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your website rank on your to-do list?" How would you respond? Is it even on your to-do list?

Becky Livingston • Jul. 07, 2021



If I were to ask you, “Where does content development and marketing efforts for your website rank on your to-do list?” How would you respond? Is it even on your to-do list?

Maybe you buy content from a resource to cover this base. That's enough, right? Wrong. Why? Because you and hundreds of other firms are using the same content, which is a no-no in Google's eyes. According to [Search Engine People](#), "Content is extremely important for SEO, without it search engines won't have enough

information to index your pages correctly and help you rank. Google values original

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employer's business premises and used in catering meals excluded from an employee's gross income under IRC 119

Employer-operated eating facility treated as a de minimis fringe under IRC 132



Once graphics are created, post the graphic and the link to your article on social media. The same content can be repurposed in email with a link to the article on your website.

10 Content Hacks

Here are ten more ideas for building quick, simple content that packs a punch.

- **Your mobile phone.** On that device alone you have a camera and a microphone, the one-two combo needed to create organic content on the fly. Here's how to make the content. Think of a client pain point – maybe from an email you responded to earlier in the week or an article you read. Then record yourself giving a tip on how to solve the pain point. Viola, instant video and audio recording. Remember the not-so-shameless plug for your contact information at the end.
- **Artificial Intelligence (AI).** If you haven't begun using AI in your content development efforts, you're missing out. Here are some resources (paid and free) to consider:
 - Quill: creates meaningful content from data
 - Wordsmith (AutomatedInsights): translates data into text
 - Articoolo: simulates human writers and delivers unique articles on a given topic and word count specifications (think newspapers)

- WordAI: designed to help you spin articles on demand. If you're planning to

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- **Typing and proofing** is a top-of-the-line tool for those who want to keep the content simple—focused on one to three points, craft a clever headline, include a call to action, and add your contact information. Voila! Instant blog article.
- **Top 10.** Use your website analytics to view your top content results for a defined time period. Then create a listicle (list article) to share on social media and in email. It's fast, simple, and links back to other website content. Google loves that.
- **Embrace Slide Content.** Repurpose bulleted lists or data-driven slides on social media. If a slide deck has three bullet-point slides, that's three social media posts.
- **Share a Poll.** It only takes a few minutes to come up with the poll question and a few options. See last month's article [How to Use Polls to Measure Your Clients' Needs](#) for polling inspiration.
- **Industry Statistics.** The crazier the stats, the more likely people will respond to it. For example, this stats from [Hosting Tribunal](#), "40% of small business owners say that bookkeeping and taxes put a strain on running a business." Or, this one from [Balancing Everything](#), "74% of small businesses don't understand how ghost assets affect their taxes and accounting books."
- **Multiple Headlines.** Even one piece of content may be shared on social media multiple times over a period of weeks. Simply change the headline and use a different image, but the same link and hashtags. Hate writing headlines, use an online headline generator for assistance.
- **Holidays.** Reference the [National Day Calendar](#) for fun topics you can share on social media. It doesn't have to be about accounting. It just needs to be about your firm's culture, history, community, or staff. For example, August 14 is National Bowling Day. If your firm is part of a bowling league, share some photos.
- **Nostalgia.** Throw-back Thursday and Fun-Fact Friday are two days to post content about your firm, its community, or industries it serves. This is a great idea for firms celebrating a milestone year.

Bonus Tip – Content Others Create

Original content is wonderful. But you don't have to be the only one creating it. Ask

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