



Content Marketing

Gain the exposure with smart content development

What is Magnet Content?

- Magnet content simultaneously provides high levels of unique value to a real audience, visitor engagement, on-page SEO value, link attribution, and media pick up.
- Magnet content drives traffic in our core categories, is complementary without approximately duplicating other content, and helps define our sites as authorities within our categories.



What is Magnet Content?

- High levels of unique value to a real audience
- Visitor engagement
- On-page SEO value
- Syndication & attribution
- Media pick up



Magnet Content



Idea Generation for Deliberate Content



Promoting the Content



Content Goal

Decide the target, clarify the goal, create the strategy and execute.

We think about “why” create this?

Answer: To gain the most exposure with the creation of 1 piece of content and/or data.

