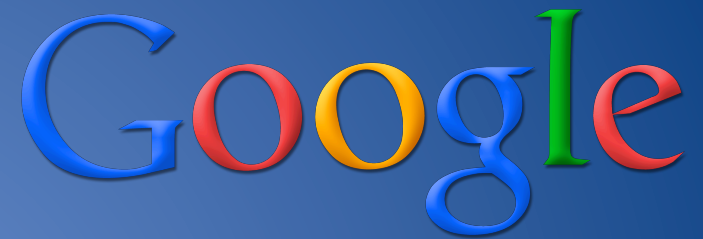


**Creating Content That Gets Traction on**



**Michael J. Lamp**  
**Vice President, Social & Digital Media**  
**Hunter Public Relations**

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# **Recognize Content That is Popular on Google**

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**Types of**



**That Google**



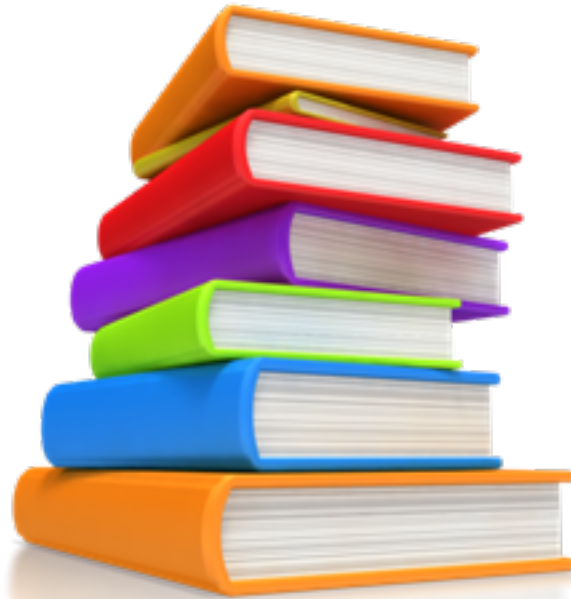
# INTERVIEWS



# LISTS



# RESOURCE CENTERS

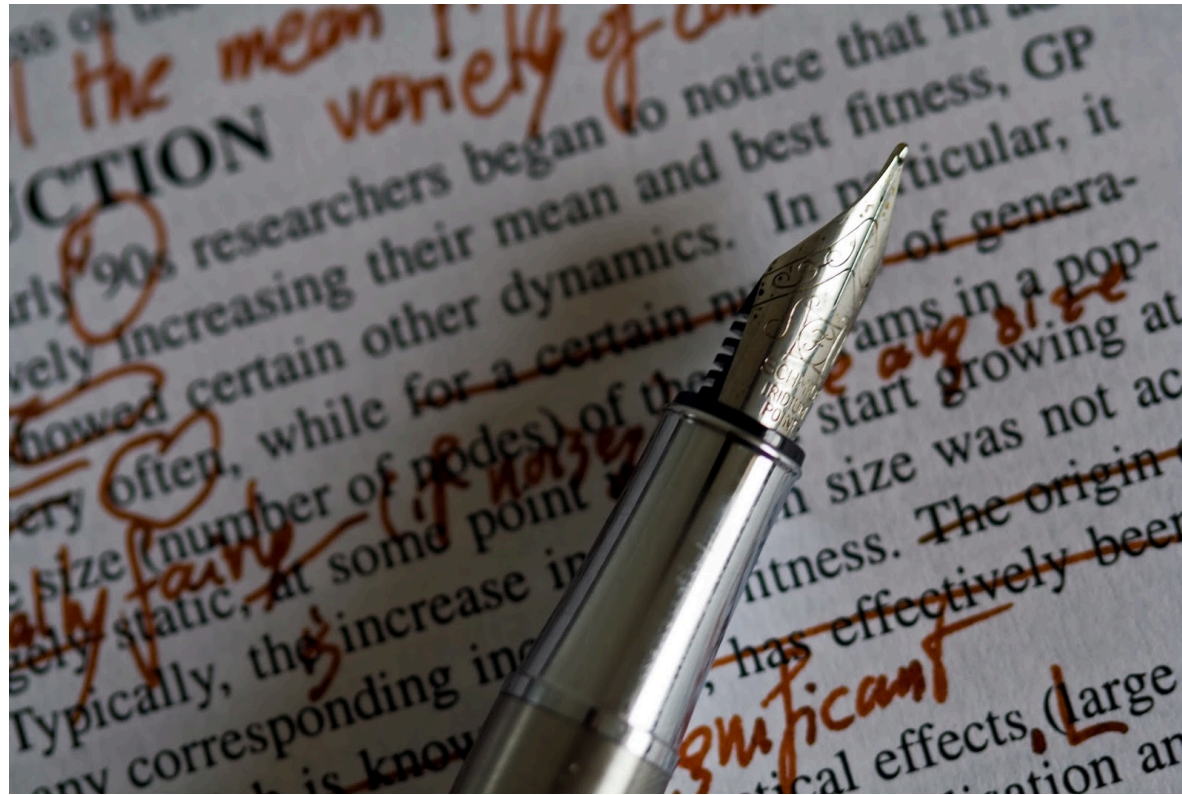


# SOCIAL CONTENT





# REVISIONS



**Create URLs for Content that are  
Descriptive and Searchable**

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**DIRTY IS BAD.**

**<http://paintbrand.com/pros/index.jsp?category=interviews>**

**CLEAN IS GOOD.**

**<http://paintbrand.com/pros/interviews>**

**Four**

**Best  
Practices**

**When  
Building**

**URLs**



# Describe Your Content

**Keep it  
Short**

**Descriptives > #s**

**Don't Be  
Case Sensitive**

# BEST IN CLASS



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# **BEST IN CLASS**

**<http://www.whitehouse.gov/history/presidents/jk35.html>**



# BEST IN CLASS



# **BEST IN CLASS**

**[http://consumer.discoverohio.com/  
visitorinformation/interactivemap.aspx](http://consumer.discoverohio.com/visitorinformation/interactivemap.aspx)**

