

Give Your Content Wings



"The official
Viral Content Buzz guide to creating
and promoting awesome content"

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This guide is intended to help [Viral Content Bee](#) users to help them generate better results from our platform.

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Please Tweet to Ann Smarty to hear back from her: [@seosmarty](#)



How to Create a Great Article: From 0 Idea to Hero Content

Blogging is tough: Coming up with unique content as well as marketing it can be quite overwhelming.

There are too many pieces to the blogging puzzle and blogging how-to guides - even though in a wide variety - tend to be too long and quite intimidating.

With that in mind, I've made up my mind to create something minimal, yet actionable, guiding through the process of creating and marketing a blog post, from start to finish.

1. Come up with your core topic

Let's say you have no idea what to write about but, of course, you have a generic blog topic, like "gardening".

The goal is to find an interesting idea with *doable* competition that is possible to beat without too much effort / investment. These keywords might not bring as much traffic as more popular queries with high competition do but focusing on low-competition queries with each article will drive some traffic each time, leaving you with a lot of visits in the end.

This is where tools like [Ahrefs](#) and [Serpstat](#) come in handy. Simply put your core term in and then use the filter to limit results to those with keyword difficulty (i.e. Serpstat's own metric showing organic competition) between 1 and 5 (that means the lowest).



Keywords

US 172 | Google EK5 0 | Yandex HCK 0 | Yandex YKP 0 | Yandex

Filter

Keywords difficulty Between

+ Add filter

Apply filter Remove All

#	Keyword	Keyword difficulty	Volume Google
1	bamboo gardening	2.65	33 100
2	gardening hose	4.35	18 100
3	gardening fence	2.27	12 100
4	quote gardening	4.66	6 600
5	gardening wagons	3.11	6 600
6	cinder block gardening	3.11	3 600
7	gardening leave	4.30	2 900
8	gardening ornaments	2.96	2 400

[Serpstat allows to discover cool content opportunities in minutes]

This should give you lots of generic content ideas and angles to narrow down in the next step.

2. Use this writing checklist

Go ahead and [make yourself a copy](#) of our universal writing checklist template that includes research, structuring, putting ideas together in a coherent way, using [copyright-free images](#), proofreading and more.

The checklist contains resources (in the footnotes) which you can use to check different parts of your writing. It's pretty minimal (clutter-free) to prevent you from getting overwhelmed.

Once you have your own copy, you can edit it to add steps you use in your own writing and revision process. You can even **download it as PDF** by going:

File -> Download as -> PDF document



From there, you can print as many copies as you want and check off tasks as you proceed with your writing progress. Using the PDF file, you can also print out a handout to give away to your students.

If you choose to use the web-based copy, the checklist is interactive. Simply make a new copy for every writing assignment you are doing and check every box to mark it complete.

To mark steps complete:

- Write-click on each box
- Choose ✓ icon:

Check off writing steps as you work on your content

This way you will be monitoring your writing progress.

The writing checklist:

- I have an idea on what I am going to write about
- I have used Google / Bing to scan through articles / stories that already exist on the topic
- I have come up with both the thesis (**main point**) and a **unique angle** on how my article is going to stand out (using my personal expertise, experience, skills, background, etc.)
- I have created a starter / initial headline to keep me focused (This may change further on)
- I have started putting down rough notes on what I am going to write about
- While making notes, I am building a rough structure¹ (using subheads) to know how my article is going to be organized
- I have kept a record of all the references and links I am going to cite in my article (as resources)
- I am collecting all the definitions, author names, numbers (dates, stats, etc.) I am putting them into my notes into corresponding article sections
- I am saving all the images² I feel like using in my articles (or ideas on creating my own images)
- I have a clear idea of the article value, structure and unique angles when I finally get down to writing
- I am using an active voice whenever I can (e.g. “*I need to do this*” is better than “*This needs to be done*”).
- I am using connecting words (transition words³) to ensure the article flow.

¹ [Here's a good example](#) of a structure you can start working on when researching

² [Here's a good resource](#) on finding images to use

³ [Here's a good list](#) of those.



