

WILL SEARCH ENGINE OPTIMIZED CONTENT INCREASE MLM SALES?

By Steven Jackson

CONTENT CREATION STRATEGY

It is no doubt that the world is reading, listening and watching more content than ever before making the content creation strategy a key plan of action for network marketers

My name is Steve Jackson and I am here to explain how to increase MLM sales online. While also improving your online enrollment strategy. These two aspect of network marketing has always been difficult, but today you will learn how to use a content creation strategy which will give your the success you deserve.

I have been using online methods to build my MLM business for many years. During that time I have made many mistakes of one type or another. The reason I am opening up to you about my past mistakes is because like anything, online marketing is a learning process. So, through this process I have learned what works and what does not. From that position, I have found that the best online marketing system is by using a content creation strategy.

There is an argument from many network marketers that is method takes too long, but from my experience this time is not wasted. One well written and informative content will be worth the time and effort when your sales, recruitment and business grows automatically. The main issue for the content marketer is to get it right.

How to increase MLM sales with content marketing

To becoming successful as a content marketer in MLM is to create high quality content. Without making content that serves, informs and helps the reader, you are wasting valuable time and energy on optimizing and sharing your content. In addition, the content should always offer a solutions to a problem that the reader has yet to resolve.

To create great content that influences, empowers and educates the reader the content creator needs to go through a creative process. I have my own methods of creating content, but this basic system is the same. I believe and most others would that correct spelling, good grammar and easy reading is the key to quality content. However, making that perfect content needs three important elements to satisfy Google's algorithm and put your content in the top 3.

They are:

- Creating the content
- Optimizing the content
- And promoting the content

I have read a few articles the believe that promoting the content before optimizing it. This seems like putting the cart before the horse, but if you prefer that method, do not let me stop you.

What is search engine optimized content mean?

Simply, it means taking an average piece of content and transforming it into a great piece of content. The higher quality content you create and the more informative it is, the more visible and accessible it will be in the search engines. This is achieved by making your content as useful to the reader as possible. This will give the creator a higher conversion rate and more money in his or her pocket.

Why is the Google search engine so important in your content creation strategy?

Google has a massive influence on the success of a website. So, the creative process, the ideas, the concepts and the amount of value Google sees in your site is a vital step towards that goal. The more that Google believes that your page is offering something important the higher your site will rank. The key is to impress others and in doing so impress Google and rank higher.

Once you have written your content to a high standard the next stage is to optimize it. In my opinion, this is when the real magic happens. The interaction between well written content and the use of optimized keywords will help Google understand what your site is about and influence your rank.

Most of us in traditional and online businesses fully understand the importance of ranking with Google. The higher our pages are ranked the more traffic our sites receives and a greater possibility that we will convert the readers into customers or distributors.

An example of a site with little or no value

I was recently asked by a friend to assess his site, because he was not receiving any organic traffic. On first viewing the page looked reasonable, however after digging deeper I realized the site had many classic mistakes. Badly written content

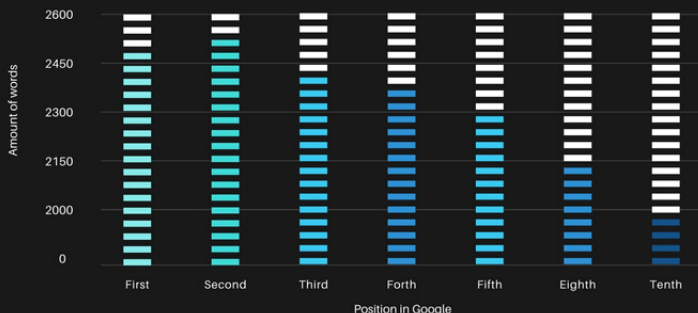
- Badly added images with no tags
- Spelling and grammar mistakes
- No meta tags for title and description
- No sitemap or image sitemap
- It was registered with Google but had zero ranking
- Could not find the site with any keywords
- And much more

Many newbies refused to believe that any of these observations were affecting their site's ability to create sales. The fact is a well constructed site with great content will create great results.

As I mentioned early, many would regard the effort needed to create an in depth post or landing page too much work. However, I would argue that the investment of time and energy in great content will sustain your business and will be an investment into your long term traffic strategy.

CONTENT RANKING THEORY

How many words do you need in your content to take the top position?



Will in depth content improve my organic traffic and increase MLM sales and enrollments?

As we can see from the chart above Google's expectations have drastically changed over the years. In the past it was possible to rank and achieve a top three position in Google with 400-600 words. Today it is very different, Google expects the content writer to create highly valued and informative content with about 2500 words to get into the top three.

From my own experience, I have over the last 12 months or so rewriting and upgrading much of my content with great success. But why am I achieving this success while others are not? Simply, many marketers have decided not to bother which has allowed me to outrank many sites that previously outranked me. This does not mean it has been an easy journey but I was confident that my persistence and diligence would achieve the results I wanted for my MLM business.

