



What is Content Optimization, and Why Does it Matter?

Content optimization is the process of optimizing (improving) content to improve results. As social networks become more competitive, optimization is more critical than ever. Optimization usually involves improving content based on best practices and data for better results.

Marketers must work hard to stand out in an environment where people are inundated with messages. Great content is more important than ever, as social media and digital marketing algorithms make it more difficult for business content to break through the noise and be seen.

Content Strategy

Content strategy starts with making sure you have a great piece of content to optimize. Optimizing best practices on content that nobody is interested in won't have any impact.

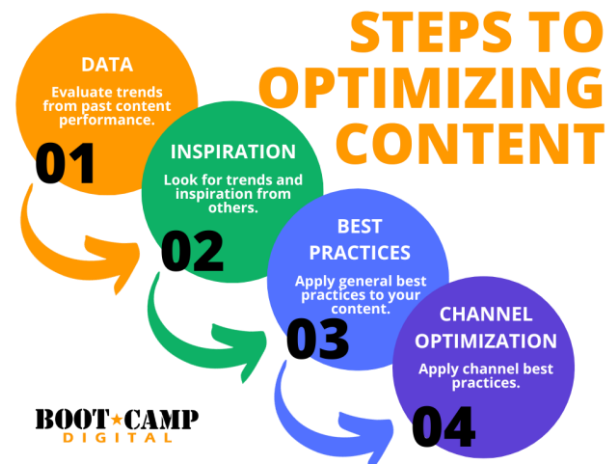
1. Define the business strategy for the content.
2. Determine the single communication point.
3. Determine the medium for the content.
4. Establish the approach to create the content.
5. Create the content.
6. Optimize the content.
7. Measure your results.
8. Optimize and improve.



Content Optimization Strategy

Optimizing content is the process of improving content to get better business results. Content optimization involves 4 steps. The goal is to create content aligned with data and best practices to stand out, get attention, and meet your business goals.

1. **Evaluate Your Data** - Evaluate the performance of previous content. What performed well and why? What didn't perform well and why? What can you learn from this?
2. **Look For Examples and Inspiration** – What can you learn from leaders, other influencers, businesses, or trends to incorporate into your content optimization?
3. **Apply Content Best Practices** - Use content best practices to improve the probability of your content succeeding. This is usually the best starting point if you don't have data.
4. **Apply Channel Best Practices** – Different digital mediums have different best practices. For example, YouTube has different best practices than Instagram and your website. Use best practices that are specific to where your content will be posted.



NOTE: Prioritize data and learnings from your own content over best practices. Best practices don't always apply.

Content Optimization Best Practices

There are general content best practices for digital marketing based on human behavior and responses to content. In addition, each channel has specific best practices. The section focuses on general best practices for each medium.

Text

- Single clear communication objective
- Clear "hook" at the beginning of the content
- Simple, clear language
- Direct and to the point
- Eliminate unnecessary details and words
- Built for scanning
- Headers, bullets, and numbers to organize content
- Short, choppy sentences
- Irresistible word choices
- As few words as possible
- Emojis to attract attention
- Tag other users
- Hashtags to earn more attention
- On-brand content and tone of voice
- Focused on value to the audience

- Avoids talking about the brand (we, us, our)

Images

- Supports the content of the post
- "Worth 1,000 words"
- Clear central focus point
- Stands out and captures attention
- Minimal text
- Appropriate branding
- Brand is in-context
- Incorporates brand colors and look
- Visual consistency with other images
- Avoid generic stock photos
- Authentic photos perform best (when appropriate)

Video

- Brand and main message in first 3 seconds
- No opening logo builds – start with the highlight
- Draws the audience in to watch more
- Clear single message
- Avoid too much text
- Works with the sound off
- Incorporate brand in context
- Include brand colors and elements
- The brand should be visible for 50% of the duration
- The video stands out in capturing attention in the medium
- Quick cuts and edits
- Vertical or horizontal based on medium
- The content is relevant to the audience
- The content is interesting to the audience

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