

# Creating Site Content For Humans, Not Just Google



# Lets Go!

Briefing content writers or prepping yourself to write content, whilst keeping SEO in Mind.

- Understand the intent of the user.
- Content ideas
- Build the Content Brief
- Understand interactive content.
- Navigate some of the tools that will make this process smoother!



Look out for  
instructions

# A Quick Look Into SEO

Quick Listen

ON-THE-PAGE FACTORS <small>These elements are in the direct control of the publisher</small>			THE PERIODIC TABLE OF SEO SUCCESS FACTORS							OFF-THE-PAGE FACTORS <small>Elements influenced by readers, visitors &amp; other publishers</small>		
CONTENT			Search engine optimization – SEO – seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.							TRUST		
Cq	QUALITY	Are pages well written & have substantial quality content?	ON-THE-PAGE SEO			OFF-THE-PAGE SEO				Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?	CONTENT	ARCHITECTURE	HTML	TRUST	LINKS	PERSONAL	SOCIAL	Te	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?	Cq <sup>+3</sup> Quality	Ac <sup>+3</sup> Crawl	Ht <sup>+3</sup> Titles	Ta <sup>+3</sup> Authority	Lq <sup>+3</sup> Quality	Pc <sup>+3</sup> Country	Sr <sup>+2</sup> Reputation	Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Cf	FRESH	Are pages fresh & about "hot" topics?	Cr <sup>+3</sup> Research	Ad <sup>+3</sup> Duplicate	Hd <sup>+3</sup> Description	Te <sup>+2</sup> Engage	Lt <sup>+2</sup> Text	Pl <sup>+3</sup> Locality	Ss <sup>+3</sup> Shares	Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Cv	VERTICAL	Do you have image, local, news, video or other vertical content?	Cw <sup>+2</sup> Words	Am <sup>+2</sup> Mobile	Hs <sup>+2</sup> Structure	Th <sup>+2</sup> History	Ln <sup>+1</sup> Numbers	Ph <sup>+3</sup> History		Vd	PIRACY	Has site been flagged for hosting pirated content?
Ca	ANSWERS	Is your content turned into direct answers within search results?	Cf <sup>+2</sup> Pages	As <sup>+1</sup> Speed	Hh <sup>+1</sup> Headers	Ti <sup>+1</sup> Identity	Vp <sup>-3</sup> Paid	Ps <sup>+2</sup> Social		Va	ADS	Is your content ad-heavy, especially "above-the-fold"?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?	Cv <sup>+2</sup> Vertical	Au <sup>+1</sup> URLs	Vs <sup>-2</sup> Stuffing	Vd <sup>-1</sup> Privacy	VI <sup>-3</sup> Spam			LINKS		
ARCHITECTURE			Ca <sup>+1</sup> Answers	Ah <sup>+1</sup> HTTPS	Vh <sup>-1</sup> Hidden	Va <sup>-1</sup> Ads				Lq	QUALITY	Are links from trusted, quality or respected web sites?
Ac	CRAWL	Can search engines easily "crawl" pages on site?	Vt <sup>-2</sup> Thin	Vc <sup>-3</sup> Cloaking						Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ad	DUPLICATE	Does site manage duplicate content issues well?	FACTORS WORK TOGETHER							Ln	NUMBER	Do many links point at your web pages?
Am	MOBILE	Does your site work well for mobile devices & make use of app indexing?	All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds. Negative "violation" factors shown in red harm your chances.							Vp	PAID	Have you purchased links in hopes of better rankings?
As	SPEED	Does site load quickly?								Vi	SPAM	Have you created links by spamming blogs, forums or other places?
Au	URLS	Do URLs contain meaningful keywords to page topics?								PERSONAL		
Ah	HTTPS	Does site use HTTPS to provide secure connection for visitors?								Pc	COUNTRY	What country is someone located in?
Vc	CLOAKING	Do you show search engines different pages than humans?								Pl	LOCALITY	What city or local area is someone located in?
HTML										Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?								Ps	SOCIAL	Has someone or their friends socially favored the site?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?								SOCIAL		
Hs	STRUCTURE	Do pages use structured data to enhance listings?								Sr	REPUTATION	Do those respected on social networks share your content?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?								Ss	SHARES	Do many share your content on social networks?
Vs	STUFFING	Do you excessively use words you want pages to be found for?										
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?										

<https://searchengineland.com/seotable>

# Principle of Content - Understanding Search Intent

P.s. Don't say  
his wife's  
name...