Content strategy best practices for search engine optimized content

If you are an online marketer or blogger you already understand the benefits of integrating quality keywords into your content. The right keyword will be the difference between ranking on the first page of Google or the first position in Google.

So, why should it make a difference?

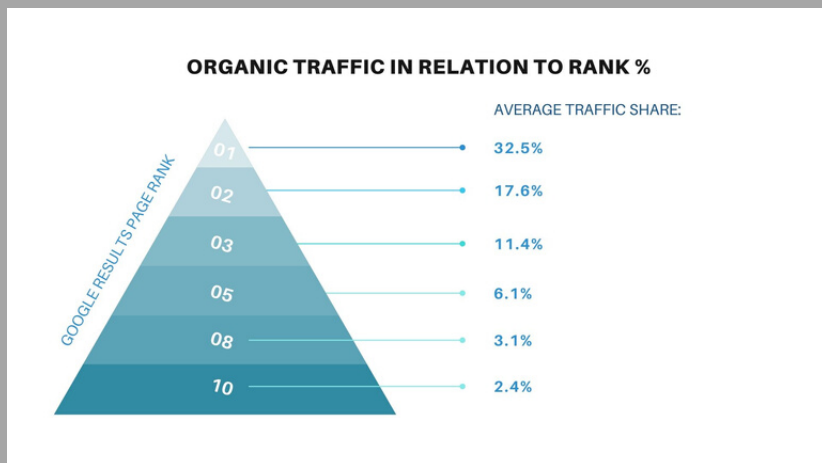
Firstly, in content marketing everything little thing you can do to improve your rank is important. However, if we refer to the chart below you will fully understand why striving for the first position in Google rather than the first page will make a massive difference.

When we search for a product, for information or for anything else we value we are most likely to stop at the first link. At least 32.5% will stop searching at the first result and not bother looking further. Of course, we sometimes search a bit more and browse the second and third choices. The question you should ask yourself when searching; how many times have I gone beyond the first page when searching online? Not often I am guessing and maybe not even to the bottom of the page, because from the chart below only 2.4% bother.

Every little thing counts, so consider:

- How good is the quality of the written content?
- How deep is the content?
- How satisfied Google is with your content?
- Are you using good quality keywords?
- Are you using search engine optimization techniques?

It all matters and more, if you want your content to be found and for you to benefit from the traffic.



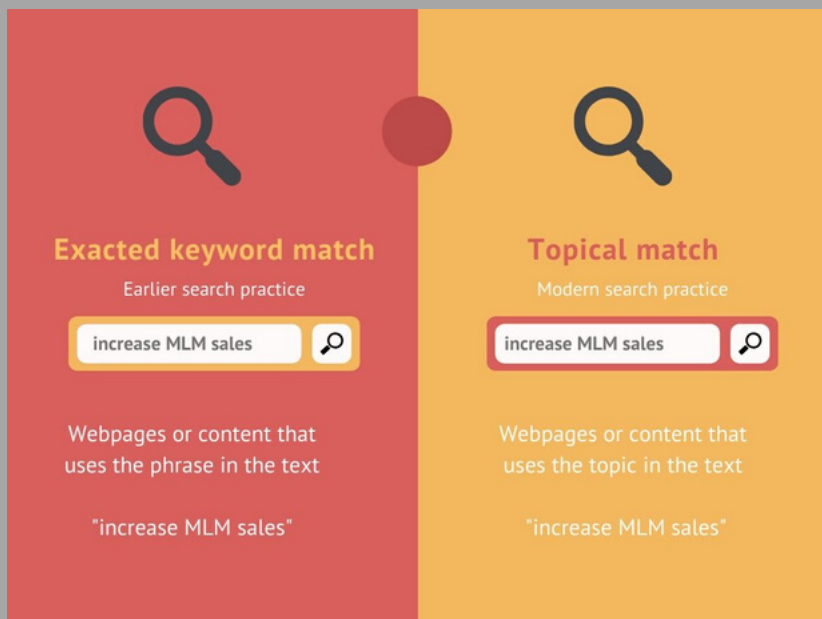
However, as a word of warning, since Google introduced the Hummingbird algorithm the importance of keywords have become a little less important. They are not totally unimportant, but the keywords need to stay in context with the rest of the content. Meaning, using unrelated words in your content with the goal to lift your rank is non productive.

The Google algorithm has been repeatedly updated since 2003. The most recent major update was known as a.k.a. Florida 2 or Core update in March 9, 2018. This was most hazardous update for online marketers, internet marketer and blogger. It reduced the ranks of many short, affiliate and advertising content websites and landing pages and even deleted many others from their search engine. The most affected sites were blogs with what Google saw as low quality posts created for money making reasons.

