

4 EASY WAYS
- TO CREATE -

{ EVERGREEN CONTENT }

THAT DRIVES MASSIVE TRAFFIC
TO YOUR BLOG OR WEBSITE

Hello and welcome to “4 Easy Ways To Create Evergreen Content For Your Website or Blog,” hosted by Jen Williams and Jen Cochrane.

Originally hosted as a special event on Facebook, this mini-course covers the following topics:

Part 1- ADDRESSING CLIENT PAIN POINTS, by Jen Williams

Part 2- HOW TO CREATE EVERGREEN CONTENT BASED ON DESCRIBING YOUR PRODUCTS / SERVICES, by Jen Cochrane

Part 3- CREATE EVERGREEN CONTENT USING YOUR NICHE KEYWORDS, By Jen Williams

Part 4- USING TOP 10 LISTS TO ATTRACT NEW CUSTOMERS,
by Jen Cochrane.

And, before we get too far, here are some quick definitions you might need as you listen!

Evergreen Content- Content that stands the test of time, that is useful for the consumer time and time again, and that doesn’t have an expiration date.

Keywords- words that a potential customer would type into a search engine while they were searching for a product or service like yours. For example, keywords a graphic designer might want to target would be “graphic design,” “graphic design [your city],” “modern graphic design,” “graphic design retainer,” etc.

METHOD 1- ADDRESSING CLIENT PAIN POINTS

Video presented by Jen Williams of the Jen Williams Agency

Why is addressing client pain points necessary?

For two reasons:

- 1) SEO keywords. Potential clients are searching these items and we want to grab their attention while they are in need.
- 2) You want people who land on your website to relate to you and feel heard. If they see the first thing they see is a solution to a specific problem they are having, they will feel a connection to you and see YOU as their solution.

So, what does this entail?

Write a blog article or even a blurb on your website that includes the specific pain points of your audience.

This can be an article about one big pain point, like “How to spend less time at your desk and more at the beach!”

Or smaller pain points.... “5 ways you are wasting your money on business expenses” and break down many smaller pain points.

How to Find Your Client’s Pain Points

There are a couple tactics to go about finding your audience’s pain points.

METHOD 1- ADDRESSING CLIENT PAIN POINTS

- 1) Ask them! Ask in an email to your list or on Facebook or even in a Facebook group.
- 2) Find a Facebook group that your audience participates in and listen to what they complain about.
- 3) Read blog posts from your audience's blogs to hear them.

Notes:

METHOD 2- KEYWORD HEAVY POST ABOUT YOUR PRODUCT/SERVICE

Video presented by Jen Cochrane

It can be tricky to make a page describing your products and / or services Evergreen, but here are some ideas that will help!

1) Keep It Educational

The point isn't just to describe what you do or sell- make it an educational experience for your viewer when they visit that page on your site.

An example of this would be describing all the unique or unexpected ways that someone could use your product. For example, if you sold Apple Cider Vinegar, you could describe the myriad of different- sometimes unexpected- uses for the product in the users home, for their health, and in their cooking.

2) Use Testimonials and Case Studies.

These are great ways to sneak in more keywords in a way that doesn't feel "spammy" to the reader / viewer. Let your keywords come out of someone else's mouth, or let the keywords describe some amazing results that you got for a past client.

METHOD 2- KEYWORD HEAVY POST ABOUT YOUR PRODUCT/SERVICE

3) The History of [Your Thing] or YOUR History With [Your Thing]

Describing how your industry progressed, or how you first started to get involved in it gives readers the impression that you know what you are doing (yay, authority points!) and that you aren't just in it for the money.

4) How and Why You Started Your Business

People respond well to good storytelling, and they want to work with real people whom they know, like, and trust.

Describing your startup process and sharing your why allows people to get to know your thought process and working style, which helps you to attract your perfect clients and weed out the not-so-perfect ones.

5) Describe Technical Processes In Your Niche

Not only does this give you even more authority points (wow- she really knows what she is talking about!), but it also helps create that feeling that this potential client really does need you, because, damn... that stuff sounds complicated!

6) Share Your Company Values and Philosophy

People like doing business with real, genuine people, and they like to work with people they feel like they can trust. Sharing your values and philosophy shows off your integrity and just makes you feel human.

METHOD 2- KEYWORD HEAVY POST ABOUT YOUR PRODUCT/SERVICE

7) Share Why You're A Better Choice Than The Competition

This might feel a bit boastful, but- trust me- it works if you do it right.

Now, you definitely don't want to strike a know-it-all tone with this post, but clearly and factually stating how your product solves their problem better than the competition does two things:

- A) It lets your potential customer feel like you completely understand their problem, because you are answering all the questions they have before they've even spoken to them, and,
- B) It shows that you know and understand your industry, which, again, gives you more authority in your potential customer's eyes.

Also, don't be afraid to mention if your competition does something a bit better or different than you do. If you list 10 reasons why you are better, but include one or maybe two points of things they are better at, it could give you some additional credibility because only a very honest person would say that the competition does something a bit better.

Just don't end your post with your competition's good points, and find something fairly small and insignificant to mention.

8) Share Your Research and Secrets

Even if these aren't the most secret-y secrets, sharing things that don't feel widely available to the public help your reader to feel like they are an insider in your business, and gives them a feeling of exclusivity-

METHOD 2- KEYWORD HEAVY POST ABOUT YOUR PRODUCT/SERVICE

they possess “hidden knowledge.”