# Informational Vs Transactional Intent

## Informational

- Best
- How
- Should
- Where
- When
- What's
- Top
- Why
- Compare

## Transactional

- Shop
- Buy
- Online
- Coupon
- Discount
- Cheap
- Sale
- £

The screenshot shows a Google search for 'hotels in dubai'. The results are primarily informational. At the top, there's a snippet for Booking.com with the title 'Search hotels in Dubai - Booking.com' and a brief description of budget hotels. Below this, there are two more snippets: one from TripAdvisor titled 'THE 10 BEST Hotels in Dubai for 2023 (from £31)' and another from Expedia titled 'Compare Top Hotels in Dubai - Expedia'. Each snippet includes a small image and a brief description. The results are numbered 1, 2, and 3 respectively. Arrows from the 'Informational' list point to these results. At the bottom of the screenshot, there's a table with various metrics like Volume, Clicks, CPC, KD, Global Volume, and Return Rate.

WEBSITE	DR	AR	RP	RD	ST	KW	PAGE	UR	RP	RD	ST	KW
93	197	304.5M	386.1K	184.9M	11.4M	21	705	402	22.2K	377		
92	372	48.4M	132.1K	54M	3.7M	15	72	35	7.6K	76		
75	36.2K	3.6M	15.4K	3.2M	750.5K	7	18	15	5.2K	80		

Go and test yourself!

# Content Ideas

#TheFunPart



# Research Tools

## New Content Research

Ahrefs - Content Explorer

Semrush - Topic Research

Answer The Public

List of all links  
to be shared  
after!

ahrefs Dashboard Site Explorer Keywords Explorer Site Audit Rank Tracker Content

Holidays in Dubai X ? Everywhere Q ? How

### Topic Research

Win your readers' hearts and minds with a topic finder that helps you generate ideas for engaging content.

Holidays in Dubai X UK

+ Enter domain to find content on Get content ideas

Holidays in Dubai United Kingdom English SEARCH

Use 1-2 words for best results

# Topic Research - Semrush

Choose Your Topic

Search

**Topic Research: holidays in dubai**

Content Ideas Favorite Ideas

holidays in dubai X United Kingdom

**Ras Al Khaimah**  
Topic Efficiency: High

- Cheap Ras al Khaimah Holidays 2023/2024
- Ras Al Khaimah Holidays
- Middle East Holidays - Ras Al Khaimah

Show more

**Last Minute Dubai Holidays**  
Topic Efficiency: High

- Dubai Holidays 2023
- Last Minute Holidays 2022 / 2023
- Cheap Holidays to Dubai 2023/24 from

Show more

**Dune Bashing**  
Topic Efficiency: High

- Dune Bashing in Dubai
- Safaris (with Photos)
- Dune Bashing in Dubai

Show more

**Jumeirah Beach Hotel**  
Topic Efficiency: High

- The Jumeirah Beach Hotel | Virgin Atlantic
- Luxury Hotels in Dubai - Jumeirah Beach Hotel
- Jumeirah Beach Hotel

Show more

**Hotels In Dubai**  
Topic Efficiency: High

- Search hotels in Dubai
- Dubai Holidays 2023 / 2024 - Destinations
- Dubai Holidays 2023/2024 | Low Deposits

Hide ideas

Export topic to XLSX Order content writing

Prioritize topics by: Topic Efficiency

**Hotels in Dubai** Subtopic Volume 12100 Difficulty 43.00% Topic Efficiency High

**Headlines 10**

- Search hotels in Dubai
- Dubai Holidays 2023 / 2024 - Destinations
- Dubai Holidays 2023/2024 | Low Deposits
- Dubai Holiday 2023 Offers
- Holidays to Dubai 2023 from £536
- Visit Dubai
- Dubai Holidays 2023 / 2024
- Dubai All Inclusive Deals
- Dubai Holidays
- Dubai Hotels

