Content Writing

Finding and using sources

Sourcing = Creating Content That Stands Out

Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
- Does the content provide insightful analysis or interesting information that is beyond the obvious?
- If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?
- Does the main heading or page title provide a descriptive, helpful summary of the content?
- Does the main heading or page title avoid exaggerating or being shocking in nature?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?
- Does the content provide substantial value when compared to other pages in search results?
- Does the content have any spelling or stylistic issues?
- Is the content produced well, or does it appear sloppy or hastily produced?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

Sourcing = Creating Content with Expertise

- Does the content present information in a way that makes you want to trust it, such as clear sourcing, evidence of the expertise involved, background about the author or the site that publishes it, such as through links to an author page or a site's About page?
- If someone researched the site producing the content, would they come away with an impression that it is well-trusted or widely-recognized as an authority on its topic?
- Is this content written or reviewed by an expert or enthusiast who demonstrably knows the topic well?
- Does the content have any easily-verified factual errors?

What sources can I use?

- Published research, surveys, polls, etc.
- Quality books on the topic
- Quotes, tips and insight from an expert in the field
- Trends or market report
- Published news on the topic
- Others - you may have to get creative depending on what you have access to and what you need

Published Research, Surveys, Polls

topic clusters report

topic clusters survey

topic clusters research

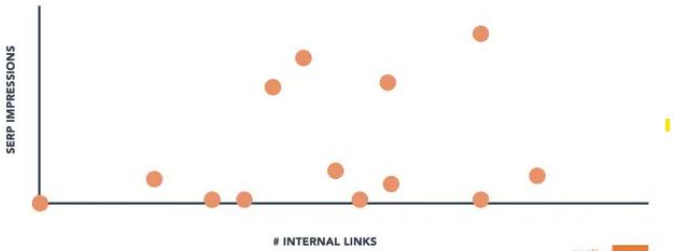
Bingo!

Do Topic Clusters Actually Impact SERPs?

In light of these algorithm changes, former HubSpotters Anum Hussain and Cambria Davies launched topic cluster experiments in 2016. The extensive findings from their initial topic cluster experiments showed that the more interlinking they did, the better the placement in search engine results pages (SERPs). Impressions (or views) also increased with the number of links they created.

More internal links = higher placement in SERP.

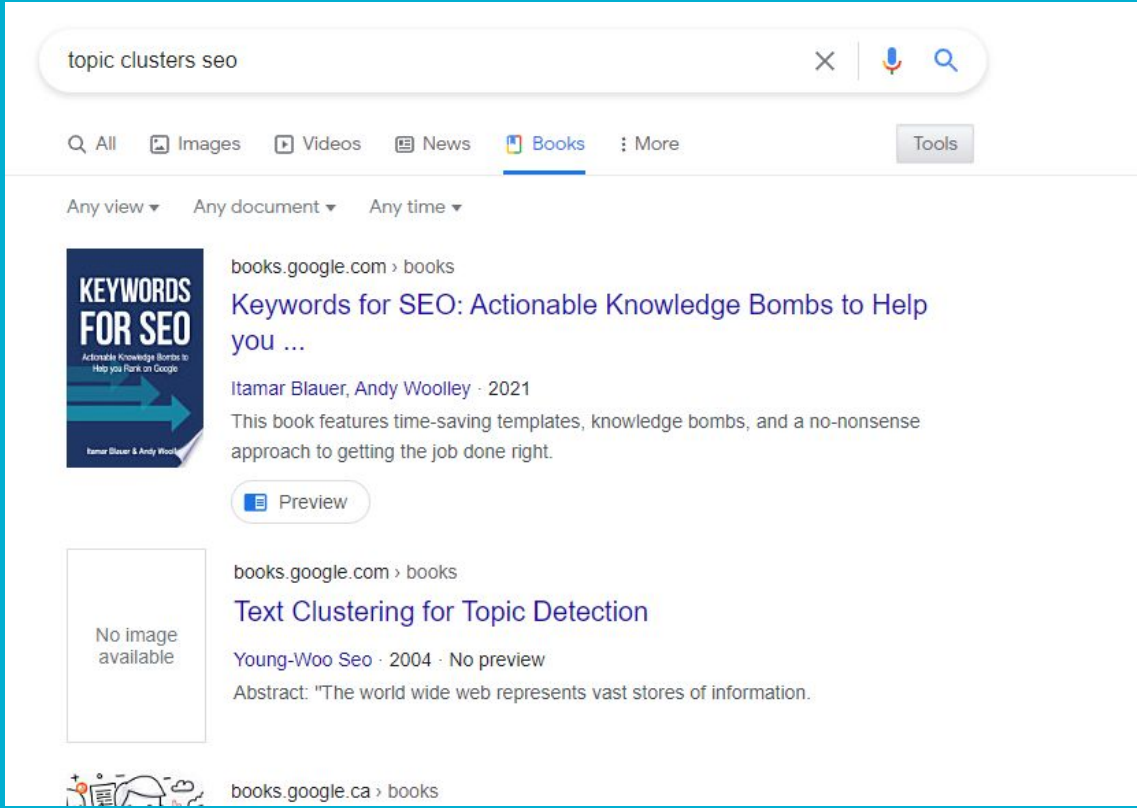
We saw great results from weaving our own content together more tightly.



