10 Types Of Content Format

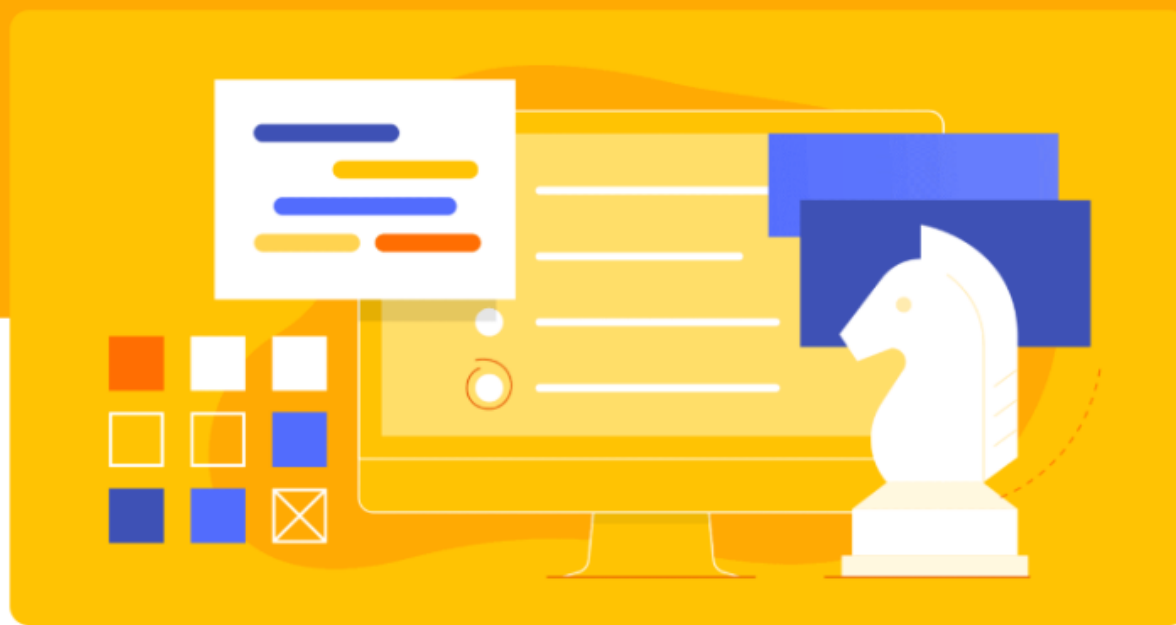**Sambhav**

sambhav@thedigitalaura.com

- **How-to guides**
- **Content hubs**
- **Expanded definition posts**
- **Listicles, aka list posts**
- **Expanded list posts**
- **News**
- **Data studies**
- **Case studies**
- **Cheat sheets and checklists**
- **Templates**

How-to guides

How to Create an Effective SEO Strategy In 2023

by Brian Dean · Updated Mar. 28, 2023

- Step #1: Create a List of Keywords
- Step #2: Analyze Google's First Page
- Step #3: Create Something Different or Better
- Step #4: Add a Hook
- Step #5: Optimize For On-Page SEO
- Step #6: Optimize For Search Intent
- Step #7: Focus on Content Design
- Step #8: Build Links to Your Page
- Step #9: Improve and Update Your Content

How-to content step-by-step

Content hubs

Spoke pages

Hub page

Expanded definition posts

LINK BUILDING

What is a Backlink? How to Get More Backlinks

Joshua Hardwick ▪ Updated: July 16, 2020 ▪ 9 min read

↓

Why are backlinks important?

Backlinks help with three main things.

↑

expanded definition

↓

What makes a good backlink?

Not all backlinks are created equal. Here are some of the many attributes that contribute to a backlink's quality and utility.

Listicles

32 of the Best SEO Tools for Auditing & Monitoring Your Website in 2023

Get a Free Demo of SEO Software

Best SEO Tools

1. HubSpot Website Grader
2. Google Search Console
3. Google Analytics
4. UpCity Free SEO Report Card
5. Internet Marketing Ninjas
6. Bing Webmaster
7. Google Trends
8. Seolyzer