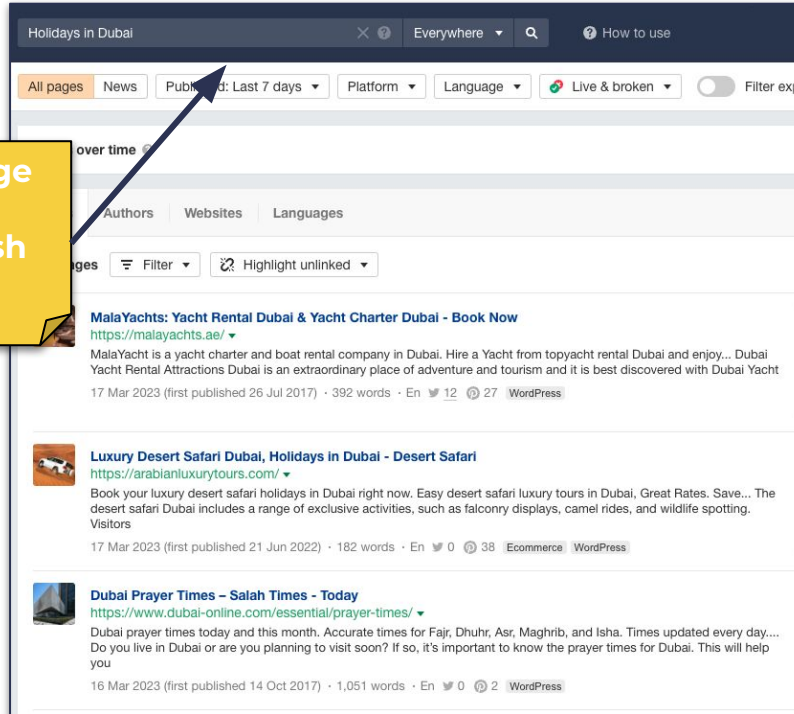
**Questions 52**

All What How Is Which Where Should

- What are the best areas to stay in during holidays in Dubai?
- I am coming to Dubai for a vacation, which area should I stay in?
- Which is the best hotel in dubai?
- Where can I find the best deals on Dubai hotels?
- Where is close to Dubai for a holiday?
- Is Dubai worth visiting for a family holiday for 4-5 days?
- What is the ideal area to stay in Dubai for a family trip?
- Family Holidays to Dubai - A Perfect Holiday Destination?
- How much would a 2-week trip to Dubai cost?

# Ahrefs & Answer the Public

Change  
your  
publish  
date



Questions  
Prepositions  
Comparisons  
Alphabeticals  
Related

# My Favourite Tool

Scenes: My  
last DIY  
Project



# Google Search Console

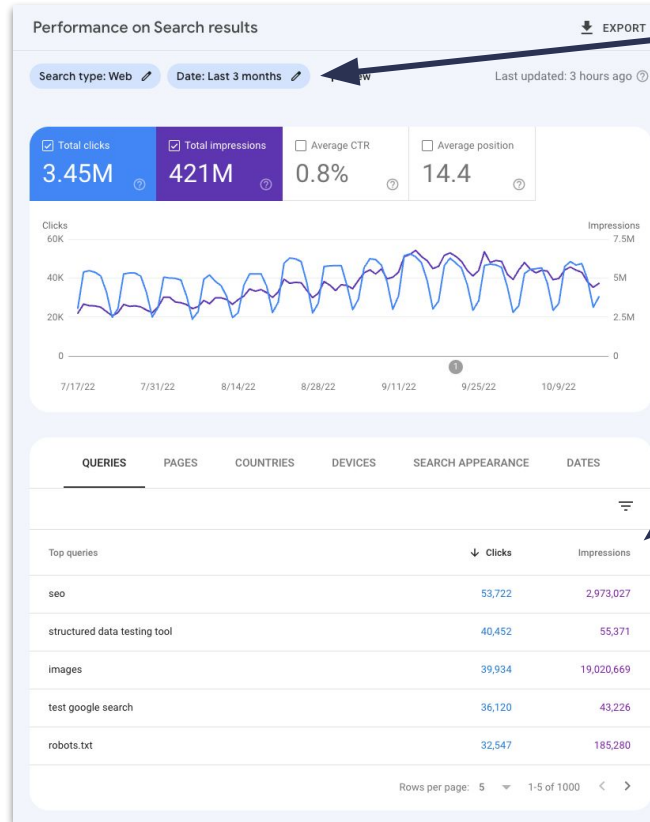
## What is your site doing?

For every page crawled by google.

Every Query you have existed for (nearly).

**Impressions** = number of times a page appears in google.

**Clicks** = number of times a page has been clicks on by google users



Filter by up to 16 months ago.

Highest Impressions = Google relate your Content X High valued Searches

Highest Clicks = Strongest Ranking Positions

# Build The Brief

## Part 1:

## Research

It's not that  
bad...  
Promise



# **Our Article: What is the best area of Dubai to stay in?**

**Common mistake:**

**Creating content from  
briefs that do not match  
the search intent!**

# What are we up against?

Google it!

Eyes Open for **Consistent Themes** in well ranking articles!

Intent?  
Looks pretty  
informational!

What is the best area of Dubai to stay in?

About 215,000,000 results (0.74 seconds)

Best areas to stay in Dubai

- Dubai Marina & JBR – Best area to stay in Dubai for families & first time visitors.
- The Palm – Best location to stay in Dubai for couples & luxury.
- Deira – Best place to stay in Dubai for budget travellers.
- Downtown Dubai – Best part of Dubai to stay for shopping & malls.

