

A person wearing a light blue shirt is writing in a notebook with a yellow pencil. The scene is set on a desk with a laptop keyboard visible in the foreground. The background is slightly blurred, showing some greenery.

CONTENT

MARKETING

BLUEPRINT

Content Marketing Cheat Sheet: The Top Types of Content

Everyone in marketing knows that content is king and if you didn't before, you should after reading *Content Marketing Blueprint!* But what is content? Content is taken very much to mean 'writing' across the net, but this is far from the only kind of content available.

All content really means is whatever is filling your site: it's the contents of your pages. That means that really anything can be classified as content, whether that's writing or a completely different form of media.

In this cheat sheet, you'll discover the many different types of content, as well as some ideas for each to help you get started. You can return here any time you need inspiration to fill your site!

Written Content

Written content is the primary type of content on the web, partly because it is the most accessible for users (they don't need their sound on on a crowded train) and partly because it is the easiest to rank on Google.

But what types of written content can you provide?

Some ideas:

- Features/articles/blog posts
- Breaking news pieces
- Resources articles (in depth and long form)
- Interviews
- Instructions
- How-tos
- List articles
- Countdowns/top tens
- Q&As/FAQs
- Stories

- Curated content
- Lists of quotes/jokes/names
- Reviews
- Previews

Videos

While you may only use YouTube as a way to look for amusing cat videos, it is actually much more than that and can in fact be used as a search engine to look up facts and just be generally entertained for a while.

You can use YouTube as a platform to promote your brand and to build trust and authority. And the in-person nature of YouTube makes it ideal for building that all-important trust. People feel they know you on YouTube!

There are millions of people out there doing the very same thing. Create a video for one of your articles and you will be able to reach people who perhaps aren't sitting down to read, and you'll be able to add a whole new dimension to that article.

Better yet, you'll be able to easily bring in lots of visitors from YouTube who otherwise might not have found your site.

Types of videos to make:

- Slideshows
- Presentations
- Vlogs
- Documentaries
- Reviews
- Voiceovers
- Montages

If you have a camera etc. you can make something professional. If not, you can even save a PowerPoint Presentation as a video file!

Games and Quizzes

If you're a webmaster or SEO and you can't program then that's something you should learn right away. Programming is an incredibly powerful tool if you work online, and especially if you use it to create more interactive media for your site.

While someone might visit your site, read an article or two and then leave after ten minutes, a video game has the potential to draw them in and keep them on your site for hours. Games aren't appropriate for every kind of site unfortunately, but almost any site can benefit from a quiz or questionnaire. If you have a fitness site then this could be a quiz on 'What Kind of Gym is Right for You', or if you own an SEO site it could be a questionnaire to help you identify your website's 'resilience'. You could even provide tools such as currency converters, BMI calculators or interest calculators.

Any of these will help to provide your users with tailored information, they will keep them on your pages for longer, and they will attract attention when someone isn't in the mood to read yet another article (personality questionnaires are particularly popular: we love learning about ourselves).

Still don't want to program? WordPress has plugins that can build quizzes and questionnaires for you!

Infographics

Images are also highly powerful on your site and that doesn't just mean images that are used to decorate articles. Images can be worthwhile content in themselves and particularly if you use infographics to convey useful information.

An infographic is any image that communicates useful information more quickly and effectively than writing. It might be a chart, or it might be a series of images with useful headings and annotations.

Often people will even skip the whole process of visiting a site and when they quickly want some information or quickly want to know what something is they will instead just look through Google images.

This is a great opportunity for you to strengthen your brand, and potentially to draw visitors in and get them to visit your site properly.

Podcast

Similar to a video, a podcast is another great form of content to build an audience. Podcasts are gaining popularity and there are many distribution platforms you can use to get your content out there. If not, then why not just let people download the MP3s from your website?

You can then use a podcast to discuss a subject you find interesting, you can interview people, you can tell jokes and stories for entertainment purposes... the options are limitless. The best part is that all you need to make this kind of content is a good mic! The Blue Yet Snowball mic is a good place to start.

Live Content

Likewise, there's no reason that your recorded voice can't be live. In fact, more and more people are now turning to live video streaming with Facebook as well as Periscope and Meerkat. This is likely to become a big deal moving forward, so make sure you get involved while it is still young and while you can make an impression for yourself.

Again, there are many *types* of content you can make here: from vlog-style personal stuff, to interviews, lessons, presentations and more.

More

And these are just a few examples of the kinds of content you can have on your site. Downloads such as music and wallpapers, eBooks, social media,

online courses and more can all be used to great effect on your pages so start thinking outside of the box!

The single thing that all this content *must* have in common though is that it needs to be *quality*.