

CONTENT MARKETING SPECIALIST GUIDE

Content Marketing

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1. The ultimate [guide](#) to content marketing
2. Content marketing made [simple](#)
3. What is [content marketing](#)?
4. [The 6 elements](#) of the content marketing process
5. 25 answers to the most frequently asked questions
6. How to develop a [content strategy](#)
7. The topic [cluster model](#)
8. How to define your [target audience](#)?
9. Content guidelines: [style guide](#)
10. The ultimate guide to [storytelling](#)
11. [Interactive storytelling](#) in content marketing
12. Content distribution: [getting started in 9 simple steps](#)
13. [20 places](#) you should be sharing your content
14. 5 content marketing [skills to build](#)

1. How to create a successful blog strategy
2. 101 quick & easy tips to skyrocket your blog content
3. Storytelling, USPs & sales
4. Why are blog categories important?
5. 15 blogging insights your analytics can tell you
6. Repurpose 1 blog post into 80+ pieces of content
7. Which format is right for your next blog post?
8. Types of blogs that make money
9. 17 blogging mistakes to avoid
10. 12 effective ways to promote your blog posts
11. Everything you need to know about guest blogging



1. The ultimate **guide** to content creation
2. How to **set goals** for your content
3. **100 types** of content
4. How to write a blog post **outline**
5. **Writing for SEO**
6. How to write for **Google's core algorithms**
7. **Online editing and proofreading checklist**
8. Help your writing with these **2 short tips**
9. **Content readability**
10. What is **engaging content**?
11. **150 power words**
12. **Copywriting 101**
13. **Reading fiction** can make you a better content creator
14. **31 blog writing prompts** to break your writer's block
15. The **34 best tools** for improving your writing skills
16. **7 traits** of an ethical content writer



1. How to do a content gap analysis for SEO
2. How to do a content audit
3. 19 ways to increase your conversion rate
4. 6 things to improve your content performance
5. 8 On-Page optimization techniques that Google hates
6. 21 SEO tips, tactics, and trends for website content
7. 4 reasons why your content isn't ranking
8. 7 free keyword research tools
9. 16 content marketing analytics tools
10. Top 17+ metrics to evaluate content marketing success
11. Content syndication basics
12. 20 creative ways to repurpose content
13. Evergreen content: how to keep your content alive
14. Optimize your blog content for people who skim

1. [Content Marketing course by HubSpot](#)
2. [Viral marketing and how to craft contagious content \(Course\)](#)
3. [Google Analytics for beginners \(Course\)](#)
4. [Content Marketing: The ultimate beginner's guide \(Ebook\)](#)
5. [Content Marketing writing secrets \(Ebook\)](#)
6. [67 books about Content Marketing](#)
7. [18 blogs, social media posts, podcasts, and more](#)
8. [Free Content Marketing templates](#)
9. [Time-saving tips, checklists, and templates](#)
10. [10 common copywriting templates](#)
11. [24 of the best free stock photo sites](#)
12. [Guide to using images legally online](#)