More items... • 3 Dec 2022

Greta's Travels  
<https://gretatravels.com> • Latest blog posts

**Best Areas to Stay in Dubai for Every Traveller & Budget**

About featured snippets • Feedback

People also ask

Is it better to stay Downtown Dubai or the Palm?

Where should I stay in Dubai for a week?

Where is better to stay in Dubai Marina or downtown?

What is the popular area of Dubai?

The Telegraph  
<https://www.telegraph.co.uk/travel/explore-dubai>

**Seven of the best areas to stay in Dubai - The Telegraph**

27 Nov 2020 — Al Seef/AI Fahidi – Old Dubai, for tradition and culture · Jumeirah – Beachside suburbia, for refined luxury · Downtown – New centre, at the heart ...

Santorini Dave  
<https://santorinidave.com/best-places-dubai>

**WHERE TO STAY IN DUBAI - Best Areas, Hotels, & Beaches**

3 Feb 2023 — 1. Dubai Creek · 2. AI Fahidi and AI Seef · 3. Bur Dubai and Bur Juman · 4. Downtown and Business Bay · 5. Mina Seyahi Beach and Dubai Media City · 6 ...

The Nomadvisor  
<https://thenomadvisor.com/where-to-stay-in-dubai>

**Where to Stay in Dubai: 8 Best Areas - The Nomadvisor**

1. Downtown Dubai, where to stay in Dubai for first time · 2. Trade Centre, Dubai's financial hub · 3. Bur Dubai, history and tradition meet modern hustle · 4. Where to stay in Dubai: 8 Best... · Deira, where to stay in Dubai...

♥ a Featured Snippet.

Look at those Bullet Points

👁 People Also Ask

# What are our competitors doing?

## Meta Titles And Descriptions.

Setting Expectations. How many recommendations

"Best"

The screenshot displays three search results for 'Where to stay in Dubai'. Arrows from the yellow callout boxes point to specific elements: 'Setting Expectations...' points to the meta titles; 'Best' points to the word 'Best' in the titles; 'Lists... 1. 2. 3.' points to the numbered lists in the descriptions.

**The Telegraph**  
https://www.telegraph.co.uk/travel/explore-dubai  
**Seven of the best areas to stay in Dubai - The Telegraph**  
27 Nov 2020 — Al Seef/Al Fahidi — Old Dubai, for tradition and culture · Jumeirah — Beachside suburbia, for refined luxury · Downtown — New centre, at the heart ...

**Santorini Dave**  
https://santorinidave.com/best-places-dubai  
**WHERE TO STAY in DUBAI - Best Areas, Hotels, & Beaches**  
3 Feb 2023 — 1. Dubai Creek · 2. Al Fahidi and Al Seef · 3. Bur Dubai and Bur Juman · 4. Downtown and Business Bay · 5. Mina Seyahi Beach and Dubai Media City · 6 ...

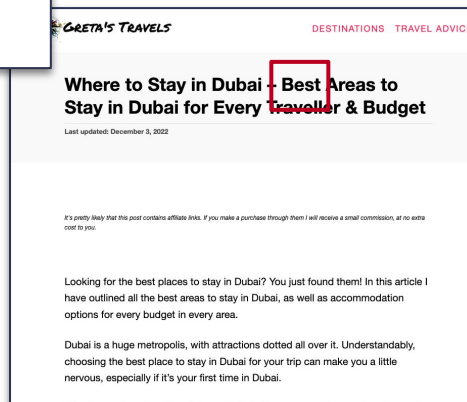
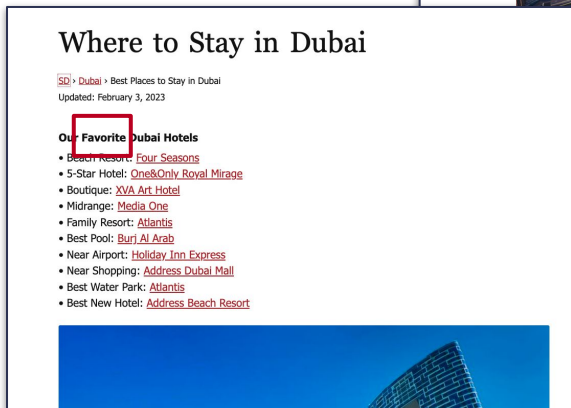
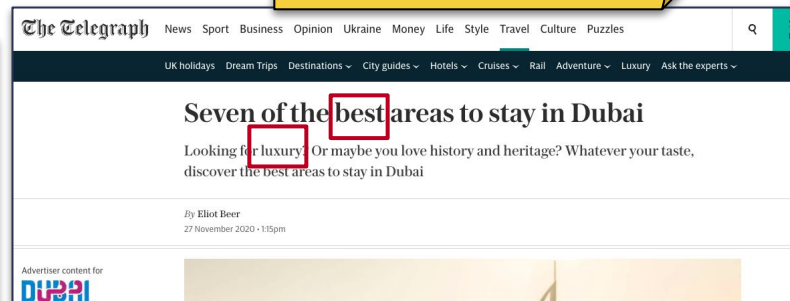
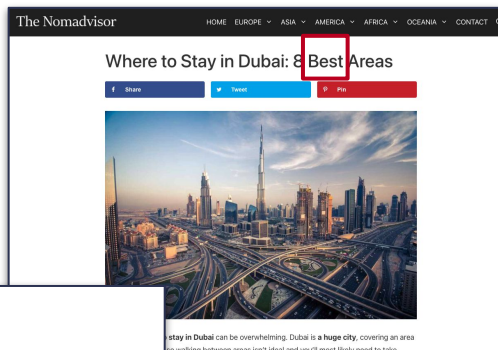
**The Nomadvisor**  
https://thenomadvisor.com/where-to-stay-dubai  
**Where to Stay in Dubai: 8 Best Areas - The Nomadvisor**  
1. Downtown Dubai, where to stay in Dubai for first time · 2. Trade Centre, Dubai's financial hub · 3. Bur Dubai, history and tradition meet modern hustle · 4. ...  
Where to stay in Dubai: 8 Best... - Deira, where to stay in Dubai...