Research, Surveys, Polls, Case Studies, etc.

- Find the most recent data you can - don't refer to something from 2010 when you can find something from 2020
- Refer and link to that data from its original source, not where someone else cited it
- Google can be a great way to find these
  - If it's cited by other sources, you might find it that way
  - If you try including "research," "study," "survey" in your search terms you might find something
  - Google Scholar for academic research papers
  - ResearchGate and Academia.edu
  - Try accessing at your local library for journals that are paywalled

Books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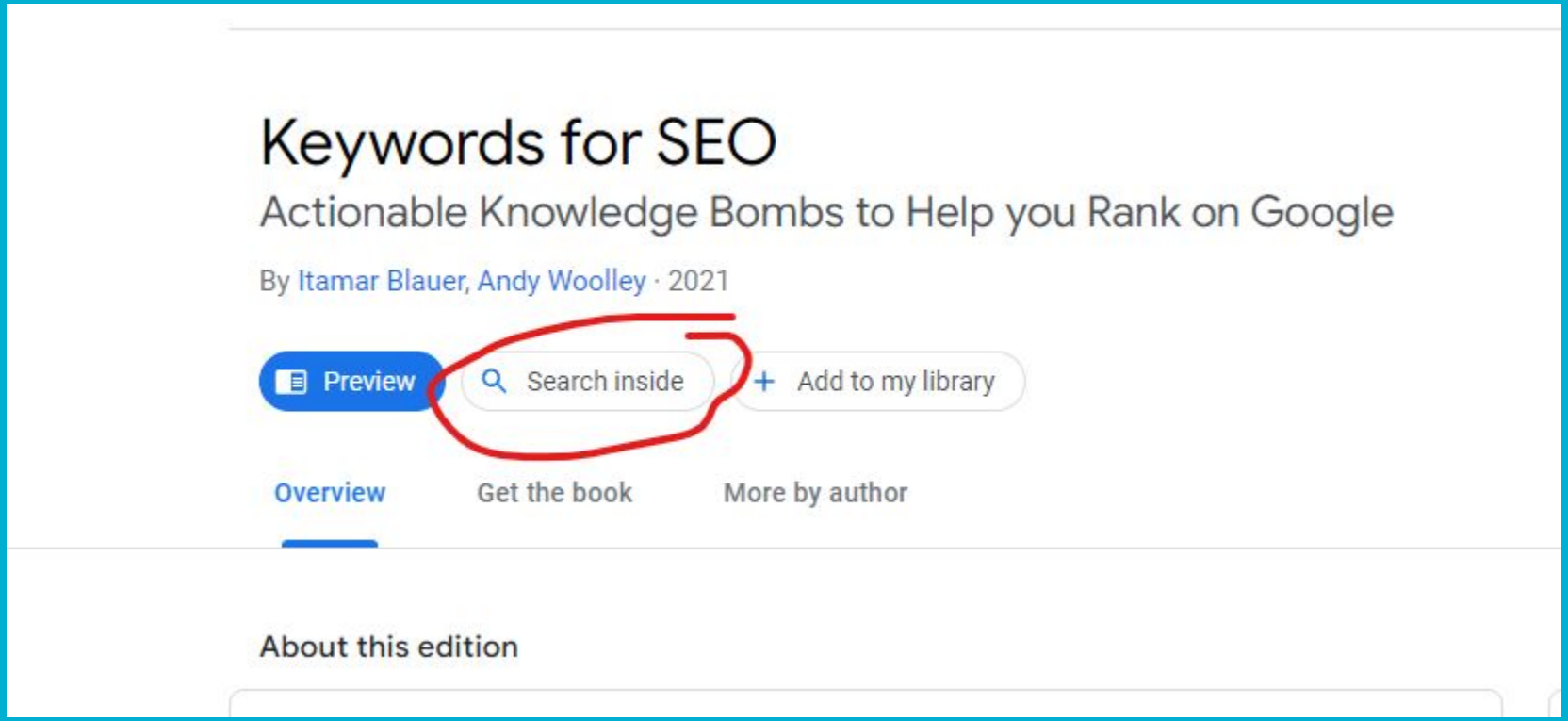
Books


