

# HIGHLY SEARCHABLE CONTENT

SEO

MINIMAL



Look for niches or topics that currently don't have a lot of content. You can create the narrative.

CONTROVERSY



Take a normal, boring topic and put a controversial spin on it to gather attention while providing great information.

YOUTUBE



YouTube is a massive 'how to' search engine. Leverage the population that uses it!

STORIES



Tell real life stories about how your customers have benefited from your products and services so that others can see themselves.



Always be looking to leverage highly specific geographic relevant words, phrases, and scenarios in everything that you do inside your content.



Uncle Ron's Porch