



VERTICAL
MEASURES

LINKABLE ASSET REPORT CARD

Your content should answer a common question or solves a problem for your audience

It doesn't matter how cool you think your products or services are, or what you believe people should read about... if your audience isn't actively searching for that type of content, you're already creating [content gaps in the customer's journey](#).

Most of the time, success in content marketing has nothing to do with your writing skills, or how many longtail keyword phrases you can stuff into the copy. Great content depends on thoughtful ideation and actually answering your audience's most common questions.

Need more help brainstorming winning topics? Check out a few of our helpful resources for more info:

- [How to Create Awesome Content People Actually Want](#)
- [Six Creative Ways to Brainstorm Ideas \[VIDEO\]](#)
- [Brainstorming with Mind Maps in a Group \[VIDEO\]](#)
- [Content Editorial Calendar Template](#)

Don't focus too much on your own brand or promoting your own product/services

The sales person in all of us wants to focus immediately on getting prospects to shop on your website. We get it. It's difficult to sacrifice time and effort creating content that doesn't directly sell your product or service. However, by only publishing the "close-the-deal" type content, you can actually hurt your chances of converting visitors because they simply aren't ready to make a buying decision.

Users only spend 6% of their time online making buying decisions. There's a lot more research, engagement and nurturing that takes place before reaching that bottom funnel content.

Nurturing Content Funnel

Stage 1: Awareness

Non-branded content that answers common questions from audience.

Stage 2: Consideration

Lightly-branded comparisons, eBooks, case studies, long-form blog posts and testimonials.

Stage 2: Decision

Branded "close-the-deal" content including testimonials, service specific case studies, and data-backed content.

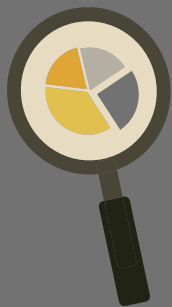
Create content that's 10 times better than the competition

Rand Fishkin coined the term during a [Moz Whiteboard Friday webinar](#): "Content that is 10 times better than the best result that can be currently found in the search results for a given keyword phrase or topic."

10x content immerses your visitors in a comprehensive digital experience that combines robust copy with numerous graphical elements such as charts, tables, or data visualizations. How do you 10x a piece of content? Check this out:

See more examples of 10x content from Vertical Measures:

- [6 Quality Indicators for Link Development](#)
- [7 Types of Content That Will Rock Your Inner Monster \(Regardless of Industry\)](#)
- [How to Write Effective Link Building Outreach](#)
- [Onward and Upward: How Vertical Measures Won Best Places to Work](#)



A typical blog post might look like this – a "wall of gray" – 750 words that might be well written, but because it's boringly presented, no one stays to find out.



A 10x blog post might look like this – the same 750 words broken into bite-size, easy-to-consume bits, along with engaging and informative visuals.

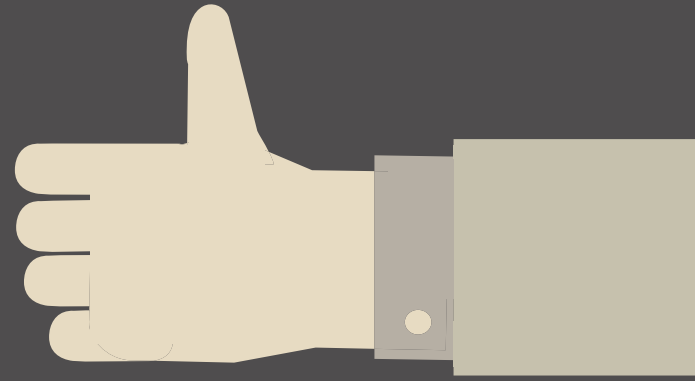


Include external links to other websites in your content

You need to include external links in your content! Sure, it's tough to give your visitors an option to leave your site, but think of it this way: valuable external links can also help to improve the authority of your own website by providing a viewer with references. And the results are clear from [Reboot's study](#), "Outgoing relevant links to authoritative sites are considered in the algorithms and do have a positive impact on rankings."

Looking for more info? Check out these helpful resources:

- [Back to SEO Basics: Why Relevant External Links Matter](#)
- [Linking Internally and Externally from Your Site - Dangers, Opportunities, Risk and Reward](#)
- [When is it Okay to Link to Other Websites?](#)
- [Is External Linking Good for SEO?](#)
- [Link Development & Content Marketing: Why, When & How?](#)



Include different visual elements in the content

Visual content will increase the overall quality of your content. Consider building supporting visual elements to your existing content and re-sharing it through social media networks and email. Breathe new life into your copy-heavy content and start seeing positive results in the form of new links!

Wondering what criteria makes linkable content? Review these helpful resources:

- [What is a Linkable Asset and Why Does It Attract Links?](#)
- [How to Leverage a Linkable Asset](#)
- [Your Recipe for Creating Linkable Content Assets](#)
- [7 Ways to Build Your Local Link Development Portfolio](#)

Content should apply to a specific stage in the customer journey

Do you understand the needs of your audience? Read industry publications and research industry trends to help you create relevant content that matters most to your audience.

Put yourself in your target persona's shoes. Treat them like a person and not just a sale. What questions, pain points, needs, interests do they possess that might not have anything to do with your specific products or services?

If you're shrugging your shoulders right now, then you need to go back and develop detailed personas to help your content creation process. You can't create content for an audience if you don't understand their needs and/or questions.

Here are some resources to help:

- [20 Questions to Ask When Creating Buyer Personas](#)
- [How to Map Your Content to the Customer Journey](#)
- [How to Improve Your Customer's Journey for More Leads & Business](#)
- [How to Map Content to the Buyer's Journey \[WEBINAR\]](#)

Readers should find your content useful years from now

People are attracted to beneficial, in-depth, non-branded, evergreen content that's relevant to the information on their site. Infographics, resource centers, and interactive content are all examples of linkable assets that have a higher likelihood of being shared.

It's better to invest time and resources in content that will keep providing benefits to you, forever. These benefits are typically in the form of boosted domain authority, referral traffic, brand awareness, conversions, and, of course, links!

Here are more tips on creating evergreen content:

- [4 Useful Tips for Creating Evergreen Content](#)
- [How to Create Evergreen Content That Earns Value Indefinitely](#)
- [How to plan and create evergreen content for SEO](#)
- [20 Types of Evergreen Content](#)