Keywords for SEO
Actionable Knowledge Bombs to Help you Rank on Google
By Itamar Blauer, Andy Woolley · 2021
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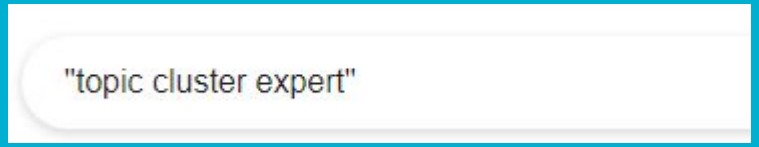
Experts!!!

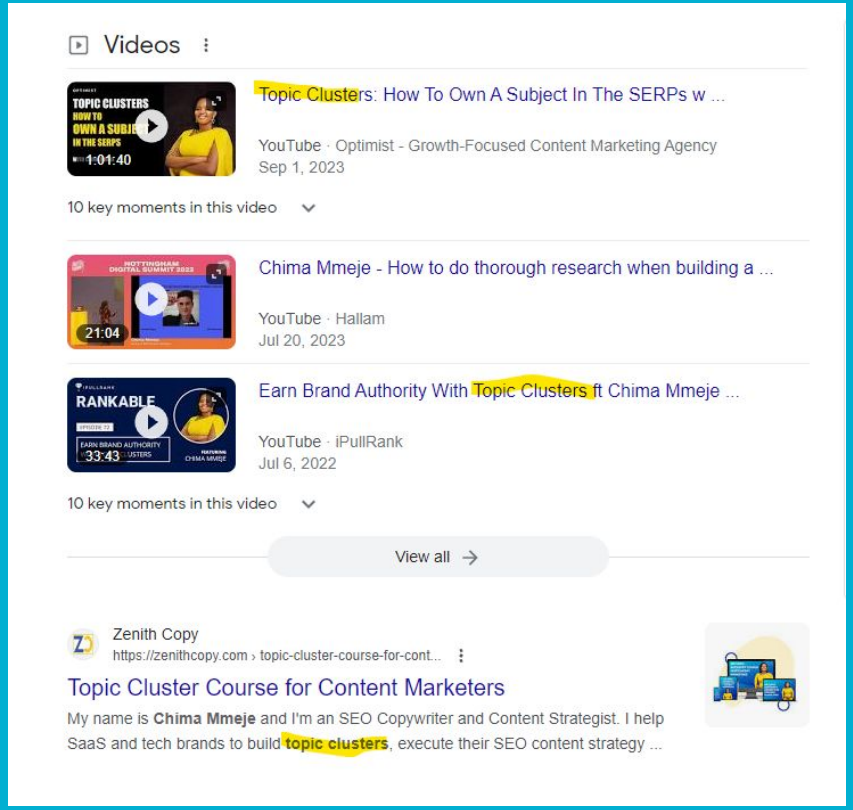
How to Find Experts on a Topic

- Google it
- Use LinkedIn
- Use Help a Reporter Out (HARO)
- Reach out to your network
- Hop onto a message board or relevant Reddit thread
- Look for conferences or events where you might find experts IRL, then see who's presenting