Lists...  
1. 2. 3.

# Competitors - Header

Wording above the fold is Key for User Engagement!  
Spread that positive message!

Engaging content:  
Best  
Luxury  
Favourite



# Competitors - Layout

Digestibility & Spacing  
Look at the H2, Bold, Numbered.  
Content underneath is short sentences

Images Everywhere.

Spacing  
Bullet points!

## 2. Trade Centre, Dubai's financial hub



Also referred to as the **Dubai Financial Centre**, Dubai's Trade Centre area is likened to that of New York City's famous World Trade Center. But, unlike the stuffy reputation of Wall Street, Dubai's Trade Centre is **futuristic, multicultural and luxurious**, and where Dubai's power players make their moves.

The **Dubai World Trade Centre Skyscraper** is the focal point here, towering over the area with 38 stories and reaching a height of 184 meters.

The tower regularly hosts **international events, conventions, comedy performances** and even **concerts**, welcoming around 3 million people per year.

Advertiser content for **DUBAI**

Dubai districts check out some of the best areas to stay in | ©2021 City

For a moderately sized city, Dubai has an impressive diversity to its districts; move from one area to another and you'd be forgiven for thinking you were in a different city altogether – if it weren't for that ever-present skyline.

Here's our roundup of some of the most interesting areas in Dubai – which ones will catch your eye?



Historical neighbourhood, heritage and history merge with luxury at ROR's boutique hotel

**Al Seef/Al Fahidi – Old Dubai, for tradition and culture**

This is as traditional as Dubai gets: wind towers, tiny twisting streets, lively souks, sun-baked courtyards and museums galore. All beside Dubai Creek, where you can look across the water to working dhows. Pop in to the Sheikh Mohammed Centre for Cultural Understanding for a traditional Emirati meal, and to learn about the UAE's culture: check ahead to see what's on offer during your visit. And for accommodation, tradition and luxury go hand-in-hand, with boutique hotels such as XVA or Al Seef Heritage Hotel.



Head to the seaboard: you'll find beachside chic in the district of Subhayan | ©2021 City

**Jumeirah – Beachside suburbia, for refined luxury**

Long one of Dubai's most desirable districts, Jumeirah stretches for miles along the seafrost to the southwest of central Dubai, and is perfect for those looking for the ultimate in luxury. Lined with

rooftops of the lofty high-rises along the exotic Du



Idyllic Jumeirah Beach with marina skyscrapers in the background.

### • **Best Area in Dubai for Food & Restaurants: Jumeirah Beach Residence (JBR)**

Many of the award-winning and most popular bistros are in hotels and resorts where menus are long, prices high, and service world-class. Among the several Thai, Indian, and Japanese restaurants, it is still possible to try some Middle Eastern cuisine – even in a reconstructed 'oasis' with belly dancing performances. The finest choice of eateries, with the added appeal of a beachside setting, is along the main streets between JBR and Dubai Marina.

### • **Best Area in Dubai for Families: Jumeirah Beach Residence (JBR)**

Dubai offers an extraordinary range of activities for families – from LEGOLAND to Aquaventure Waterpark – and many are within a short taxi trip of the lovely beach at JBR. Most hotels and resorts at JBR offer family-friendly amenities such as a children's pool, kids club, and playground, and are within a short stroll of a fabulous range of eateries (see above). To explore farther, a tram service loops around the area and Dubai Marina, and connects to the citywide metro.