- I keep my writing simple: I write for an eighth-grade reading level⁴. I avoid wordiness and use precise and accurate language.
- I avoid clichés, and unnecessary repetition
- I write content from scratch: I don't copy-paste other people's writing (unless I am quoting and mentioning the author). I keep quoting to minimum
- My paragraphs are no more than 3-4 sentences long. I break up long paragraphs
- My final subheadings grab attention and motivate my reader to read further (e.g. ask questions)
- Using my notes above, I provide credible details, examples, definitions, references, or other forms of evidence to support my arguments
- I have a discussion or an argument that develops logically and coherently throughout my article
- I close with takeaways/summary and/or a logical / persuasive / actionable conclusion that makes my reader think and/or act
- I have come up with the final headline that reflects the main point of my article
- I have re-read my article at least three times to adequately proofread it (best to wait at least a night before publishing / submitting it)

3. Come up with more spice

A good article is not just a wall of text. Even a very-well-researched top-quality content piece will not perform as well as one that includes something fun and engaging, e.g. related videos, images, books, etc.

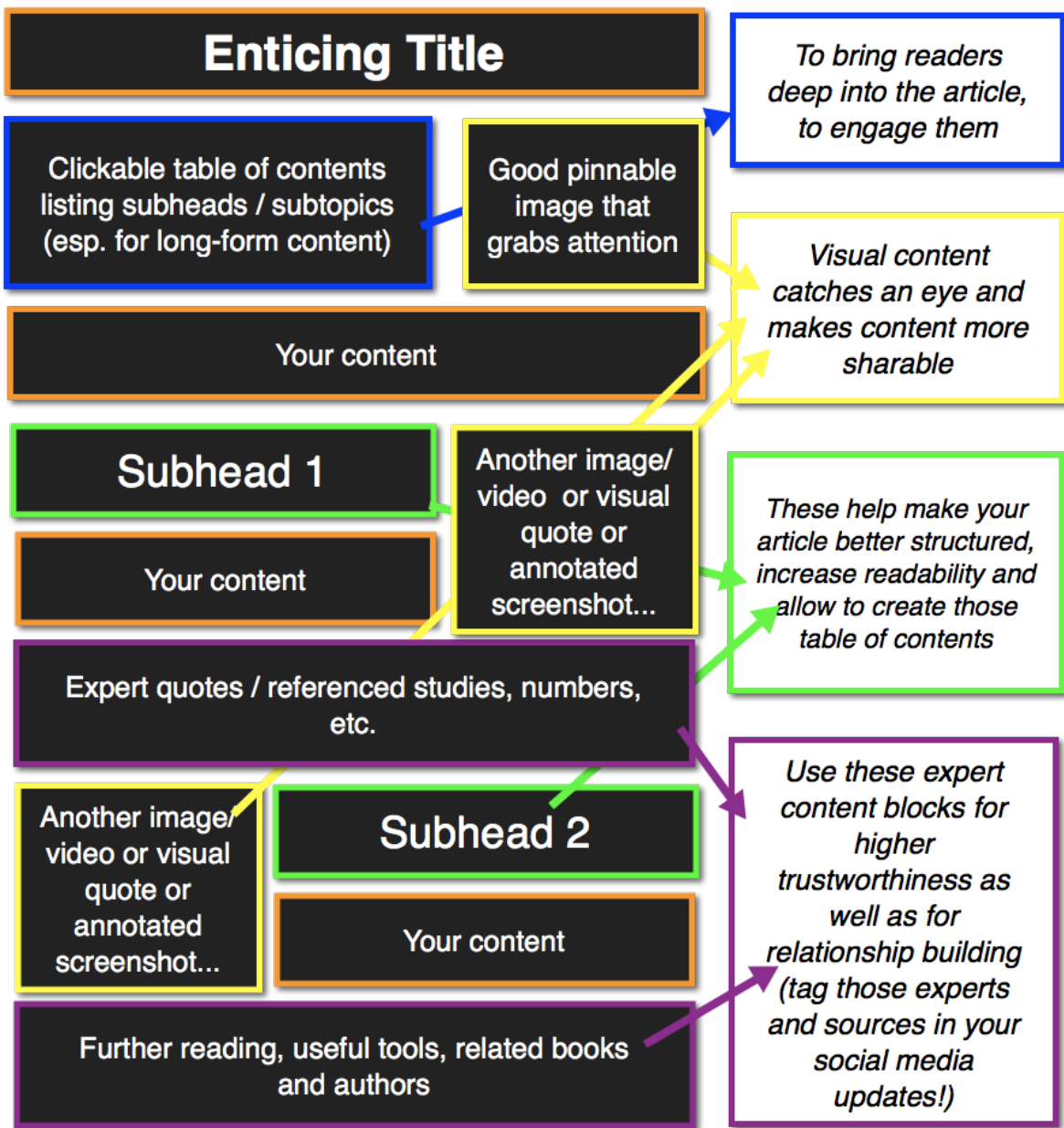
You need some spice (many years ago I referred to it as a "[flavor](#)")