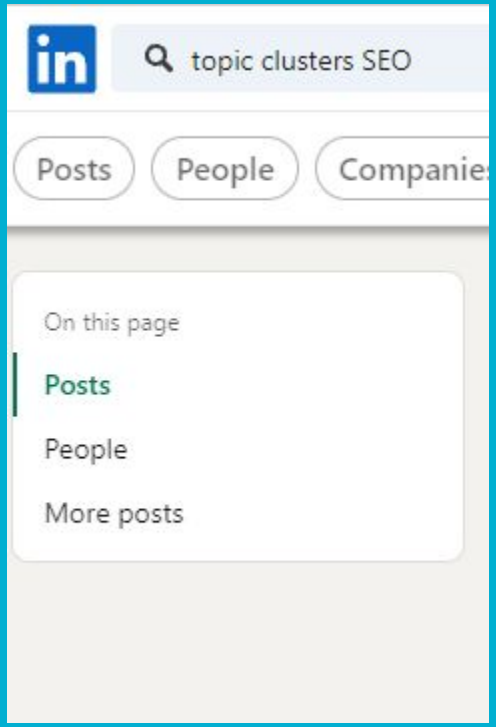
Finding an Expert on Google



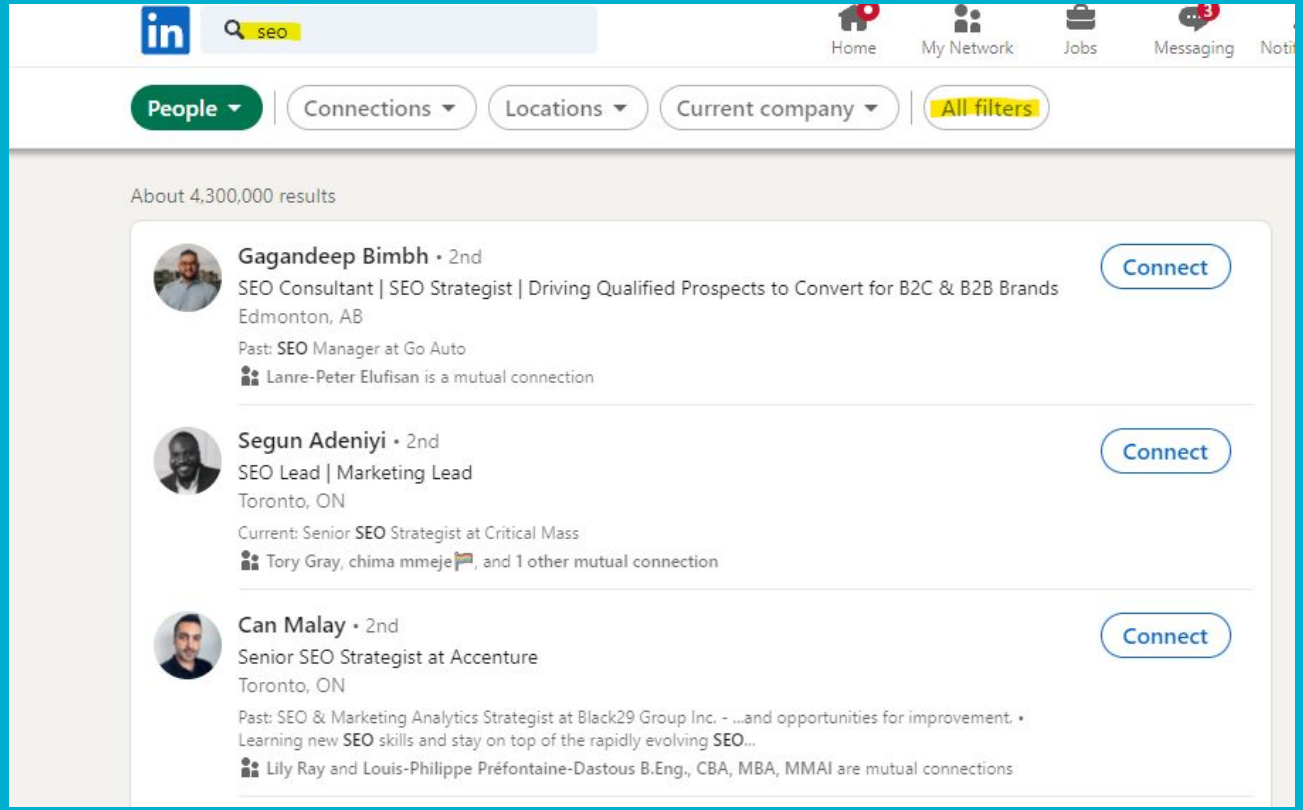
Who's this Chima person?