### • **Best Area in Dubai for Beaches: Jumeirah Beach Residence (JBR)**

The extended city coastline called Jumeirah includes several public beaches plus one commandeered by resorts along the area loosely called JBR. All offer calm water and clean white sand, but beware of rip tides – so swim between the flags where lifeguards are positioned. Adding to the appeal of JBR are the range of places to eat (see earlier) and the trams that loop around the area and Dubai Marina and connect to the citywide metro.

Short Form  
Content

# Competitors - Headings

Your headings should guide the user about the surrounding content.

<https://adresults.com/tools/heading-tag-checker-check-h1-t-m-h6-tags>

Page title	WHERE TO STAY in DUBAI - Best Areas, Hotels, & Beaches
Heading 1	Where to Stay in Dubai
Heading 2	Best Areas to Stay in Dubai Best Places to Stay in Dubai The 10 Best Neighborhoods in Dubai for Tourists Read More
Heading 3	Our Favorite Dubai Hotels Best Areas in Dubai for... 1. Dubai Creek 2. Al Fahidi and Al Seef 3. Bur Dubai and Bur Juman 4. Downtown and Business Bay 5. Mina Seyahi Beach and Dubai Media City 6. Dubai Marina 7. Jumeirah Beach Residence (JBR) 8. Palm Jumeirah Island 9. Airport 10. Deira

H1 - is what the page is about

H2 - Key Topics of conversation

H3, Locations in Downtown.

Huge topical relevance!

# Competitors - Content

ahrefs	Content
Metrics	▼ Content
Content	Word count 3762 words

How many words add value!

Review the Serps to understand the content:

- Tone of Voice
- Writing Style.
- Positive reinforcement.
- Word Count

Aim at the end user. Incorporating 'You'

Dynamic Language

Google can understand meaning and value language so much more! Add more dynamic language to engage your audience!

Looking for the best places to stay in Dubai? You just found them! In this article I have outlined all the best areas to stay in Dubai, as well as accommodation options for every budget in every area.

Dubai is a huge metropolis, with attractions dotted all over it. Understandably, choosing the best place to stay in Dubai for your trip can make you a little nervous, especially if it's your first time in Dubai.

Whether you're a first time visitor to Dubai who wants to discover the charm of Dubai Marina, or a budget traveller who wants to explore this concrete jungle without spending a fortune, or even a couple looking for a romantic getaway, this post has something for you!

I have visited Dubai so many times that I have almost lost count of how many (I think I'm on trip number 6 at least), and have had the pleasure of seeing the city grow and change.

I'm not a Dubai local, but I know a fair bit about travelling there, and wanted to share my knowledge with you. There isn't a single best place to stay in Dubai, it depends on your travel style and personal preference.

Which is why in this guide I have listed all the best areas to stay in Dubai, as well as explaining exactly what type of traveller these areas are best suited for.

# Competitors - Internal Linking

## Why Internal Linking is so important

- Distribute link equity.
- Stops Orphan pages.

Helps keep the user engaged, if they can find more value, this can bring positive engagement, conversion and enquiries

External Links can be good too. But we need to consider why we are external linking!

E.g References for specific content, Fact checking!

## Best Areas to Stay in Dubai

### • Dubai Hotel Map

Over the span of a couple of decades, the largest city in the United Arab Emirates (UAE) has been magically transformed from a fishing and farming village into one of the most modern metropolises on earth. Not just used as a stopover between long-haul flights, Dubai offers a mix of Arabian charm among the deserts and souks (markets), but modern travelers come here for the warm weather (which is scorching from November to October), English-speaking residents and Western-style malls, competitive hotel rates, and abundance of activities from dune buggies to waterparks (which are especially good for families).

Stretching about 40km along the narrow, flat, and arid land from the airport to the Dubai Marina – and still connected throughout by the excellent metro – the city is jam-packed with places to stay in all price ranges. Most of the **best Dubai hotels** are modern, upmarket, and good value, but some with notable Arabian-style charm and history and a few boutique guesthouses can also be found. However, very few budget-priced places are recommended.

Internal Link.

# Build The Brief

## Part 2: Building!

You're nearly  
there... i  
promise



# Why Content Briefs Fail

# Lack of Clarity and Guidance

Content Writer

Content Brief


Hi,


Can you write me an article titled, "What is the best area of Dubai to stay in?"


...

