



GET FOUND FAST!
For The
Glamorous

Content Trifecta

Add a video and/or audio for every piece of written content



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For The *Glamorous*

Content Trifecta

Explain what's happening with:

Content Content Content
Content Content Content
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Content Content Content
Content Content Content

Words



Video



Audio



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We're optimizing for People,
Not Google



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Post that Includes:

-Video -Audio -Image -Text

1. Creates dynamic experience for the user
2. Material that can be shared



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***SEO is a strategy
that will take time**



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*Changes made to your website take a while to get found by search engines.



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SEO is always changing!



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We have no control over
changes to the search engine.

Key Points:

- Embed keywords, alt tags
- Think about the user experience
- Add rich layered content
- Make it multidimensional
(add video, audio, images)



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Optimizing for Two Audiences:

- Search Engines
- Human Experience



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***Don't forget about the visitors to your site while trying to optimize for search engines.**



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Visitors won't be able to find a site
that isn't optimized for search

but..

Users won't convert to fans, customers
or return if they don't like the content
or layout of the site