To give you a few examples of possible fun (and useful) things you may want consider:

- Beautiful (useful, eye-catching, helpful, depending on your article) images on the topic (your own, e.g. screenshots, or using these [free resources](#))
- Videos, slideshares, polls or other types of embeddable content (Don't overdo here as it can negatively impact your load time but it's a good idea to give your readers something to play with from time to time)
- (Visualized) stats, comparison charts, or even visual quotes (especially from an industry influencer)
- Further reading resources, useful tools, related books and authors, etc.

Here's a template that I tend to use when working on my content:

⁴ [Use this tool](#) to check your writing readability level



4. Hit "Publish"

Once you publish the article, make sure all the little pieces are in order:

- All the sections and elements look good
- All the links are working
- All the SEO elements are in place (I use Yoast SEO plugin that guides through and simplifies that part)

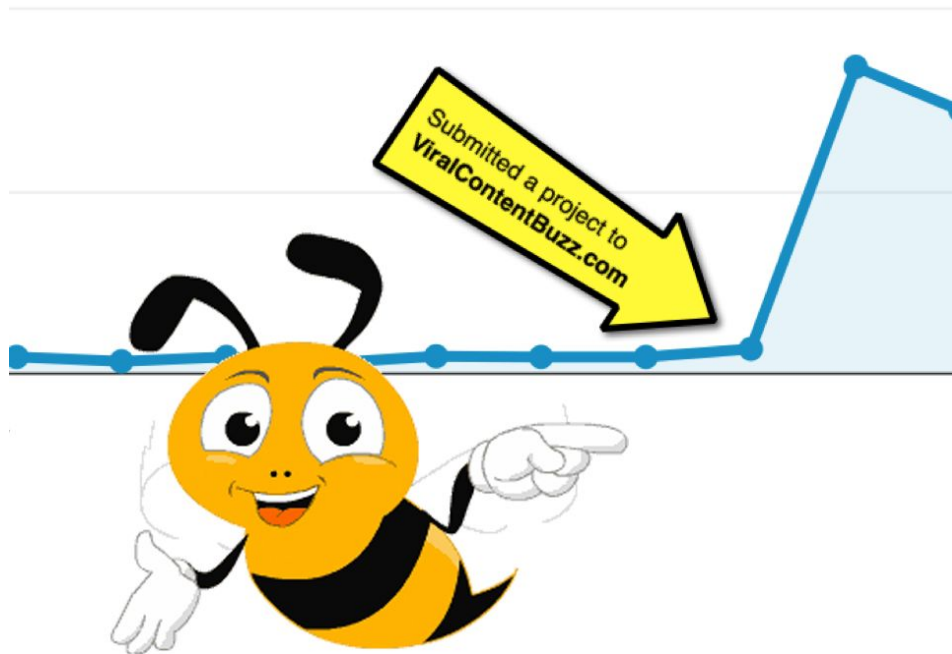


- All the sharing buttons work and there are no weird symbols when you click them (Sometimes you'll notice social media buttons not dealing well with things like hyphens and apostrophes)

5. Submit to Viral Content Bee

Once you are sure everything looks good, proceed right to adding your URL to [Viral Content Bee](#). Our free platform brings your content right in front of niche social media users who will gladly share it around. There are no tricks: It's just a community that is based on mutual benefits and high-quality approach.

The site works very well for building initial traffic and exposure but whether your content will spread further is up to how good it is.



[Here's more on how it works](#) (Plus a quick video).

6. Publish well-crafted social media updates (+Schedule more)

Now spend some time crafting those social media updates, a slightly different one for each of major platforms.

- **I use Canva to create best-fitting images** for each platform separately.
- **I make sure to find and tag every person** or brand I mentioned in my article.
Remember those expert quotes and numbers I mentioned above? Use these expert



content blocks for higher trustworthiness as well as for relationship building (tag those experts and sources in your social media updates!)