Many thanks,

**Rob Curtis**  
Managing Director  
|  
Mobile: +447827328645  
Email: [rob@thepursuitagency.com](mailto:rob@thepursuitagency.com)







What would  
you choose?

Content Writer

Content Brief

Hi,

Can you write me an article titled, "What is the best area of Dubai to stay in?"

Can it be approximately 1000 words.

Keywords to include: "Best areas to stay in Dubai, Best family-friendly areas in Dubai, Top neighbourhoods to stay in Dubai, Dubai tourist areas"

Writing Style: please see examples from these URLs: [Website1](#), [website2](#), [website 3](#)

Tone of voice: lively and informative

Headings to Include:

**H1s:** Where to Stay in Dubai – Best Areas to Stay in Dubai for Every Traveller & Budget


**H2s:** Best Areas to Stay in Dubai at a Glance  
Famous, iconic and/or unique hotels in Dubai  
Best areas to stay in Dubai  
Final thoughts on good places to stay in Dubai


**H3:** Dubai Marina & JBR – Best area to stay in Dubai for families & first time visitors  
The Palm – Best location to stay in Dubai for couples & luxury  
Deira – Best place to stay in Dubai for budget travellers  
Downtown Dubai – Best part of Dubai to stay for shopping & malls  
Jumeirah Village Circle & Jumeirah Village Triangle – Best area to stay in Dubai for long term travellers & digital nomads

Internal Links: Can you build links to this page: [Link Here](#), [Link Here](#), [Link Here](#)

External Links: Website to book flights, [www.emirates.com](http://www.emirates.com)

...



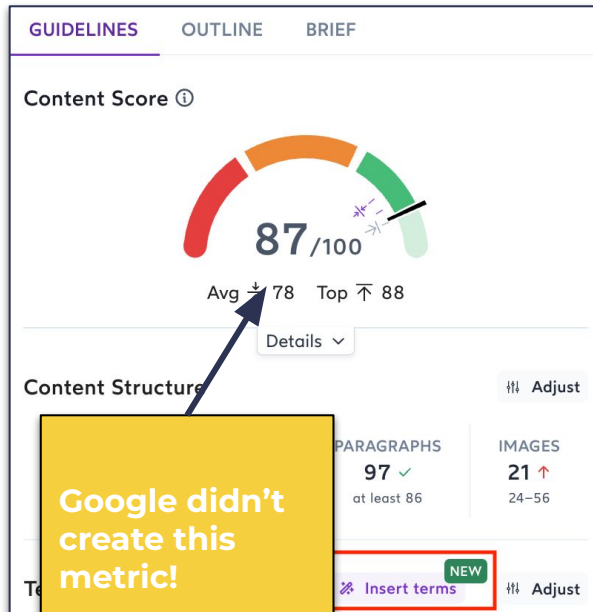


# Relying on Software Alone!

## Writers can focus on this?

Surfer created this metric by utilising how often you use the same phrases that are commonly used in the first page of google for your query.

It also recommends how often you should use each word!



Google didn't create this metric!

Counts of words.  
Based on Semantics!



# Relying on Software Alone!

Counts of words.  
Based on Semantics!

In 10 minutes, using copy.ai.

- 3500 word article.
- “Insert terms” - Surfer automatically updated the content.

I haven't even read it yet, and it has a score of 50!

The screenshot displays the Surfer SEO interface. The main editor shows a draft article titled "what is the best area of dubai to stay in?". The article content includes an introduction and a section titled "1. Downtown Dubai". The right sidebar provides a detailed SEO analysis:

- Content Score:** A gauge showing a score of 50/100, with an average of 76 and a top range of 86.
- Content Structure:** A table summarizing key metrics:

WORDS	HEADINGS	PARAGRAPHS	IMAGES
3,498 ↑ <small>3,879-4,461</small>	26 ↑ <small>44-89</small>	30 ↑ <small>at least 113</small>	0 ↑ <small>18-46</small>

- Terms:** A section for managing keywords, showing tags like #Dubai - 34, #Hotel - 8, and #Beach - 7. It also includes a search bar and a list of terms with their counts and NLP scores.

At the bottom of the interface, it indicates "Connected | 2 people currently editing this document" and "Synced 2 minutes ago".

# It's Not All Doom & Gloom

Brace  
yourselves!



