



# 10 STEPS FOR 10X CONTENT

WRITING CONTENT THAT RANKS AND CONVERTS

[CONTENTFAC.COM](http://CONTENTFAC.COM)

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*As an FYI, this document is designed to go along with our video by the same name. If you haven't checked that out yet, you can view it on our private YouTube channel for members [here](#).*

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# WHAT IS 10X CONTENT AND WHY DO I NEED IT?

Here's a shocker: if you want people to share (let alone visit) your website, you need to have good content. How good does it have to be? Ten times better than comparable content – hence, 10x content.

Is that extreme? To some, probably – but the reality is we've entered "[peak content](#)." Most blogs, websites, and companies are now churning out content at an alarming rate. In their eyes, blanketing the Internet is the best strategy. After all, if you put out 1,000 blogs a year, one of them has to hit, right?

Nope. Wrong.

Content isn't a gambling game. It's not about percentages, and rolling dice all day long won't get you far. You need strategy. You need laser-focused content that is written with everything you've got.

In the current digital landscape, content is just too easy to produce and publish. Any business – even without an agency of any size – can get a WordPress blog off the ground, install a few SEO plugins, and read a few guides on how to write content.

This, truly, shouldn't come as a big surprise.

Answer this question – honestly: if you are active on social media, and even if you aren't, how many blog posts do you see on a daily basis? Weekly? Monthly? How many do you click on? How many do you read? How many do you share? How many do you remember?

We are absolutely inundated with content. Even if you have the time to rummage through a stack of blog posts, how many can you realistically get through in a day? How many do you want to get through?

This is the issue. You are not alone.

At one time, the difficulty of procuring web space and setting up blogging software acted as a wall to entry. The only people creating content were those with a decent amount of technical know-how, not to mention a bunch of free time (that, or the money outsource someone to do it for them). Now, that

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barrier no longer exists, meaning that anyone who wants to put content out on the Internet can do so. No matter your industry, any content you produce is having to compete in a gladiator-style grudge match against thousands (if not hundreds of thousands) of other pieces of content.

All of this leads up to one question that every reader will be asking you (and your content), even if you never hear it directly:

*What makes yours different?*

Or, to put it another way:

*Why should they care about you?*

The answer to that question should always be “because it’s so much better than my competitors.” If it isn’t, they’ll find out what content is.

# YOU DON'T NEED A HUGE GUIDE...

You just need good content. Really and truly, if you take nothing else from this guide, take that. Marketing professionals (and those hawking expensive marketing classes) will try to tell you that there are magic tricks that you can use to boost your SEO rating to the moon, or to get people to magically share your social links.

But, really, the thing that gets you SEO results?

Good content.

Shares?

You guessed it.

It doesn't matter how many tricks your competitors are pulling, if you write a better blog post than they do, you will eventually outrank them. That's all there is to it. When we write content for TCF's blog, that is our benchmark, and it's the reason we're able to rank for virtually any keyword we decide to target. We pick a keyword, figure out who else is ranking for it, and then we write a better post than them. Three months later, we've got their traffic.

We're not going to bullshit you, here. Writing is an art, and being good at it is something that takes time and practice. Following the 10 steps below won't magically make your content rank, but in our experiences, if content isn't ranking well, it's because it isn't following one of the 10x best practices listed in this guide.

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So now that you understand the moving parts behind the calendar itself, how do you use it to plan out content? Here are the steps we suggest taking:

1. **Create Value.** What value does your post create for your ideal reader? Does it show them how to do something new? Does it break something down that they don't know? Does it break apart a very large topic into something a little more bite-sized? If so, you're on the right path. If all your content does, however, is promote your business, your products, or simply repeat what other people have said, then you aren't creating value. Remember, time is money, and with all of the content being developed, that time is even more valuable.
2. **Good Design Matters.** Are you proud of how your website looks? How does it look on mobile (where [over 50 percent of traffic](#) originates)? Is it clean? Are you following the best practices of website design? Are you relying on outdated methodologies, or are you building your style on something new and fresh, like material design?

As much as us wordsmiths would love to think that all it takes to boost SEO is a clever title and oodles of wordplay, the truth is that UX and UI design matter a lot. A website that is slow to load, difficult to navigate, or just plain ugly will send visitors packing (decreasing time on site). Not to mention, slow loading times are something that count against you in the ranking game.

