



Where to Start When Creating Content & Other Important Tips to Know About Putting It On Your Website



Hi, I'm Michelle with Fabulous Business Solutions, and we've been talking about content creation. You can create content all day long, but today we're coming to you with where you are going to put it, and how you can reach your audience.

Transcribed from the Youtube video at:
<https://www.youtube.com/watch?v=HC8eJ8jmhPo>

We all need content to promote our businesses, products and services but once we've created that content, where do we put it?

The first thing you need is a website. You need a place to store your content, a place to express yourself, that you own. The great thing about a website is you own it. You control it, it's yours. It's your name, your brand, your colors, your passion, and your vision. Having a website you own also establishes authority, and tells your audience and the world that you're a grown up, and that you are serious about what you're doing. It also gives you a constant presence as a bright and resourceful business professional, and therefore, increases your value over time.

Now, you can use Facebook, Tumblr, LinkedIn, and other platforms for your content. Of course, you can use them to help get your word out, and promote, but you don't want them to be your sole place where your content lives, and I'll tell you why.



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Because those sites come and go. Who knows where they're going to be in five years, or if they're going to be free, and if they're going to be free, how high the professional aspect is going to be. Plus, you can actually be suspended from them. I know a small business owner who was suspended for 60 days and had no idea why. For sixty days she couldn't get to any of her content, post anything, comment on others posts, nothing. So they're good, but you don't want that to be your sole place for your content. The bottom line is you need a website.

Now, when you're building your website, first thing you want to do is get hosting and get a domain name, which Fabulous Business Solutions can help you with both.

Check other sites under your name or your business name to see what's out there. Just because it is not taken doesn't mean there's not somebody else out there already using it. You want to control what people see when they Google your name, and by putting your name in your url it ranks you higher at the top of Google when someone searches for it. Use your name throughout your content, because that will increase your search engine optimization as well.

Once you have a website, you can then put content and your portfolio and links to other stuff that you've done that may be go to other websites to kind of spread out your message. Show your personality in writing, be friendly, interesting, professional, not smarty and unethical.

Don't put ads on your site. I learned this the hard way because I was looking at placing ads on my website because it's a little extra revenue. But in all actuality, it can



Photo by KOBU agency@unsplash.com

hurt. So don't do it. It slows down your site, and it's loading time, which affects your SEO and the user experience because they are constantly clicking to get rid of this thing that's in their way. Plus, there's little or no control of what types of ads your site may be getting and it may go totally against your brand values and vision.

If you need to get started on a website, of course we can do that for you at an affordable price. We also have a website checklist to help guide you through the process.

But, let's say you already have your site. So now what? Well, obviously put content on that site, try and post three to five days a week.

For content ideas, we have created a resource with 90 creative content ideas available under resources on our website, as well as a posting calendar. In addition, check out posts from others, look for what's going on in the world, anything that will make your content relatable. Also, get a security license for your site. Even if you don't take payments or money or anything, and if you have a product or service or a nonprofit and take donations, then you definitely want security. The security is when you look at your URL, there's a little lock right by the name. If the lock is locked, then that's a secure site. If the lock is

unlocked, then it's not safe and it's at a higher risk of being hacked. So by getting security...1. it gives me (the user) confidence to be there, because if I can see that your site is not secure, that means that some really good hackers out there could possibly get into my stuff as well. It's not very expensive. I think we charged \$30 to \$40 a year for security. And it prevents the hackers from compromising your sites and monitoring a monitoring service, which we also offer, gives you the piece of money and saves you time.

When you look at your site, how does your profile picture look? Is it 100 years old, or your high school picture, or one you don't even look like anymore? It should look professional without being boring or stuffy, should look like you on a good day and reflect your personality. I know I've gone to meet people and I'm like, that's you. It doesn't even look like them. So make sure that you have a really great profile picture.

Make sure that your "about" page is great. Has your vision and passion and your mission. It's all going to be there. But you want to make sure that it's really edited well. You don't want a bunch of run-ons or typos. If you're not a writer, have a staff editorial person or an editor write it for you. There's even AI programs out there where you can put your general information and then it'll write it for you and you just tweaked it. But make sure that everything is edited and published.

And every piece of content that you post needs to uphold your editorial standards. So, if you let other people post, make sure that what they're posting is in line with your brand's vision, mission and values. If you allow others to post content, (I have the magazine, so I take submissions but I have submission guidelines that people need to follow to stay within what the publication is all about.)

So have clear, concise, guidelines with formatting, measurements and all and put that information on your site so that when people do submit, they know this is the criteria that they have to follow.

Images are also important for content. We talked about images in a video a couple of days ago. You want to have several things with your content. You want to have text, an image, audio or video, and a relatable message.

So, images are huge for content and they play a big part in con-



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tent creation because people tend to be a visual and if you bundle your text and your image together, their eye is going to draw right to that and then that's going to take them the rest of the content. But more than anything, make sure that you have permission to use that image and give credit to the image that you're using. Even if you're using a royalty free image, somebody drew it or illustrated it or took the photograph. They deserve the credit for their talent.

Also, make sure that the style throughout the whole website and all of your content is consistent with your brand. Yes, it's different information and it is represented in different ways, but you have a house style that your customers recognize as you. Maybe you always have a picture with a title, or a picture and then a tagline. Carry these styles throughout your site and your blog because how you present yourself and your information is key to your audience. And don't write a whole big paragraph of stuff.

Think about something that you could break up into bullet points or somewhere create a space for the reader to breathe. No one is going to want to spend 45 minutes reading one thing, so rotate your style too, maybe one day do your long editorial post and then one day do a pretty graphic. One day do a message. One day do an offer. As mentioned, we have on the fabulous business solutions site some content creation ideas also a calendar, to give you posting ideas, like behind the scenes, offers, humor, etc. Those are free resources.

So, put your content anywhere you want but make sure you put it on your website and if you don't have one, we can do one for you, fast and affordable.

If you'd like us to look at it, we also have a website detection inspection FREE and will look over your site from a new set of eyes, as a customer and offer feedback and suggestions.

I will put the link below to our website. Check out those free resources. We can't wait to see some of your content and watch you expose yourself to a whole new audience.



Photo by Ivan Samkov @www.pexels.com



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