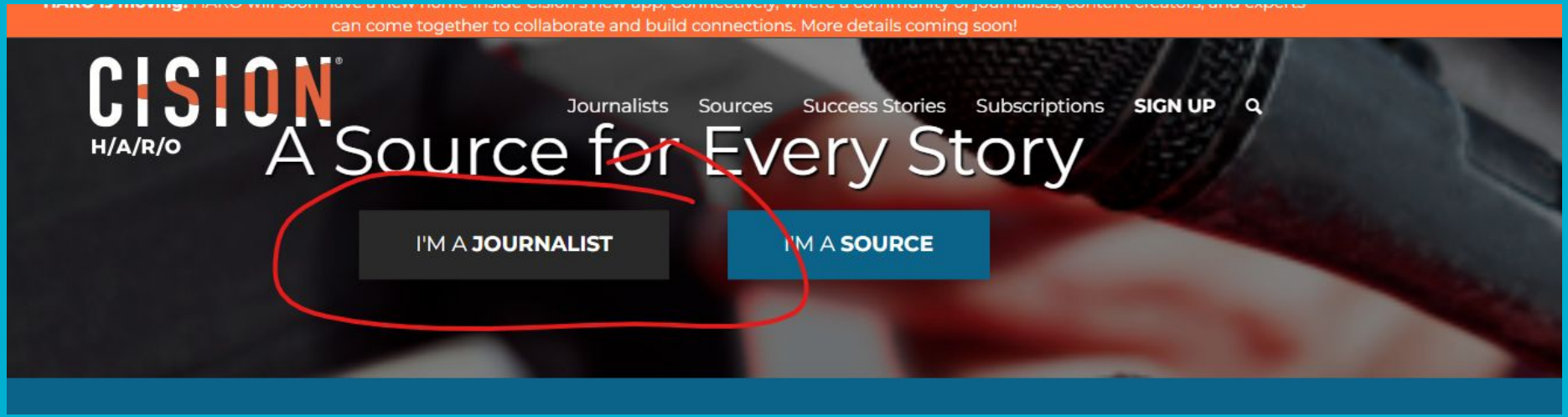
Finding Sources on LinkedIn



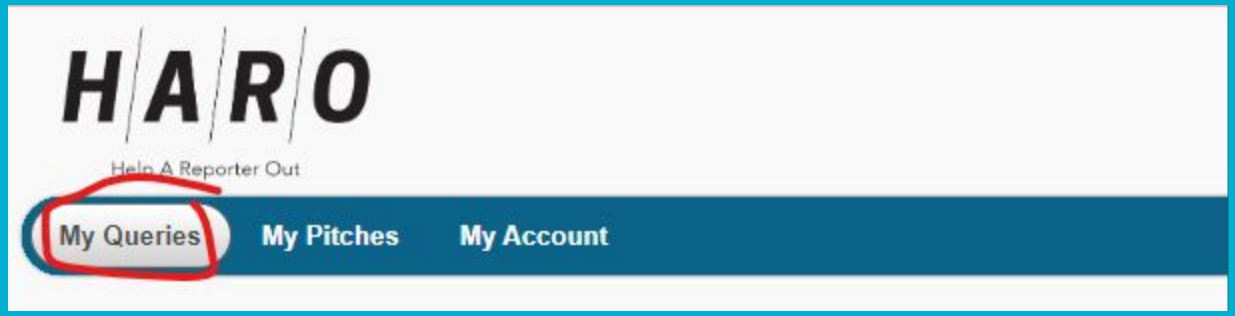
Searching for an Expert on LinkedIn



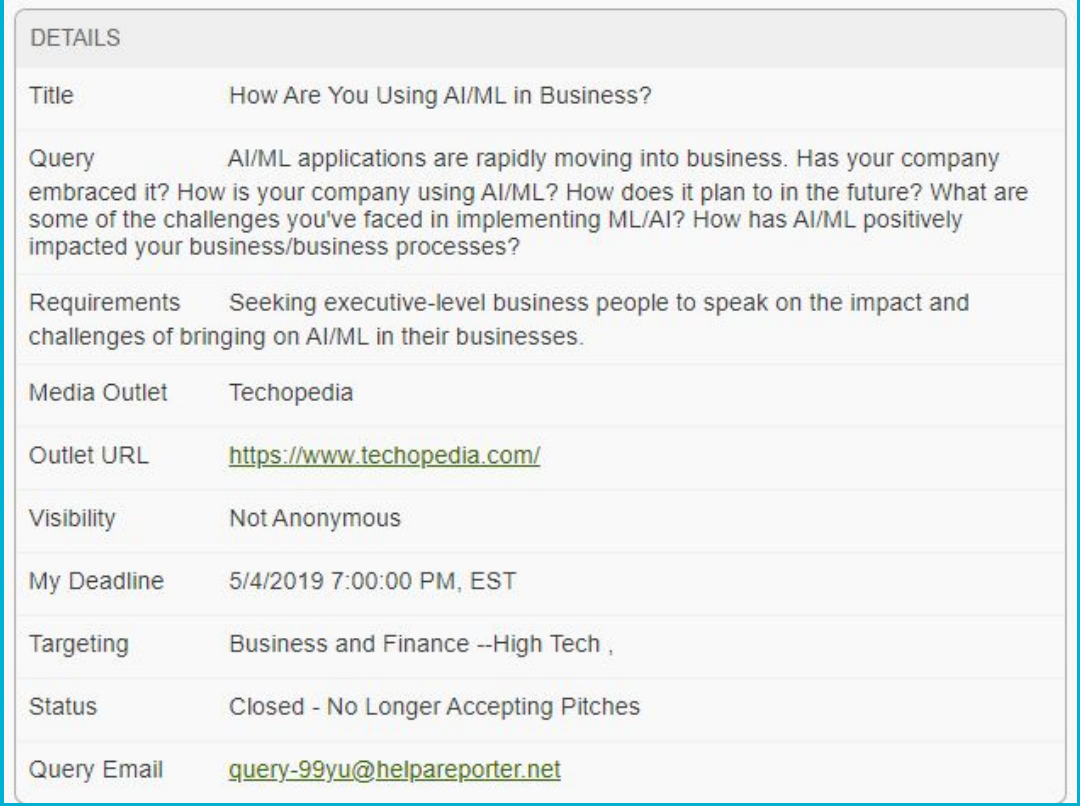
Use HARO


can come together to collaborate and build connections. More details coming soon!
CISION
H/A/R/O
Journalists
Sources
Success Stories
Subscriptions
SIGN UP
A Source for Every Story
I'M A JOURNALIST
I'M A SOURCE