3. **Tighten Up Your Backend.** A pretty website with beautiful copy might seem like a sure-winner, but if your backend isn't setup properly, you're going to find some trouble. If you're using WordPress, it shouldn't be too difficult for you to get everything in order (there are a lot of plugins that will do it for you, like [Yoast SEO](#) and [SEOPressor](#)). Backend SEO can get complicated fast, depending on how your website is setup – and best practices can differ greatly depending on how your website is setup. If you don't know what you're doing, we suggest asking whoever designed your

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website (or who is hosting it).

4. **Clean Content is King.** Grammar is important. That might seem obvious, but I'm always amazed by how many otherwise beautiful websites neglect the cleanliness of their copy. Even if the writing is solid, a few typos can completely derail a visitor, making them lose faith in whatever it is you're selling. Always double-check copy – especially after it's been published.

5. **Use Experts.** We're a big fan of using quotes from experts: not only do they give your post more credibility (think about how your college and high school professors/teachers constantly tried to get you to have more sources), but they also essentially provide built-in content marketing. After all, those people that are quoted in your piece probably want to show off!

Sites like HARO can help you find experts to source in your article, but you shouldn't stop there. Find out who the big social media forces are in your industry and try to get in touch with them. While you might not always have success, one big source could be all your post needs to break through.

6. **Don't be Boring.** While there are some cases it'd be out of place, you should almost always aim to entertain your reader (along with passing some sort of value along to them). You never want your copy to appear boring, or like every other website out there.

While content has to deliver value, if it delivers value in the most boring, dry way possible, you're going to miss out on users who will never make it to the juicy parts because it's just not interesting enough.

7. **Have a New Perspective.** Chances are, if you have a Facebook, Instagram, Twitter, or Pinterest account, you've seen a lot of those top-down cooking instructional videos. They tend to go viral fast – and they are a great study in why new perspectives are so important.

First off, these videos brought a literal new perspective to the cooking "show" – they put the emphasis on what's being made instead of on the

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person making it. Likewise, while they can sometimes show complicated recipes, they give off the illusion of ease, meaning it's more likely for the person watching to think that this is something they could try out (and that makes them think their friends would want to try it too, increasing the chances they'll share it).

Finally, these videos often highlight recipes that are quirky. They aren't of chocolate cake and cheesecake – instead, they show a cake made out of Oreo's and Reese's, or a sandwich that uses a steak as a bun. Are these sometimes ridiculous? Absolutely. But that's the idea: they are different, and different is interesting.

When you're writing content, make sure you, too, are using a new perspective – even if you are looking at an old idea. Likewise, flesh out your ideas as much as possible. Don't write a blog post on how to be a better social media marketer, write a blog post on how to write a Facebook post in 5 minutes that will generate 5,000 views.

8. **Let Analysis Guide You.** By “analysis,” I mean any data you have at your disposal. Look at your traffic data – what has worked? What hasn't? Go on Buzzsumo. What is being shared? Look at SEMrush. What keyword are you ranking for? What keywords are your competitors ranking for? Don't just write down a list of keywords – go to the websites that are ranking in the top three spots and figure out what is making them do so well. Find what works, and when you find it, see if you can find the same patterns elsewhere.
9. **Go Long.** When it comes to content, longer is almost always better. We suggest a minimum of 2,000 words, but you should aim for 1,000 more than whatever the #1 ranking page is. That might mean 1,500, or it might be 4,500. Remember, though: the longer your post is, the more chances you have to include more experts, more keywords, more graphics, and more value. Of course, never just add length for the hell of it: wasting your visitor's time is the most grievous sin.

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10. **Do it Again.** Even if you are the best writer, even if you follow every single best practice there is, and even if you source some of the best experts in your field, you might end up with a piece of content that just doesn't rank. Why? Well, that's just how it is. Remember: you are competing with thousands (millions, even!) of pieces of content. As good as your content might be, it might simply just get lost in the noise.

This is why content marketing is important, after all. Even good content needs a bit of extra juice to get ahead (and we'll be talking about that later).

Yet, even with awesome content marketing, sometimes things just don't work out. That's okay. Just don't give up – try again. Eventually, if you use these principals, you will develop a piece of content that ranks #1 for whatever keyword it is you are targeting.