



# 15 Types of Content That Will Drive You More Traffic

15 types of content that will drive you more traffic, there are a few things you need to know:

- **You don't need to try all of these examples** – different content types suit different brands in different ways. If you don't think that a certain type of content will serve you, no problem. This list isn't about must-haves. It's about maybes.
- **Don't be afraid to try new stuff** – I've found that some people shy away from new types of content because they think it will take too long, be too hard, or fall flat. I understand your apprehension, but I encourage you to try it anyway. Want to get started with a video? You don't need to buy a green screen, editing software, or a pro-grade camera. Use your iPhone and your YouTube account. Start small and work your way up.
- **Pick one and put it in your schedule** – if you use a content marketing schedule, slot one or two of these into the editorial calendar for the next month. If you don't plan it, you probably won't do it. I challenge you to pick one and give it a try sometime in the next four weeks.
- **This list is not exhaustive** – I encourage you to think of content not in terms of *types* but *ideas*. The form that the content takes is secondary. The idea is primary. First, develop your idea. Then, determine what it's going to look like. The variety of content is endless. Heck, you may even want to invent your own type of content.

## Content type #1: Infographics

### How to do it

If you have a graphic designer in your professional network, tap him or her to make an infographic for you. Some graphic artists specialize in infographics. If you have it in your budget, you can use a service like [Visual.ly](https://visual.ly).

### When to use it

Infographics are perfect for communicating almost any idea or concept. Data, research, statistics, and findings work especially well.

### Things to keep in mind

- Infographics can be expensive. The amount cited above — a thousand dollars — is pretty close to the standard price.
- Infographics used to go viral just by virtue of being an infographic. That doesn't work anymore. Everyone is making infographics. Today, you have to make it really good to make it shareable.

- Make a gifographic. Gifographics use the infographic model but feature animated gifs instead of the static images of a conventional infographic. [You can check out an example here.](#)

## Content type #2: Meme

That's one of the great benefits of memes — their humor. People love something that they can laugh at, share, and get a kick out of.

### How to do it

- Memes don't require graphic design skills. [Meme Generator](#) and [Quick Meme](#) are sites that allow you to add your own text to popular meme images.
- Memes may not be the best type of content to share on your blog, but they're primed for social media outlets. Twitter, Stumbleupon, Pinterest, Reddit, and Tumblr (especially Tumblr) will help your meme to spread.
- Memes are just-because content. When the mood hits or a funny idea strikes you, go ahead and meme it.

### Things to keep in mind

- They are adaptable. The great thing about memes is that they can be adapted for use in any niche. Your niche is neither too narrow nor abstruse to warrant its own meme.
- Memes can be low value, so don't overuse them. When misused, they can devalue the message or brand that you're trying to promote.

## Content type #3: Videos

### How to do it

- Whether you create a video of an office tour, an explainer video, or a music video ([it's been done](#)), you've got to get the script right. A video isn't only about the moving picture; it's about the words that you say or display. Check out a few [more tips for making an explainer video](#).
- Put the video on YouTube and Vimeo. Both of these video sharing sites are great ways to garner social signals for SEO and improved results for video search itself.

## Things to keep in mind

- Making a good video is not cheap. You can start small, of course, but contracting a video specialist or a camera crew can cost quite a bit.
- Videos aren't supposed to be long. Two to three minutes is a good length.

## Content type #4: Guides

### How to do it

Writing a guide requires a good writer, a good designer, and a good idea. The writer needs to produce top-tier content. The designer needs to know how to present that content in an attractive way. And the idea has to be something that your audience wants. You may wish to present the guide as a downloadable PDF.

### Things to keep in mind

- Guides can be a helpful bait for harvesting email addresses: "I'll give you this awesome guide if you register your email address."
- A guide needs to look good. Make sure you recruit the services of a capable designer as well as a writer. Readability has as much to do with layout and presentation as it does with great writing style.

## Content type #5: Book reviews

### How to do it

A book review can be as complicated or as simple as you want. I suggest a short-and-simple 7-point format:

1	Introduce the book: 1-5 sentences.
2	Introduce the author: 1-5 sentences.
3	Summarize the book's major points: 1-3 sentences per point.
4	Share what you liked in the book: 1-5 sentences.
5	Share what you didn't like about the book: 1-5 sentences.
6	Recommend it (or not) to your readers: 1-3 sentences.
7	Provide a call to action: Link to the book.

## Things to keep in mind

- Book review content works best if you have a readership that is inclined to read books.
- Book reviews are especially helpful for thought leadership if you're able to review new releases or pre-releases or interview the author.

## Content type #6: Opinion post (a.k.a. "Rant")

### How to do it

Occasionally, write a strong first-person take on a hot topic or big issue. It could be your opinion on a major industry change. [I did this when Matt Cutts announced the demise of guest blogging.](#) When you address popular topics, you're able to get stronger search potential and shareability.