How to Use HARO

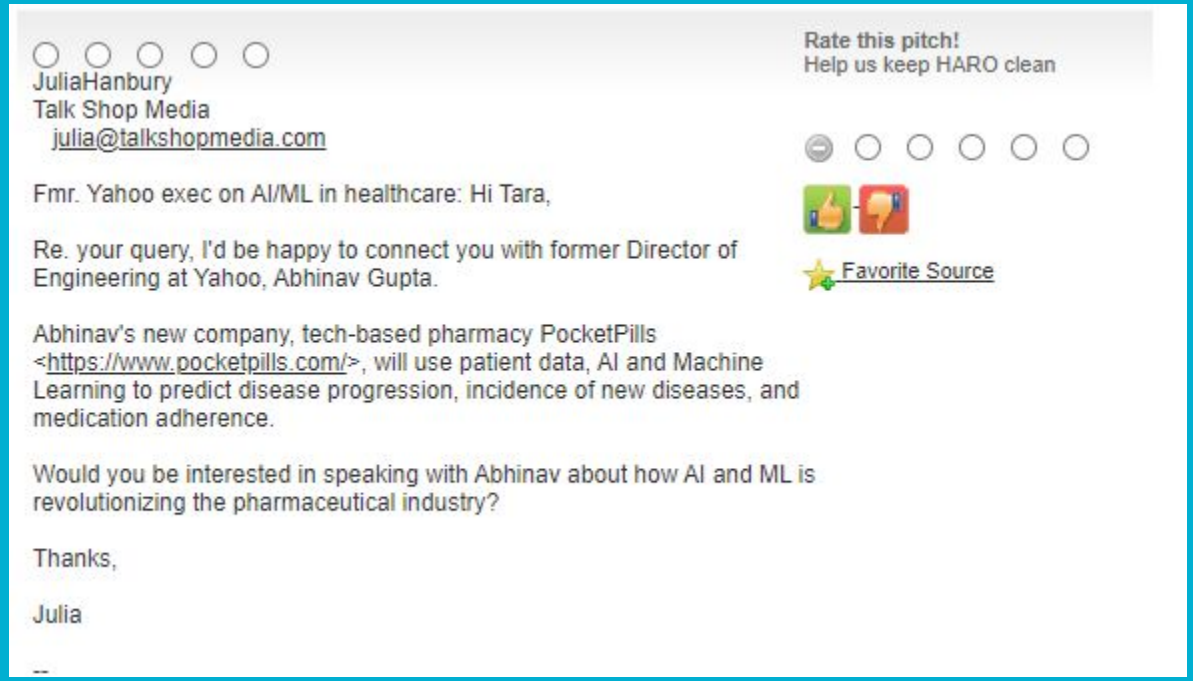


How to Use HARO



DETAILS	
Title	How Are You Using AI/ML in Business?
Query	AI/ML applications are rapidly moving into business. Has your company embraced it? How is your company using AI/ML? How does it plan to in the future? What are some of the challenges you've faced in implementing ML/AI? How has AI/ML positively impacted your business/business processes?
Requirements	Seeking executive-level business people to speak on the impact and challenges of bringing on AI/ML in their businesses.
Media Outlet	Techopedia
Outlet URL	https://www.techopedia.com/
Visibility	Not Anonymous
My Deadline	5/4/2019 7:00:00 PM, EST
Targeting	Business and Finance --High Tech ,
Status	Closed - No Longer Accepting Pitches
Query Email	query-99yu@helpareporter.net

How to Use HARO



JuliaHanbury
Talk Shop Media
julia@talkshopmedia.com

Rate this pitch!
Help us keep HARO clean

Favorite Source

Fmr. Yahoo exec on AI/ML in healthcare: Hi Tara,

Re. your query, I'd be happy to connect you with former Director of Engineering at Yahoo, Abhinav Gupta.

Abhinav's new company, tech-based pharmacy PocketPills <https://www.pocketpills.com/>, will use patient data, AI and Machine Learning to predict disease progression, incidence of new diseases, and medication adherence.

Would you be interested in speaking with Abhinav about how AI and ML is revolutionizing the pharmaceutical industry?

