

Content Marketing Checklists and Best Practice

What to do with that blog post, photo or video

In conjunction with Sparrowly Group and MyTravel Research, the following provides checklists and best practice around Content Marketing

If you follow these rules, it will keep Google and the search engines happy and improve your chances of being presented in a user search query around your product, service or destination.

Blogging Checklist

Who is the target audience – which persona am I talking to?
Does the blog post represent my brand and tone of voice?
Have you used your naturally in the text? (if it doesn't make sense, you will be penalized)
Is the blog post scannable – bolds, breakouts, images, bullets
Checked that it reads well on both mobile and desktop
Do I have links to other websites and pages that reference some of the points I am talking about?
Do I have links to other pages on my website (internal links)
Do I have high quality, optimized images to accompany my blog post?
Have I created hashtags around the blog post for social media?
Does the title represent what the post is about?

Photos and images

Believe it or not, as the algorithms evolve and become more sophisticated at reading content, the search engines can read photos!

- Use large quality images – pick them with care
- Images must relate to what you are writing
- Be original and consistent
- DO NOT use thumbnails, you are likely to be penalized by the search engines
- Optimise for fast viewing
- When you are saving them, Save as – what it is.
 - For example “Tropical Apartments Port Douglas” or “Port Douglas Apartment” or “Luxury Cruise Europe”

This helps identify what your brand does among the search engines – every little bit helps.

Youtube Video

All videos should be uploaded by Youtube as videos become more important in search and SEO. Google owns Youtube, so this makes sense!

A few things you should know:

- Comments made on Youtube can appear as individual posts on Google +
- Youtube videos feature high in Google search for relevant search queries
- It is a powerful search engine in its own right

Upload my video to Youtube
Title: Be as descriptive as you can, using key words where you can
Tags: As many as you can – as long as they are relevant and fit with your brand and audience
Video Description: treat it like a blog post. It is searchable content. Describe the video in detail.
Include your name address and phone number in the description – exactly as it appears in your Google My Business listing
Include your website URL in the description

Social Media

- **Don't post and run.** Encourage engagement and interaction with your audience. Create a relationship with current and potential customers
- **Quality** – Post content that is meaningful and good quality. If you don't have something decent or of interest to your personas/target markets to post, then don't.
- **Engagement** – impacts directly on your brand equity and helps spread the word about your business or destination
- **Authenticity** – Define it as you understand it and as it relates to your business. Show it in your social media and marketing activities
- **Comments** – Check in daily, reply to ALL comments
- **Sing to 'The Four V's – together, they are a powerful cocktail:**
 - **Variety** – post a good variety relating to your brand, business, destination and things related to it
 - **Veracity** – Be as authentic as you can
 - **Volume** – Post as often as you can
 - **Variety** – Give an interesting variety relating to what you do.
- **Hashtags** – help create authority and expertise. **Hashtags are indexed by Google and show up in search!**
 - They help you become an authority in the eyes of the search engines and are more important than you may think.
 - Hashtag key rules:

1. Make a list of your hashtags – around 10 is good.
2. Group the content you post into hashtag headings e.g.
#LuxuryTravel #FamilyHolidays #PetFriendlyHolidays #Cruise
#ParisHotel #SydneyHotel
3. Make a list of your social media platforms
4. Be consistent
5. Use where possible on all types of content – blogs, photos, videos

Content distribution checklist

What to do when you create a piece of content – post it to as many places as possible. Posting your content to social media not only keeps you top of mind for your fans, followers and circles, but sends social signals to search engines to tell them you are active on social media.

The following as a general rule are great for the travel industry (not in any particular order)

Hashtags should accompany all social media posts where possible.
Facebook
Google + / Google My Business. DON'T FORGET – these will help your SEO on Google. Post as often as you can - keep your information updated
Twitter
Youtube
Instagram