



Killer Flagship Content
by Chris Garrett

Flagship content draws in the traffic, but it is just the start, you need to follow up with consistent value.
Gives your blog a core to build around, a kernel of a resource that you can grow and nourish over time
You really should read this eBook - Subscribe to Chris Garrett's blog!



Promoting Your Flagship Content

- Call to action
- Draw attention
- Get the word out
- Never miss an opportunity
- Profile, Bio and Quotes
- Social Bookmarking
- Share the link love
- Reviews
- Testimonials
- Consider Advertising

What is Flagship Content?

Flagship content = the "go-to" resource for your niche.
So compelling it draws visitors like a magnet
A resource people love to talk about, perfectly tuned to your audience
Not "link bait"
It is the "why" people come to your site

People will link to it when they think of your topic.
People will want to subscribe, sign up for your e-mail list
Come back and visit
Tell their friends

Why create Flagship Content?

Put your blog on the map

- Brand
- SEO - Search engine performance
- Authority
- Visibility
- Value
- Longevity
- Viral Appeal
- Marketability
- Expansion into products
- Convert your traffic

Can take your blog from being "interesting" to being a must-have bookmark or subscription

Generating Flagship Content Ideas

Why did you start your blog?
Engage your community
Create a stand-out resource - better than the search engine
One trusted resource
Fully answers the question in language we understand in a place we can easily find

Flagship Content Critical Success Factors

Be Remarkable

- Superior
- More useful
- In more depth
- Better researched
- Attractively presented
- cooler

Magnetic Headlines

- Easy to Grasp
- Friendly URL

Immediate and obvious benefit

- Hype to a minimum
- Prominent placement
- No barriers
- Quality control

It is a foundation, not the end

- Just the start

Give more links to related content, subscription, registration, etc at the end of your resource

Close the deal

10 Instant Flagship Content Ideas

1. Your biggest tip
 2. Vision
 3. Guides, How-To and Tutorials
 4. FAQs
 5. Message
 6. Research and Results
 7. Jargon Buster
 8. Product Database
 9. Case Studies
 10. Resource Round-Up
- Remember: Make it your own, something valuable, unique and remarkable