

Generating Content

You need to be able to generate content if you are seeking to market on the web.

What is Content?

The main staples of web sites are pictures and words. However now you can also have animation, videos and sound bytes. Content is information and it can take many forms.

There are some small technical challenges with video and audio but most people can type information on their computer and re-purpose their work on their web site.



You may be thinking that video and audio is a faster way to generate content especially with the advent of YouTube.

This may be true to a certain degree but you should plan carefully the message you are trying to present in these more lively mediums.

That starts with writing the message first maybe even writing a script.

I don't know about you but I have seen my share of bad video.

My research turns up a lot of bad writing and my articles are no exception either.

The point is this, there are hoards of people generating content as painlessly and cheaply as possible. Video and audio software is pretty cheap these days if not free already.

One thing is for sure, if you take the time to craft a good message chances are you will get referrals.

So if you are going to spend the time to generate content at least make it worth your while.

Forming Content

There is no doubt about it, generating content takes work. I am always amazed at the aversion business owners take to writing about their business.

Because every time I interview a client and get them to talk about their business there is plenty of passion and of course a well rehearsed elevator speech.

So why doesn't this stuff get typed in somewhere?

OK, a lot of web owners say "I am not a computer person" or "I am not a good typist". Well, you are in luck. Technology comes to your rescue with software that can convert what you say into text.



High level executives don't type they dictate. You can hire a clerk to take dictation for you or you can invest in Nuance Software's [Dragon NaturallySpeaking](#) speech recognition software. For only \$100 - \$200 you can be dictating volumes of great stuff.

You may want to hire a copy writer to edit your final piece only because with any stream of conscience the text probably will need to be edited for grammar and typos.

Expanding Content

If you don't have a problem typing your information consider making it a part of your weekly routine like the dozen or so other hats you are wearing. Plan some time to write about your business on a regular basis.

You can start with a paper and pencil however it is fast and easy to edit text on a computer. Plus you can cut and paste which means you can re-purpose your content in many places electronically.

Start by writing about what makes you different from your competition. Just make a list. Do you see potential topics forming?

If not maybe you need some help. Gather a couple of friends or colleagues together over some coffee for a brain storming session. Be open to all ideas and write them down. Nothing is in stone!

Recording your thoughts or brain storming sessions with a digital audio recorder works great if you can forget for a moment that you are being recorded. It is hard to get that great idea if you are constantly concerned about what you are saying.

You might already have digital voice recording available to you with your cell phone, PDA, iPod or MP3 player.

Your notes should help you to develop strategies that can help you stand out from your competition. You may even learn more about how to position your business. Maybe find a new niche that gets you away from your competition.

Content starts with text. With text we can find images that help convey the text. With text we can organize an interview that could be in the form of a video or just audio.

Article Generation

OK so maybe you are not a writer. Maybe it isn't as tough as you think. I came across a couple of interesting softwares that help both novice as well as professional writers in generating an article in less time.

- [Instant Article Wizard](#)
- [Article Architect](#)

Unfortunately I ran into Guerrilla Marketing tactics and could not find the original web site for these softwares, however, I did read some sites that presented [reviews](#) on these two competing softwares.

To see a video demonstration on [Instant Article Wizard](#)

Note: I have no patience for Guerrilla Marketing tactics and I will devote an article about that in the future.

And interesting thing to note about these software's is the importance of keyword-rich and topical content generation. This is the most important thing to be thinking about when creating an article to be published on the web.

1. Find a niche topic in your industry
2. Research supporting keywords that relate to the topic
3. Use the keywords to steer your writing

Your web site can be used for digital storage of your articles and pages. Developing pages of content on your web site is a great way to **expand** your content. Here are some other expansion ideas:

- Topical Articles
- Definitions
- Product Profiles
- Lists

If you are running a blog and entering entries on a regular basis you are already doing this. If you don't have a blog there is no reason why you can't apply the same principals to your own web site.

Strategy:

Create pages on web site that each have individual topics and that have a keyword focus. Build pages that list these articles and create internal links. Make the titles of these articles keyword-rich

Video Generation

You can purchase a good webcam that attaches to the top of your computer monitor. With this you can easily create a little video message. I recommend looking at the Logitech brand of webcams. They are of good quality and dependability.



The great thing about webcam and talking head videos is that you are already sitting in front of a computer screen. So why not type your script in a Word document or Window's NotePad to read from?

Planning what you are going to say first helps you deliver the right message.

Conclusion Why is content so important? Because Google and Yahoo want to produce relevant search results. Make yourself relevant by producing topical content.

This is the information age. People searching on the internet are searching for information. Yes, some are just looking at pictures but they probably are not your target customer.

There are tools and resources all around you to help you generate content. Good content first starts with text. From text you can generate other forms of content like video and audio which will have a value-add effect on your web site.

Posted on January 5th, 2008 by Karl Knelson