

Lesson no. 2 – Types of Content

TYPES OF CONTENT WITH EXAMPLES

If you're looking to grow your business, maybe it's time to try mixing things up a little. Below, I've put together a list of over 15 different content types to add more variety to your site and help open up those additional traffic channels.

See what fits your brand and what works for you. However, keep an open mind and be ready for some experiments!

1. Tutorials

The “How-To X” post is a classic in the content world, and for good reason. One of the major motivations for people to use the Internet is to find solutions to their problems. If you can provide such a solution, that's a golden content opportunity.

2. Podcasts

Podcasting is all the rage these days. Big names in the blogosphere like Tim Ferris now provide much of their content as audio instead of text.

It's not because it's a fad, either — podcasts are really great as far as content value goes. Podcasts are relatively easy to produce, and the technology is readily available. It's also a very personal way of conveying information, which builds a stronger bond with your audience. Plus, people love to listen to this stuff everywhere they go, from the gym to their commute.

3. News and Curated Content

Newsflash: You don't have to create all content yourself. Sometimes it can be enough to be the person who collects the important stuff in one place for everyone else. Being a hub of interesting and noteworthy news in your industry goes a long way towards establishing trust and authority.

4. Infographics

As the name suggests, infographics deliver information visually. They're among the most effective types of blog content out there. We as humans are hardwired to love them — check out this interactive infographic to find out why.

5. Original Research And Data

While we're on the topic of data and stats, if you can do your own research and present it to your audience, that's even better! Digging up golden nuggets of information that nobody else has is a sure sign of authority.

6. Link And Tool Collections

Collections of links and tools are a very particular kind list post that merits some extra attention. If done right, they represent an awesome resource others will be happy to share and link to.

7. Presentations and Slides

PowerPoint presentations are a tried-and-true way of conveying information to an audience. There's a reason why you have to experience at least one of them at each business meeting. To make this handy, there are services like Slideshare to help you post this type of content on your blog.

8. Case Studies

Case studies are an ideal way to show off your service, product or content and how it's helped others. It's the ultimate proof that what you're offering actually has merit.

9. Videos

As you might have noticed, both Twitter and Facebook are becoming increasingly visual social platforms. The number of posted images and videos is climbing steadily. Combine that with the fact that YouTube is the second-largest search engine and you have a compelling reason to include videos in your content strategy.

10. Reviews

Reviewing books, products or services is another way to share valuable information with your audience. Discuss your favorite gadgets, the books that have taught you the most and how they can benefit your readers.

11. Memes

Some people claim the Internet was created just to give rise to this type of content. Regardless of the truth in that statement, what *is* true is that memes let you communicate your point in a humorous way.

12. E-books

If guides get people onto your list, think of what an entire book can do. Having a fantastic ebook to give away on your blog is an effective way to attract readers and subscribers.

13. Profiles

Most people have one (or several) role models. It's natural to be inspired by others, to try to learn how they live the way they do, and to attempt to apply the same principles to our own lives. As a blogger, you can leverage this by profiling such inspirational people.

14. Interviews

Instead of learning *about* your role models, wouldn't it be even better to learn directly *from* them? If you can pick the brain of an important figure in your field right on your blog, that'll generate lots of respect in your industry.

15. Guest posts

Creating high-quality content takes time. Time that you don't always have. Luckily, there are plenty of people out there who would be more than happy to contribute to your blog for some exposure. Guest posting is an excellent alternative to fill your blog without having to do it all yourself.



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