Listicle article

Expanded list posts

15 Best Headless Commerce Platforms In 2022- 5 Reasons To Go Headless

By: Saurav Agarwal • Apr 18th, 2022 • 34 min to read

↓

- **Best headless commerce platform #1: Adobe Commerce**
  - What is Adobe Commerce?
  - What are the features of Adobe Commerce?
  - What are the pros of Adobe Commerce?
  - What are the cons of Adobe Commerce?
  - What is the price of Adobe Commerce?
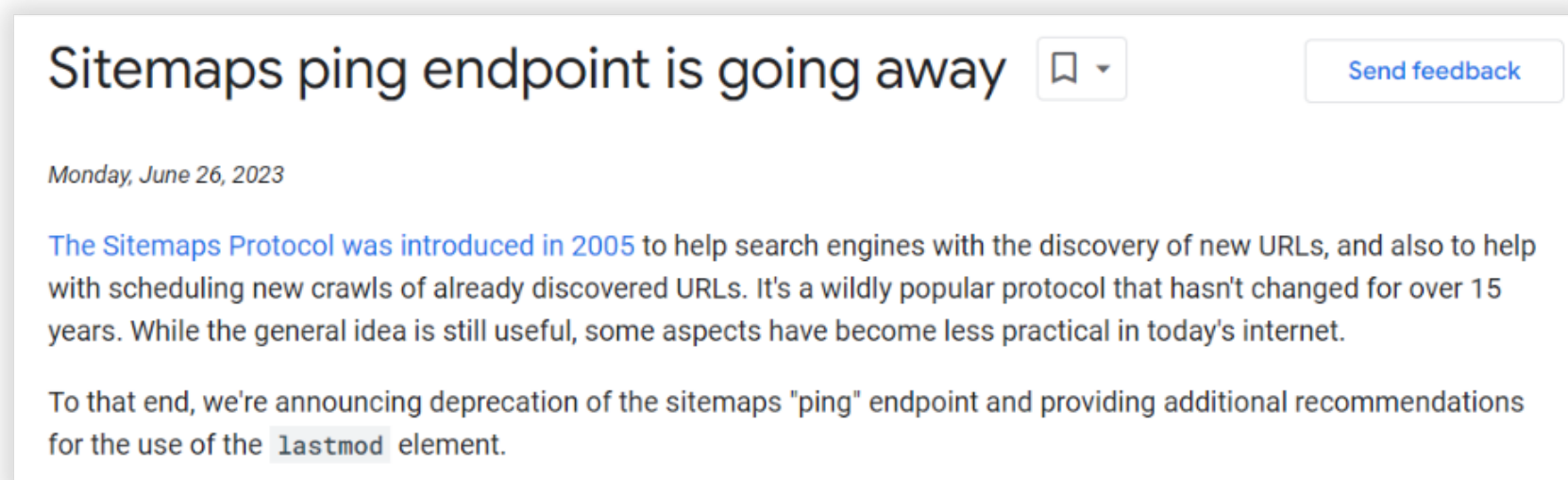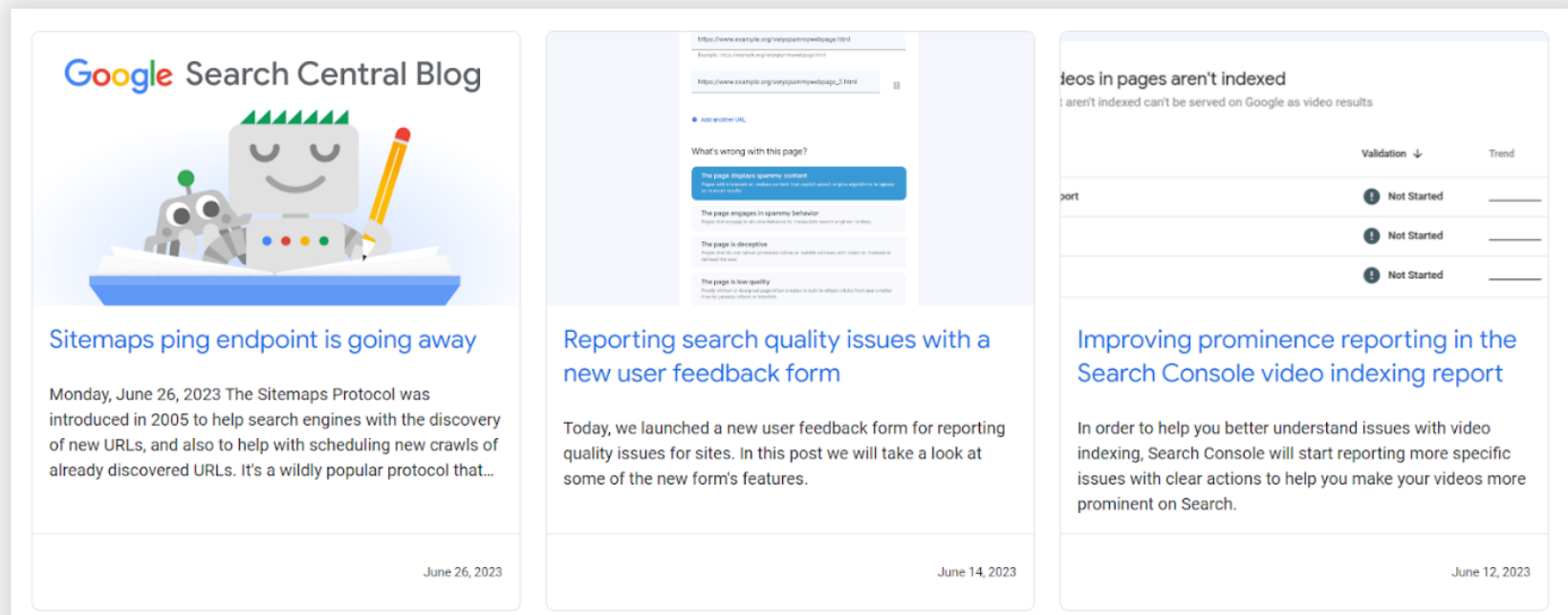 - Who is Adobe Commerce best suited for?
- **Best headless commerce platform #2: The.com**
  - What is The.com?
  - What are the features of The.Com?
  - What are the pros of The.Com?