- **I may invest in some facebook ads** to boost the content (I usually don't pay for ads anywhere else)

Viral Content Bee

ViralContentBee.com is a free platform that allows you put your content in front of niche influencers in a most non-intrusive way. Here's a quick-start guide to try the platform:

Step 1 Signup for Viral Content Buzz

Step 2 Share Content Complementary To Your Blog Post

Step 3 Build 100 Credits

Step 4 Submit Your Blog Post And Use All 100 Credits

Here's a [quick video walk-through](#) you want to check out before moving forward

- ❖ Viral Content Bee helps generate social media shares for your content, build traffic to your site and create some connections with social media peers & influencers



How do VCB credits work?

- Your follower counts determine how many credits you earn as you share content within the VCB dashboard.
- As you earn credits by sharing, you build up a “bank”
- When you submit your own project to VCB, you’ll need to allocate some or all of your credits to this project (you call it “budget” although I think “pool” is more reflective of what it is)
- VCB members share your content, which earns them content from the pool you’ve allocated to your project. Remember that their follower count allows them to earn higher amounts of credits as they share, but this is okay; you’re willing to give up 5 credits for a tweet from someone with 100,000 followers, while a share from someone with 500 followers only costs you 1 credit.
- If your content goes so viral that you run out of credits in the pool for that project, the project is paused until you allocate more using credits you’ve earned yourself from sharing other members’ posts.

Twitter

100-999 = 1

1000-4999 = 2

5000-9999 = 3

10000-49999 = 4

50000+ = 5

LinkedIn: You earn 2 credits for each share but you need to have at least 500 connections of LinkedIn to qualify for sharing

Tumblr: You earn 2 credits for each share but you need to have at least 30 followers of Tumblr to qualify for sharing

Pinterest: You earn 4 credits for each pin but you need an established Pinterest presence to qualify for sharing

[Note: You can use the same chart to figure out how much you are going to earn when sharing other users’ projects, based on your following.]

Mind that you need at least 100 followers on Twitter, at least 500 connections on LinkedIn, and at least 30 followers on Tumblr in order to share VCB projects. Your Pinterest account should be well-established either, please read more about this [here](#)

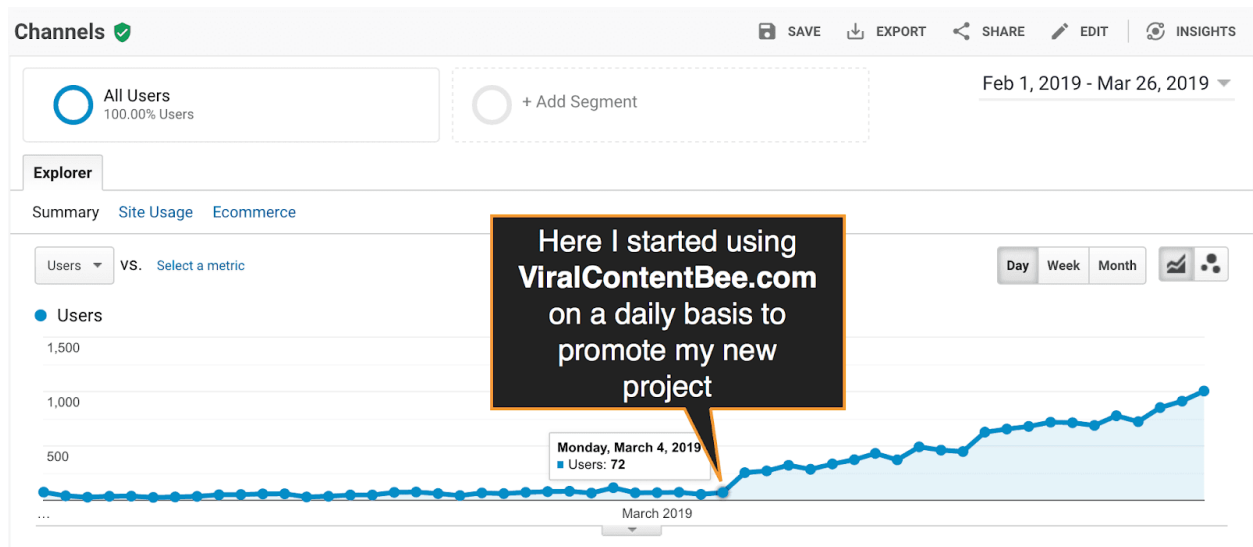


What is a project?