**BONUS TIP:  
FREE TOOLS TO EMPOWER KEYWORD TARGETING**



# Getting Your Content Right

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**SALES**

**SAVINGS**

**SUNSHINE**

**“Content must be considered a strategic imperative for your brand.”**

**Michael Brito**



# Four Pillars of Content Strategy

**Brand  
Goals**

**Brand  
Narrative**

**Content  
Operations**

**Media  
Distribution**

# Four Pillars of Content Strategy

**Brand  
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# Four Pillars of Content Strategy



The diagram consists of four rounded rectangular pillars of varying heights and colors, arranged from left to right. The first pillar is dark teal and is the shortest. The second pillar is light blue and is the tallest. The third pillar is light blue and is shorter than the second. The fourth pillar is light blue and is the shortest. A thick blue horizontal line runs across the bottom of the pillars.

**Brand  
Goals**

**Brand  
Narrative**

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# Four Pillars of Content Strategy

**Brand  
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# Four Pillars of Content Strategy

**Brand  
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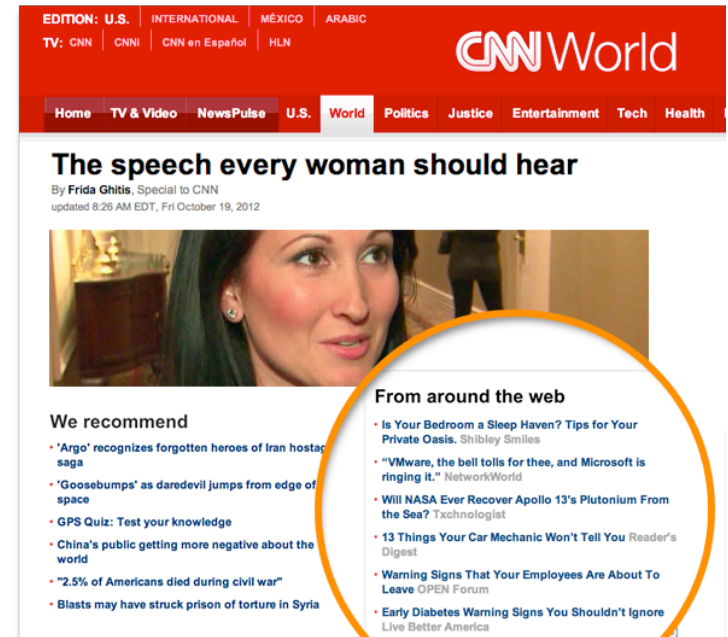
**Content  
Operations**