↑

the list is further expanded
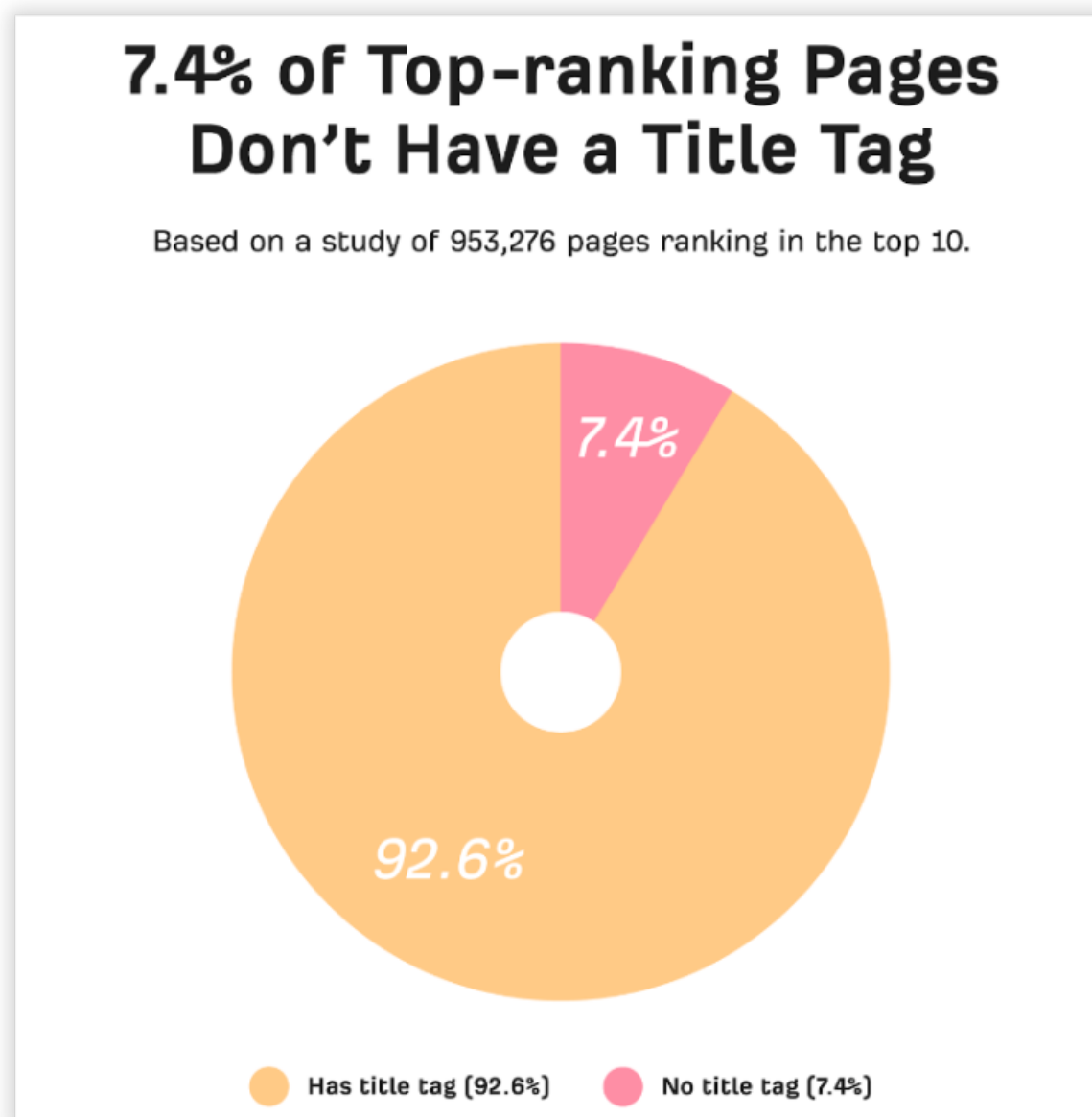into explanation

News

News type blog

Data studies

DATA & STUDIES

6 Important Insights About Title Tags (953,276 Pages Studied)

Michal Pecánek ▪ November 16, 2021 ▪ 5 min read

7.4% of Top-ranking Pages Don't Have a Title Tag

Based on a study of 953,276 pages ranking in the top 10.