A project is your article you would like people to share on Twitter, LinkedIn, Pinterest, Tumblr, and Mix. To add a project, please provide:

- The URL of your page (this is what will be linked to in social media updates);
- Its title (will be included in a Tweet when anyone shares it on Twitter)
- Its description (will appear on VCB dashboard for others to read)
- The category of your project (to target most relevant users and shares)
- The budget of your project
- Which social media networks you want users to share it on

***All projects are moderated to meet VCB quality guidelines.





What are VCB Quality Guidelines?

At ViralContentBuzz we are dedicated to delivering the best possible quality: we want you to never come across spammy low-quality content. You'll only be offered to share great and engaging articles that have huge viral potential.

All submissions from new members are manually reviewed by moderators.

What will NOT be approved to be shared here:

- Weak-in-content articles (that have no unique style or visual appeal);
- Ad-stuffed and / or made-for-links articles.
- Articles directly promoting affiliate products (such as affiliate product review posts)
- Any sales page directly promoting a product or service
- Content that is overly promotional in nature
- Press releases
- A home page of a business website or blog
- Articles with irrelevant exact match in content links leading to a sales page
- Articles that are stuffed with the same keywords over and over for SEO purposes
- Anything that the VCB staff in their discretion deems to not be “quality”
- Anything asking users to download something

What will be highly appreciated here:

- Unique and original articles that catch an eye and engage;
- Trending and popular topics with your personal perspective (apps, tools, DIY, infographics, etc).
- Articles or content that is either extremely useful, interesting or entertaining.

Viral content is [defined](#) as “becoming very popular by circulating quickly from person to person, especially through the Internet“, so before adding a project, please give it a thought: “can it go viral”?



Our platform is NOT designed to help everyone get free social media votes. It's aimed at generating buzz around GREAT content.

How to get more shares for my article / project?

- ★ When adding a project, select **three most relevant categories** (not just one)
- ★ Set the highest project budget that you can afford. We recommend starting with at least 30 credits.

(to get credits, simply share other people's projects from your dashboard or use "[Buy credits](#)" option)

- ★ When the shares start slowing down, that may mean your project is moved down from the front page: **You can move it back up by adding 30 credits to it.**
- ★ Come back regularly to add more credits and change the categories. Changing the category will push your projects for more people to see. Obviously, only use relevant categories.

The screenshot shows a dashboard with a table of projects. The top project is titled 'SEO and Social | Copywriting | B...' and has a budget of 330/319/215. A context menu is open over this project, listing options: Edit, Add credits (highlighted in blue), Stop, Delete, Export to CSV, Move to folder, See statistics, and See queue. A callout box points to the 'Edit' option with the text: 'Edit your project to add/delete categories'. Another callout box points to the 'Add credits' option with the text: 'Add 30 credits to push your project on top of VCB users' dashboards'. The dashboard also shows a 'Budget set / left / scheduled' header and 'Like 60' and 'Tweet' buttons for the project.

Access these options from "[My Projects](#)" section inside Viral Content Bee dashboard



What do VCB PRO plans offer?

With our [PRO plans](#) you get:

- ★ The moderation **queue priority** (your project will be reviewed within a couple of hours),
- ★ **Extra credits** to put towards your project,
- ★ The access to **PRO forums**
- ★ **More shares as we push PRO projects to more feeds**

The Business plan also allows RSS submission process which makes it much easier (no need to manually add each article)

How to customize my dashboard to only see what I am interested in?

You can select your favorite categories in *Settings* -> *Edit profiles* to better target your dashboard. Each time you click “My Dashboard” it defaults to your favorite categories (you can click through to “All Categories” from there)

ViralContentBee.com is **not** an automated machine... **Nor** is it supposed to *fake* it that your pages enjoy some social media love. **It's the way to get discovered and move forward accordingly (if you deserve it). It's meant to show you the direction.**



Content Marketing Cycle at Viral Content Bee

Lastly, like with any social media tool or platform, there's no real value unless you interact, so we highly encourage our users to:

- ★ Like, comment and retweet Tweets you got from our members
- ★ Like and comment on other platforms
- ★ Add users who share your content to friends and interact with them regularly
- ★ Participate in our weekly Twitter chats every Tuesday, 12 pm EDT via #VCBuzz hashtag here: <http://twchat.com/hashtag/vcbuzz>

We help you get additional exposure to your content and you can use that exposure to grow your social media following at the same time!

