pictures:
Worth way
more than
1,000 words**

94%

**MORE
TOTAL VIEWS**

Articles with images get
more total views than
those without

80%

**MORE READER
ENGAGEMENT**

When you use
color images
and visuals

75-90%

**BETTER
UNDERSTANDING**

Understanding
jumps dramatically
with the use of images



Writing for Google

FOCUS ON KEYWORDS AND LINKS

Link

Keyword

QUALITY

- OVER QUANTITY
- .EDU SOURCES
- NEWS
- WITHIN YOUR SITE

SOURCE

- DEMONSTRATES THE PROBLEM
- VALIDATES YOUR IDEA/SOLUTION
- RELATED TOPICS

PURPOSE

- SEO DRIVER
- BUYER-FOCUSED
- SOLVES PROBLEMS
- ANSWERS A QUESTION

DON'T OVERLOOK LAYOUT

Why?

FOR HUMANS:

Readability is essential: Use visual breaks and imagery

Key content still belongs "above the fold"

Think about length: <1,500 words

FOR ROBOTS:

No "blank" pages

Format for SEO: header tags, images tags, meta descriptions



READY TO CREATE GREAT CONTENT?

WE CAN HELP

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