Thanks,

Julia

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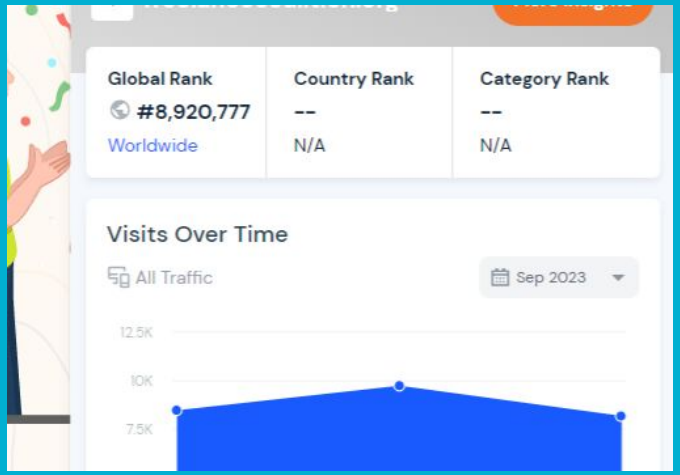
A Few Tips

- Wait for all responses to come in, filter out the best ones you'd like to connect with
- Send questions by email to those you've selected and provide a deadline
- Make sure you ask for the job title and any site you should link to for the person you are quoting
- Follow up with everyone you included after the piece is posted to share the link; tag them on social
- Add these people to a list including what expertise they have in case you need a quote from them in the future!

One HARO Caveat

- The site you are writing for must have been running for at least one month
- Must have a Similarweb ranking of 1 million or less
  https://www.similarweb.com/



Reach Out to Your Network

- Ask people you know if they have any relevant connections
- Use any groups/communities you belong to (like FCDC!) to see if you can connect with anyone that way
- Look for any personal connection you can find to get experts to speak to you - “you worked with my good friend at ___,” “we went to the same primary school,” “we both wrote for ___”

Trend/Market Reports and Research

How to Find Market Research

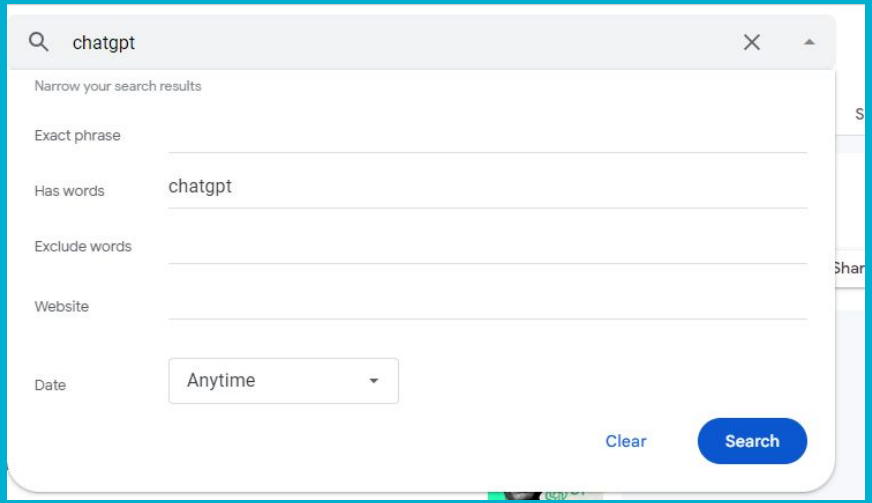
- Check websites of leaders in the space
- Use Google - it can be as simple as “seo report” or “seo trends” - think about how this report might look and what it might include and get Googling
- Forums and communities - ask people in the industry what research and resources they are aware of
- HARO - sources will often bring these reports forward for you
- Any sources you are already using - they’re experts, do they know of anything?

Published News on a Topic

- Not relevant for all topics, but if you can give your content some immediate relevance, that can be a good thing
- Understand how your topic is being presented in the news and some areas of concern
- Another way to dig up relevant research, reports etc. (because news outlets often report on them)

Find Published News with Google News

- https://news.google.com
- Enter your search and use tools to refine as necessary



Final Tip: Get Creative

- Who or what resources might help people better understand your topic?
- Who can you leverage to help you connect with people who know more?
- How can you use what you know to track down more of what you don’t?

Questions?

Homework

- Have a look at the tools/techniques we talked about today