9) Feature Product Reviews Prominantly

When you say something nice about you, it sounds like you’re bragging. When someone else says something nice to you, that is perceived as being much more useful and truthful by your potential customer.

10) Show Your Vulnerability and / or Realizations

Share failures or mistakes. Share epiphanies. Share anything that shows that you are a real, genuine person. This is a great way to work in keywords in a non-sleazy way.

BONUS TIP:

11) Show People Using Your Product

Feature “Social Proof,” like photos of your customers using your product or those pop-up “Joe from Alberqurque just purchased a Widget!” boxes. Update these on a regular basis.

Notes:

METHOD 3- KEYWORD HEAVY NICHE POSTS

Video presented by Jen Williams

Our third type we are discussing is writing hit niche keywords.

This article is going to be primarily to hit SEO keywords, but you can also use this as a moment to nurture and connect with your audience.

First use google analytics to really understand the keywords your niche market is using to search.

Next add to this list every keyword you can relate to your audience. What they do, what they're looking for, etc.

Choose an article title that hits as many of these keywords as organically as possible.

You still want this article to be helpful and useful to read, but hitting as many keywords as possible.

If you are struggling for ideas, go look at the top gurus in your niche and see what evergreen content they have, NEVER copy but just get inspiration.

METHOD 3- KEYWORD HEAVY NICHE POSTS

Notes:

METHOD 4- TOP 10 LISTS

Video presented by Jen Cochrane

Last, but not least- Top 10 Lists!

You can use Top 10 lists (or Top 100, or Top 27 or Top 52...) to easily create a resource that will be useful to people in your niche- and the best part is, there are several easy ways to create these!

First, you can create a list of your own ideas. This one is what most people would do- create entirely new content on a subject. And this is great- it gives you the most credibility as an author and thought leader. But it is certainly not the easiest!

Here are a few ideas to help you create evergreen lists using other people's content or work you've already done!

- 1) Make a list linking to other people's articles or videos.

MAKE YOUR CONTENT WORK HARDER TO
MAKE YOUR LIFE EASIER!

I CAN TURN YOUR
EVERGREEN CONTENT
INTO A GORGEOUS, IRRESISTABLE
Lead Magnet!

You know how important it is to build your email list. Let me help you quickly and easily turn your evergreen content into a beautiful lead magnet, just like the one you are reading right now!

FAST TURNAROUND. REASONABLE RATES. QUALITY WORK.

WWW.JENCOCHRANE.COM/MYLEADMAGNET

METHOD 4- TOP 10 LISTS

This is a really quick way to generate an evergreen post- and the more content you link to, the more useful your post will be, and therefore, the more likely someone is to link to it!

2) Create a “Resources” page on your site

This is not only a great way to share some behind-the-scenes knowledge with your followers, but it is also a great way to earn a bit of money!

How? Well, most software and even many websites offer affiliate programs where you get paid every time someone purchases using your link.

Most website hosting, website building software, email service providers, marketing tools- heck, even commerce stores like Amazon- offer flat fees or percentages for referrals.

To learn more about this, research “Affiliate Marketing” online. One word of caution, however- the FTC doesn’t like affiliate links that aren’t clearly marked as such. So be sure to have a disclaimer on any page that has affiliate links on your site.

3) Share training / educational materials

Most websites have visitors that are wanting to learn more about a subject. Even if you don’t personally teach about it, you can gain some trust and authority by being the person to point your visitors in the right direction by linking to quality training online. Once again, this

METHOD 4- TOP 10 LISTS

is a great opportunity to earn a bit more affiliate income, since many online educational platforms (such as Skillshare) and courses offer some sort of referral program.

4) Don't be afraid to get a little silly.

How many times have you found yourself on one of those Buzzfeed “27 Things That Made Us Giggle Like Schoolgirls This Week” posts? Those eyeballs could be one your website, instead!

Sure, the views you get on this particular kind of post aren’t always as high quality as views you’d get to something more industry-specific, but they have a much higher chance of going viral. Bonus points if you can find something silly or funny or just plain weird in your exact niche!

- F R E E B O N U S -

List Idea Generator Worksheet

**DON'T FORGET TO GRAB YOUR BONUS
LIST IDEA GENERATOR WORKSHEET!**

It's found down by video #4 of this training series.

ABOUT THE AUTHORS



Jen Williams

Founder, Jen Williams Agency
www.jenwilliamsadmin.com

Jen Williams left the corporate world to found her own company, Jen Williams Agency. There she helps rescue service providers from the chaos of running a business. She offers strategic business support services and action plans to service-based businesses.

Jen also blogs about business organization, reading and being a minimalist. She is a firm believer in being an authentic brand.

Jen Cochrane

Business Coach, Branding Expert, Graphic Designer
www.jencochrane.com



Jen Cochrane is the Founder of JenCochrane.com and is passionate about helping current and aspiring female entrepreneurs succeed in their dream businesses.

The consummate “business nerd,” she hasn’t read a fiction book in over 10 years—there are just too many business and self-development books to check out instead! As a multipotentialite, she loves helping people across a wide variety of niches, helping them to turn their many passions into a single business that they love!

Jen lives in Brookings, Oregon with her two sons, and tries to get as much “Vitamin Sea” as possible.