**Media  
Distribution**

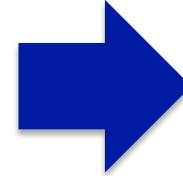
# Amplify Your Content



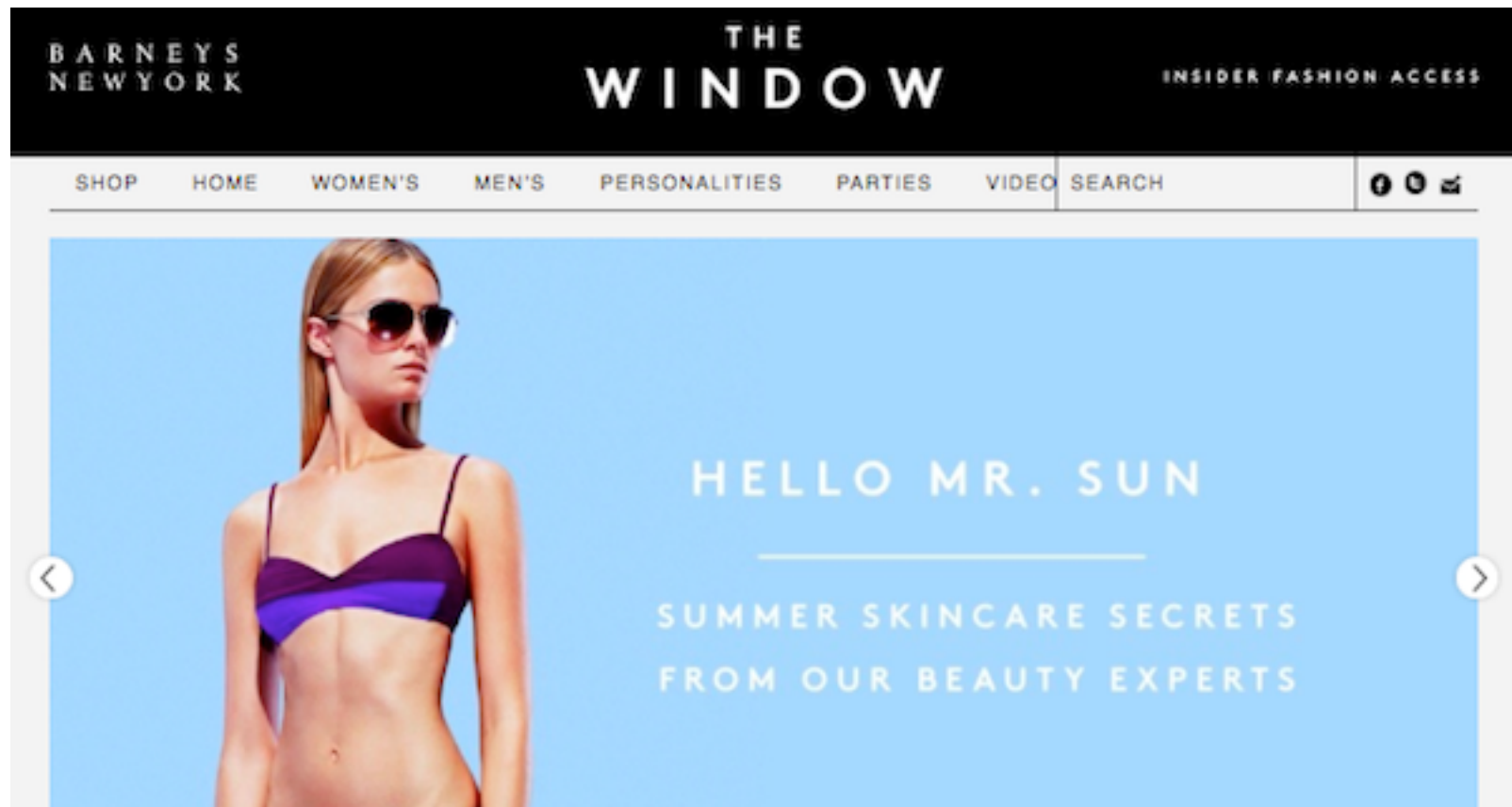
 **Outbrain**



# Brands as Publishers



# Barneys Presents: The Window





# Xerox Celebrates 'Real Business'



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@realbusiness  
Startups such as  
@CastlightHealth are helping  
employees take control of  
their @worklives.

# **(re)Consider Google+**

A large orange rectangular area containing the word "Google+" in a white, serif font. The text is centered within the rectangle.

Google+

## Key Takeaways

**1. GOOGLE values STORYTELLING, so throw out the hard sell and opt for EDITORIAL over commercial content.**

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3. When creating content, think less like a brand and more like a **PUBLISHER**.

4. When content finds and **RESONATES** with an audience, give it **EXTRA LIFE**.

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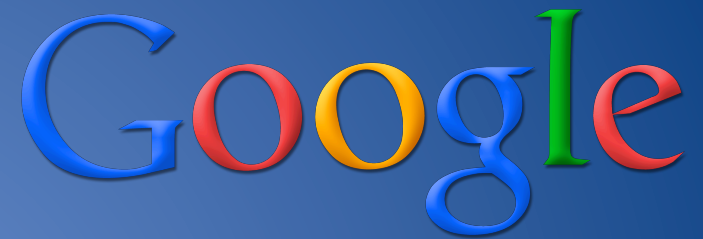
**5. Don't close the book on GOOGLE+. (GOOGLE sure hasn't.)**

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**#Thanks!**

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