

Which One Would You Read? 🕶

Byron From WriterAccess <byronwhite@writeraccess.com>

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To: Kros, John <KROSJ@ecu.edu>

This email originated from outside ECU.

Hi John,

Visitors take in about 20% of the words during an average visit to any given page.

They don't read.

They skim and scan.

And if your content isn't skimmable or scannable, they leave. 🏃

Big blocks of text are uninviting. Even scary.

See for yourself:

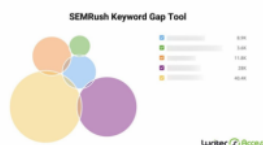
1. Research Your Digital Marketing Competition

You can't expect to beat your competition if you have no idea what they're doing when they're blogging. So find out.

The first step of your long term content marketing plan is to look at how they're using content marketing to their advantage, but not to simply duplicate what they have.

You instead want to know what they're doing so you can:

- Do it better, or with a new spin
- Fill in the gaps on the things they're missing
- Know what you offer that they don't
- Determine their expertise so you know the keywords or topics to go for, and which to avoid



Competitive research starts with a slate of surface knowledge. Look at how you and your top two competitors compare on things like traffic volume, backlinks, number of white papers, publishing frequency, and SEO strength. [SEMrush](#) is a helpful tool to use look at these types of metrics.

Then go deeper into their buyer's journey, engaging with them as if you were a potential customer.

- Sign up to check out their onboarding process.
- Attend their webinars.
- Sign up for their email list.

How to Find Your Site Authority for Free

A quick way to see your website's domain authority is through Moz. They have a [free domain SEO analysis tool](#) where you can put in your domain and your competitor's domain too.



Note: If your competitors have a higher domain authority, and you are writing content on the same topic, you are going to have to hustle to rank with them.



Crisis Communication Plan: Creating and Implementing a Plan that Works

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Scannable formatting keeps people hanging around.

This includes:

- **Headers** and subheads.
- **Short paragraphs** of no longer than three sentences.

- **Bullet lists** and numbered lists.
- **Bolding** and italics.
- **Frequent line breaks.**
- **Plenty of white space.**
- **Internal links** to and from existing content.
- **Multiple images** that add value and meaning.

Want help creating content that makes people stick around? Access more than 14,000 freelancers at WriterAccess, instantly, with a [free trial](#).

Write On!

Byron

P.S. Or [schedule a demo](#) for a personalized tour of the platform features.

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WriterAccess, 831 Beacon St, Suite 144, Newton Centre, MA 02459, United States