

Guide to: Coordinated Content Creation



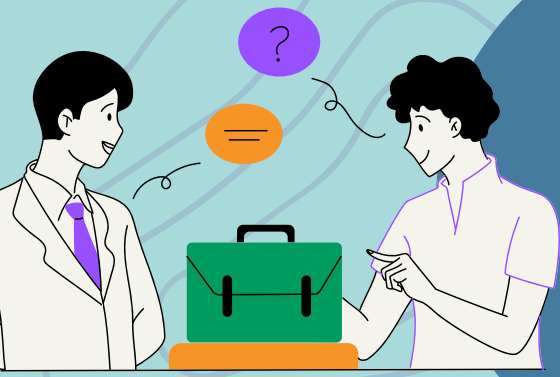
Competitor analysis

- Search industry competition marketing strategies
- Identify competitors: direct, indirect, and replacement
- Create competitor matrix



Content Inventory

- reduce repetition, redundant, outdated and content of low-value (BrainTraffic) and prepare new high-performing content
- quantitative analysis: Whats working and whats not- HUY TRAN



Content Audit

- Keep content relevant and valuable
- conduct a qualitative analysis of info assessments of contents role in user experience
- Importance to launch new created revamped content (HUY TRAN)



Recommended Tools (HUY TRAN)

- SEO higher google ranks
- Consistency
- Following Trends to maintain current
- Hootsuite analytics: analyze data. user centered content



Meta Data (BrainTraffic)

- Provide structure, context and meaning
- structural, administrative, descriptive

Taxonomy (BrainTraffic)

- maintain controlled groupings in shared environments
- organize content to be findable, recognizable, and useful.

