Turn Your Content Into a Marketing Machine

How to Make Your Content Found Online

Why Should I Put Content in a Digital Publishing Platform?

Your Digital Publishing Platform has the potential of becoming the perfect marketing machine for your association.

What is a Digital Publishing Platform?

Digital Publishing Platforms: Branded online hub that make it easy for you to quickly and easily organize, manage and share your content with members and non-members.

Putting your valuable and information-rich content online will enable you to:

▸ Provide cutting-edge information to your members
▸ Grow your association's brand
▸ Be more findable on the Internet

Making your content more findable should be an integral part of your Content Marketing strategy.

What is Content Marketing?

Content Marketing: The creation and sharing of valuable and relevant information with a target audience.

The content shared is selected to inform the members and prospects of:

▸ Key Industry Issues
▸ Educational Trends and Developments
▸ Potentially Valuable Products and Services

The idea behind content marketing is that educating your target audience will result in them recognizing your association as an industry expert.

As an association, you have an advantage over other businesses who engage in content marketing. Unlike them, you already have content: the publications, journals, and conference proceedings.

All you need is a defined content marketing strategy along with a Digital Publishing Platform.

From the Expert…

Content marketing expert, Joe Pulizzi of Junta42 explains, "Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action."
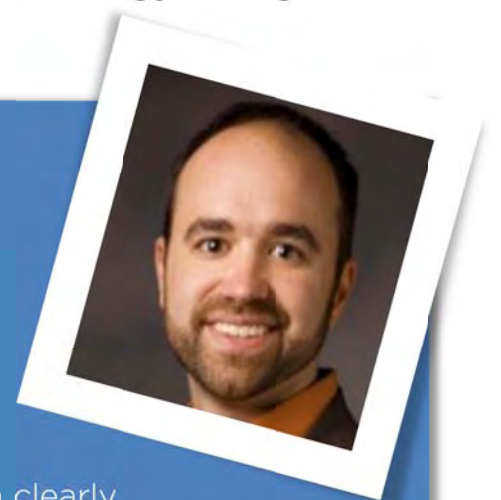
Making Your Content Findable

Once your Digital Publishing Platform content is organized and updated, you need to make sure it gets indexed properly so search engines are able to find it and rank it highly.

There are two main factors to remember when making your Digital Publishing Platform findable:

▶ Search Engine Optimization
▶ Content Indexing

What is Search Engine Optimization?

Search Engine Optimization (SEO): A methodology for improving a website's ranking in the search result's list. The higher a website's ranking, the more visitors it will receive.

SEO should take into account:

▶ What your members are searching for
▶ The terms or key words they use and
▶ Which search engines they prefer

Once this information is gathered, you can optimize your website, making it "search engine friendly." This may include editing content and code to increase the site's relevance to specific key words.

What is Content Indexing?

Content Indexing: The process of constantly updating content to keep it current and relevant. This will greatly increase the likelihood of your Digital Publishing Platform always being found by Google, your members and potential members.

According to Google...

Google's guidelines clearly specify the importance of creating new content:

▶ *Create fresh, unique content.*

▶ *New content will not only keep your existing visitor base coming back, but will also bring in new visitors.*

▶ *Avoid rehashing (or even copying) existing content that will bring little extra value to users.*

▶ *Avoid having duplicate or near duplicate versions of your content across your site.*

Understanding Search Engine Functionality

Search engines have three major components you should consider when exposing your content on the Internet:

The Spider or Web Crawler
Accesses a web page on your website, reads it and then follows the links to other pages within your site. The spider revisits your site periodically to look for changes.

The Index
Where everything the spider finds is stored. It contains a copy of every web page the spider has accessed. Every time a change is made to your website, the index is updated.

Search Engine Software
The program that sorts through all the pages in the index to find matches to your member's search, and then ranks those matches according to relevancy.

Optimizing Content in a Digital Publishing Platform

As an association you can completely manage what, when and how your content is added to your Digital Publishing Platform. This gives you an incredibly powerful marketing and recruiting tool, and you're using the *existing* content being generated by your association.

Each Page is Indexed By Google

With the right Knowledge Center, each individual page of your content can be structured as a separate URL and therefore each page will be indexed by Google and other major search engines.

This will greatly improve your ranking by the search engines. With the right digital publishing platform you can even choose which documents are indexed and which are not.

Search engine spiders can also be granted access to restricted content. This restriction will allow buyers to find content, but not to view it in its entirety until they purchase it via a shopping cart or as a benefit of becoming a member or attendee of a specific event.

Segment the Content to Target Member Groups

You can continually segment your content and communications to target specific groups of members who might only be interested in certain sections of your content. Keeping your members informed about new content or even old content in your Digital Publishing Platform on a frequent basis keeps you "top of mind" and gives you valuable information to share with them – information they will find directly beneficial.

Submission Guidelines

When you are collecting content (for example: submissions by conference presenters) consider following specific, established scholarly material formatting requirements that will enhance findability, such as:

- ▸ Google Scholar
- ▸ Web of Science
- ▸ PubMed

Special Offerings Calendar

Create a "Special Offerings" plan and schedule to ensure you have something to offer periodically. For example: most popular paper over the last month, most recent articles/papers, message from the president, interviews with contributors or keynote speakers, etc.

Content Marketing Plan

Create a Content Marketing plan that lists offerings and specifics. This can also be used as a Tracking template – updated to determine how successful an offering was based on Google Analytic results. Template could include:

- ▸ URL
- ▸ Key words
- ▸ Name of offering
- ▸ Target audience – analytics to verify success
- ▸ Time period of offering
- ▸ Percent response that would be considered successful - # of new visitors; # of recurring visitors; # who joined/purchased
- ▸ Social media used, etc.

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