# How your brief should look?

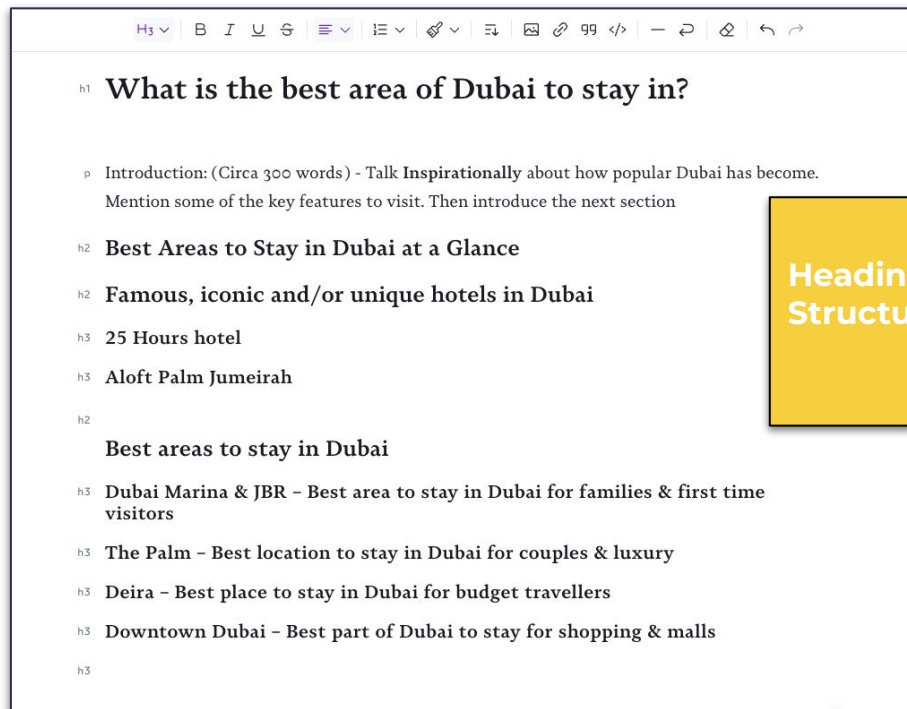
## Using Surfer SEO.

Build your content structure out.

Also, document the following:

- Topic
- Word Count
- Writing Style
- Tone of Voice
- Internal Links:
- External Links:

Use Surfer to document these too.



# Get typing

# Get it online

# You did it!

Seen in the  
bar .. tonight!



**Do More?  
You should.  
You're  
Awesome**

When you  
realise you're  
amazing



# STATIC CONTENT VS INTERACTIVE CONTENT

## Static Content

Consumed passively by the audience through reading or watching.

Examples of static content include articles, videos, and infographics.

They do not require active engagement from the audience.

# VS

## Interactive Content

Encourages active engagement from the audience, such as answering questions or participating in quizzes.

Increasingly popular among audiences, as it can provide a more engaging and memorable experience than static content.

Which would your customer enjoy more from you?

# Why interactive content?

- Drive engagement and increase time spent on your site.
- Increases the chance of their return to your site.
- Easy data capture from engaged users.
- Position your brand as industry leaders and build loyalty while standing out from competitors.
- Engaging assets created with interactive content can attract journalists and earn more connections through email outreach efforts.

77% of marketers have stated that interactive content has "reusable" value.

This means repeat visits and multiple interactions with a brand. (Source: [Content Marketing Institute](#))

# Interactive Content

Quizzes

Calculators and Tools

Interactive Infographics

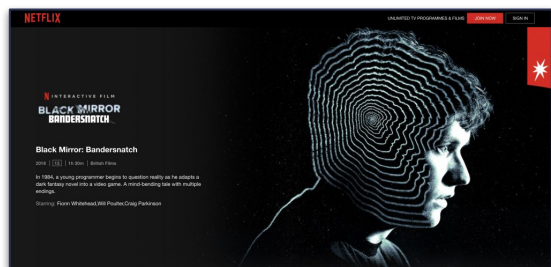
Image Sliders

Games


Interactive Maps

Interactive Webinars

Interactive Film and Video



What would you use this for?



Twitter: @KingJamesOfDJs

To recline in a chair	To loosen a screw
To shift a car into a different gear	To open a window

Someone say BuzzFeed quiz?

YOU HAVE ~~THE~~ REACTIONS OF A **VERY, VERY OLD PERSON**

With the reaction time of (1123) milliseconds

TRY AGAIN

<https://www.justpark.com/creative/reaction-time-test/>

# Launch your own!

**Start small:** Don't feel like you need to create a massive interactive experience right away. Start with something simple, like a quiz or calculator, and build from there.

**Use free or low-cost tools:** There are many online tools available that can help you create interactive content without breaking the bank. Look for free or low-cost options, like Canva, Quizlet, or Typeform.

**Focus on your audience:** To create effective interactive content, you need to understand your audience's interests and needs. Consider what questions they might have or what problems they're trying to solve, and create content that helps them find answers or solutions in an engaging way..

# Thank you

