

## EXPERT SESSION

Title: **6-step Framework to a Profitable SEO-optimized Content Strategy**

Name: **Julia McCoy**

1. Content Strategy is the planning of the \_\_\_\_\_.
  - a. creation, promotion, and delivery of usable content
  - b. creation, delivery, and governance of useful, usable content
  - c. delivery, governance, and promotion of usable content
  - d. best way to show investors that your business is healthy
  
2. What has been Julia McCoy's number one method to building her business?
  - a. Paid ads
  - b. Word of mouth marketing
  - c. Content marketing
  - d. Branding
  
3. What is the third step in the six step framework to a profitable content strategy?
  - a. Know Your SEO
  - b. Create Content That Works
  - c. Get Set on Fundamentals
  - d. Building Online Authority
  
4. What do you need to know in order to get set on fundamentals? (mark all that apply)
  - a. Your content differentiation factor
  - b. What successful content looks like
  - c. Your client's current site traffic
  - d. Your topic area
  
5. What type of content should you create to build awareness?
  - a. Reviews
  - b. Sales content
  - c. Educational helpful content
  - d. "Contact us" content

6. Long tail keywords should include \_\_\_\_\_.
  - a. high competition
  - b. low competition
  - c. buying intent
  - d. vague statements
  
7. Websites with a blog tend to have \_\_\_\_\_.
  - a. 434% less indexed pages
  - b. 67% more leads per month
  - c. 67% less leads per month
  - d. 434% more indexed pages
  
8. How do you create high-ROI brand content?
  - a. Research topics and look for trends
  - b. Create quantity not necessarily quality
  - c. Spend money to make money
  - d. Post specifically on your own blog
  
9. True or False: Never reuse old content?
  - a. True
  - b. False
  
10. What did Julia mention she uses SEMrush for?
  - a. To spy on competition
  - b. To track ranking content
  - c. To stay up to date with trends
  - d. To manage clients