## Things to keep in mind

- This should not be a daily thing. Someone who is constantly sharing his or her opinions or ranting about a topic can become odious. Use with caution.
- Be civil. Don't let your opinions degenerate into people bashing. "Rant" does not equal "angry."
- Be clear about what you're doing — that this is your opinion, your take, your position — and be humble about it.

## Content type #7: Product reviews

### How to do it

Here's a pattern for the product review:

- Introduce the product
- Introduce the producer
- Describe the product
- Share what you like
- Share what you don't like
- Provide your recommendation

- Provide a call to action

### **Things to keep in mind**

If the product is a physical item, you may want to have a video component to the review. A video allows you to take a hands-on approach to the product as you review it.

## **Content type #8: How-to**

### **How to do it**

First, identify a common problem. Then, come up with a solution. The model is simple:

- Introduce the problem
- Introduce the solution
- Discuss each step of the solution
- Summarize the discussion
- Provide a conclusion

### **Things to keep in mind**

- The options for how-tos are inexhaustible. Think of one topic that reflects something you do on a daily basis. Next, write a how-to article based on that one issue. It could be industry specific or more general: “How to reply to every email in one minute or less” or “How to optimize your robots.txt for search engines.”
- The more thorough your explanation is, the better. Diagrams, videos, and pictures can all help enhance the how-to blog.

## **Content type #9: Lists**

### **How to do it**

- Pick a topic, then pick a number. You’re halfway to creating a list. A good example of this is this post on [7 ways to increase your rankings without leveraging content marketing](#).
- When you write your list, use this simple format: introduce the topic, list your points, and provide a conclusion.

## Things to keep in mind

- The more detailed your list is, the better.
- Long lists are good too.
- There's no magic number for an awesome list. Odd numbers, round numbers, any types of numbers — they all work equally well.

## Content type #10: Link pages

### How to do it

A link page, often called a link roundup, is simply a list of links. Write down the title of the article, hyperlink it, and number it. Done.

### Things to keep in mind

It's helpful to add your own blurb or introduction for each link you provide. Although not necessary, it's a good way to put your own spin on a topic or add a bit of value to the discussion. Besides, if a post is particularly good (or bad), you may want to point this out.

## Content type #11: Ebook

### How to do it

- If you choose to produce an ebook, you have to produce enough content to make it book-worthy. Ten thousand words is a good benchmark.
- Books have chapters. Be sure to subdivide the book into manageable, topic-oriented chunks.

### Things to keep in mind

- A good ebook has a really good title. Spend time curating the best title in order to garner more readers.
- Design is clutch. Ebooks without colors, graphics, and great formatting are considered not worth reading.
- I suggest creating both a PDF version and an HTML version of the ebook. An HTML version allows you to embed video, audio, and other resources.

## Content type #12: Case Study

### How to do it

To create a case study, follow this model:

- Write a summary of the study and a preview of the outcome.
- Explain the challenges that you had to overcome or the problem that the client was facing.
- Write out the solution you provided. Make it clear and explain it in a step-by-step way.
- Discuss the results of your solution and the ways in which it was successful.
- Provide a conclusion and a call to action.

### Things to keep in mind

- Write your case study in such a way that it doesn't come off as pure marketing.
- Make it a story. "Case study" sounds pretty bland, but a good case study is really an inspiring "success story."

## Content type #13: Podcast

### How to do it

Creating a podcast is simple, provided you have a decent microphone and some technical knowledge. [You can check out Apple's guide.](#)

### Things to keep in mind

As with any media publication, be sure to accompany the podcast with content. For example, announce it on your blog with a bit of a discussion. Share information about new podcast releases and provide an overview of the topic. You may even wish to publish the transcript of the podcast. This helps to add SEO value.



## Content type #14: Interview

### How to do it

First, you've got to invite the interviewee and set up a time to talk. Once you've done that, here's a good format for conducting the interview:

- Introduce the interviewee. Generate excitement and anticipation.
- Ask a question. Let the interviewee answer.
- Continue with the question and answer format until conclusion. If intriguing points come up during the discussion (and you're adept at thinking on your feet), you may wish to chase down the point with further questions.
- Conclusion. Be sure to thank the interviewee and provide a call to action for your audience.

### Things to keep in mind

If your interview is audio or video, be sure to provide a written summary or an overview of the interview.

## Content type #15: Research and original data

### How to do it

- Obviously, you've got to do the research. This takes finding a good topic and investing time and quite a bit of effort into researching it.
- Present your data in an engaging way. Share concrete numbers, percentages, and other details that engage a user's interest.

### Things to keep in mind

- Professional research studies can be expensive.
- Take the customary reporting that you do on a regular basis and convert it into content. For example, if you're compiling information on your most shared content, the most clicked titles, or the longest view-times of pages, turn this data into a "study" on your blog.
- Package your research as an infographic. You can get double the mileage from research by writing about it *and* posting an infographic about it.