7.4%

92.6%

● Has title tag (92.6%) ● No title tag (7.4%)

Research studies

Case studies

Umniah – Mobile network operator company

Top Jordian Cellular Network Provider Umniah Increases site speed by 224%

Let's Begin ↘

↓

boost conversation

Result that we delivered to the client

The outcomes are absolutely worthy after the investment of 2 –3 months in fixing site issues and developing the project. Umniah's website had a rise in its lighthouse score from 29 to 94. In less than 2 seconds, the entire website is loaded. We took the client's site's mobile and desktop performance to a whole new level.

↑

Case study covers results

Cheat sheets and checklists

The Definitive On-Page SEO Checklist For 2023

by Matt Diggity / Last Updated: April 21, 2023 / Onsite SEO

Image Alt Text
- Descriptive
- No longer than 125 characters
- Optimized for your keywords

Internal Links
- No Orphan Pages
- Fix Redirected / Broken Links
- Pages that you are linking to internally, are relevant and appropriate for that particular page
- Anchor text is descriptive and informative
- Your most important pages have the most internal pages linking to them
- Internal links are evenly spaced out throughout your content
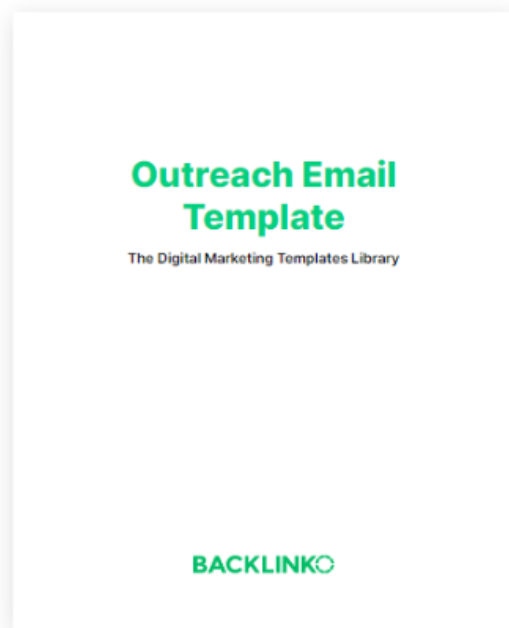
Checklist content

Templates

Outreach Email Template

Save time and increase your response rates with these fill-in-the-blank outreach email templates (available in Word, Google Docs and as a PDF). You can use this free collection of templates to build backlinks, get social shares from influencers, form relationships with big names in your space, and more.

↓

Download the Outreach Email Template

Outreach Email Template

The Digital Marketing Templates Library

BACKLINK○

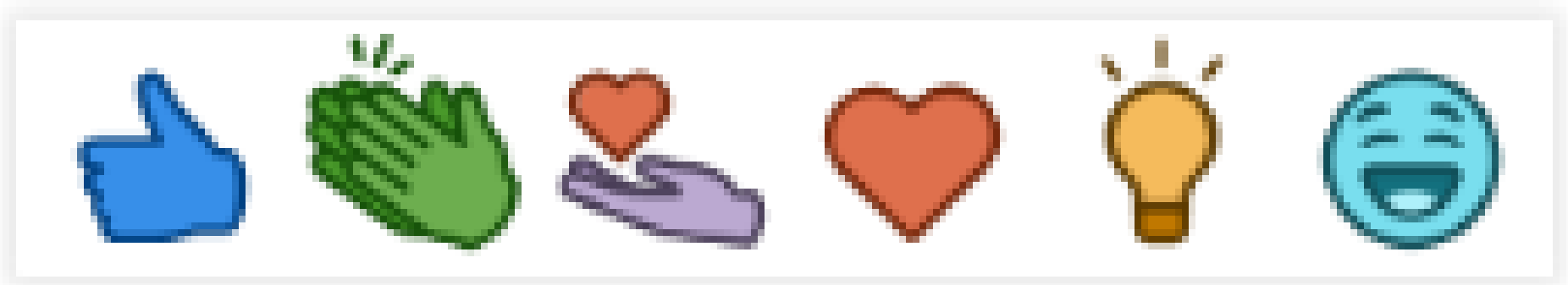|	
.DOC	Download as Microsoft Word
.PDF	Download as PDF
GDOC	Open as Google Doc

↑

Downloadable template content

Was that helpful?

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