New keyword concept in your content creation strategy

Yes, Google keeps changing the dynamics of online marketing all the time. Is this a good thing or a bad thing? Well, if you have created a large amount of content and then Google changes the rules, I guess it is. However, I like to put a positive spin on the subject.

If we start by looking at the new search engine practices. Lets take an example that I am writing an article about "selling essential oils online" and the methods needed to be successful in an essential oils business. In the past I would be worrying about keyword density, however today it is more important to create more depth in the article you are writing.



Two topics we could examine in a topic about "selling essential oils online":

- Essential oils and the benefits for our health and business
- Online marketing and the methods that may differ for other online marketing

The main issue is to keep in topic and even though the keywords have an important influence on the rank, the readability of the content is more important.

Three factors to acknowledge as a part of your content optimization and content creation strategy

I fully understand that a lot of this information can be overwhelming for someone new to online marketing. So, I would suggest that you return to this page once in a while to check for update and new ideas. For those interested, team member receive more in depth information and training as well as assistance in building their own online marketing system.

[Click here for details](#)

The three main factor that will influence your online success is; 1. How often do you publish content? 2. Does your content stays in context? 3. Does your content have real value? If all of these aspects are achieved there is no reason why your content will not rank and you will receive organic traffic to your site.

Publishing content often

I find it strange that various types of content can have very different results. So, it is not surprising that the systematic regularity of publishing content is so important. The creation and development of new content should be a daily action. This does not mean you are writing a 2500 word blog post or landing page everyday, but it does mean you should be somewhere in the process of producing content.

If you are working alone, publishing one highly valued and informative content a week should be enough for your target audience. However, if you have members in your business who wants to work in content marketing themselves, it is a good idea to collaborate with them to publish three or four articles a week.

However, it is important in a content creation strategy to create a balance where you are maximizing the amount of content you can create without undermining the quality. As you write more content, you will become more proficient and faster. This is the point when you have begun to develop your own system and style of creating a content strategy.

Finally, it is very important to create high quality and valued content, but also great content needs a viewership and so regular offerings is essential for your success.

Keep your content in context

In most cases, we as content writers are reaching out to a niche and target audience. So, if we are not offering information that the viewer needs or values we have lost.

In the past, I was possible to use strictly SEO methods to get organic traffic and gain the results I needed. However, SEO methods do not address the important factor of offering interesting and informative information to the target group. In addition, you will be unsuccessful in generating backlinks and social media shares because the content lacks relevance and context for the reader.

One of the best ways to keep your content in context is to use your own personal skill-set. Meaning, if you know nothing about classic cars do not write about classic cars. On the other hand, if you know about essential oils and wellness, then write about it. Your target group will hear the depth and understanding on the content and want to subscribe to your blog and return for more.

Does your content have real value?

There is a lot of rubbish out there. There is so much content which is simply SEO word play rather than a valued article for the reader. Nothing before this section really matters, because a regular post that stays in context, but has not values will still have no value to the reader.

Some years ago, I created a very in depth article that took a lot longer to finish than anything else I had done. The topic was about marking "selling essential oils online" and what was involved to be successful. I took my time and created a great piece of work. After almost 5 years the content is still gaining traffic. This is because the content is still in context and valued by essential oils distributor all over the world that work online.

If we return to the argument of the network marketers that believe that content marketing involves too much work should think again. I do not believe that one network marketer could work 24 / 7 while most of my blog pages, landing pages and blogs are available always available.



How to develop a online marketing and content creation strategy for a MLM business?

To make it clear from the start I only do one on one teaching with team members. My main reason for being so strict on the subject is because teaching someone how to build a network marketing business online is very involved. This is doubled if you are new to network marketing and online marketing. So, when I am training someone, I look for commitment to the process of creating valued content online. This can be only achieved if we both have similar goals which is our success.

What is an online and content strategy process in MLM and what do I need to do?

The online and content strategy is what you are going to do to create the system that i have been explaining in this page. When you have search engine optimized content, you have transformed a average blog post into a great post.

This is very important for anyone considering working in this industry that they have commitment and passion to succeed. However, on the practical side, they need to be will to purchase a host, a blog and a few other tools needed for this process. Without these basics, it would be difficult to work online.

As I mentioned earlier, for those of you with little knowledge of the internet I have a online service that will set everything up. We can do a very basic and affordable package for anyone's pocket that includes a domain name, hosting package, template if needed, basic SEO, statcounter, indexing on Google and Bing, text rewrites if needed, image editing if needed, and much more.

In addition, members will also receive information and training in various social media platforms and processes such as podcasting, video production, and social media marketing beyond Facebook.

For more details working with me while learning my **content creation strategy**, click on the source link below and add your name, email address and short message on the form on the page and I will get back to you asap.

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Source: Will search engine optimized content increase MLM sales?