



**GROWTH**  
everywhere

# 21 EPIC 10x Content Marketing Examples We Can All Learn From



In today's world,

all companies need to become media companies.

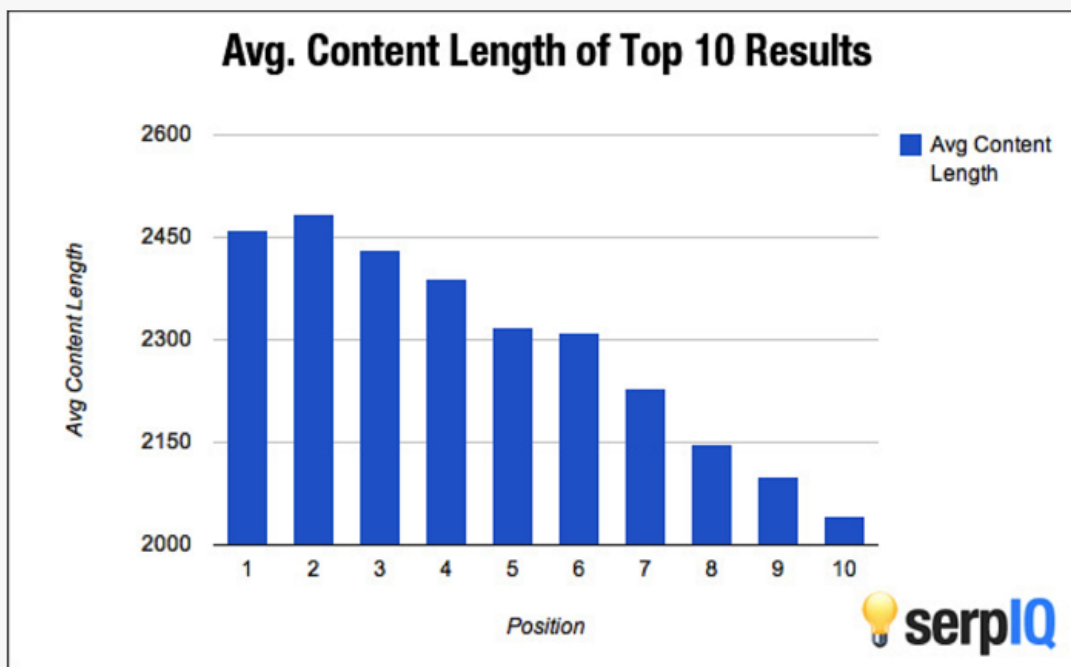
And being a media company means creating content.

But if everyone is playing the content creation game, how do you stand out?

The answer is 10x content.

For a primer on what that means exactly, watch this video from [Rand Fishkin](#).

Creating 10x content isn't easy, but it's rewarding. Just take a look at a study of the first page results of Google:



**In short, 10x content:**

- Is well-researched
- Is typically longer
- Stands out
- Has additional effort put into it
- Will protect you from [Google Panda](#)

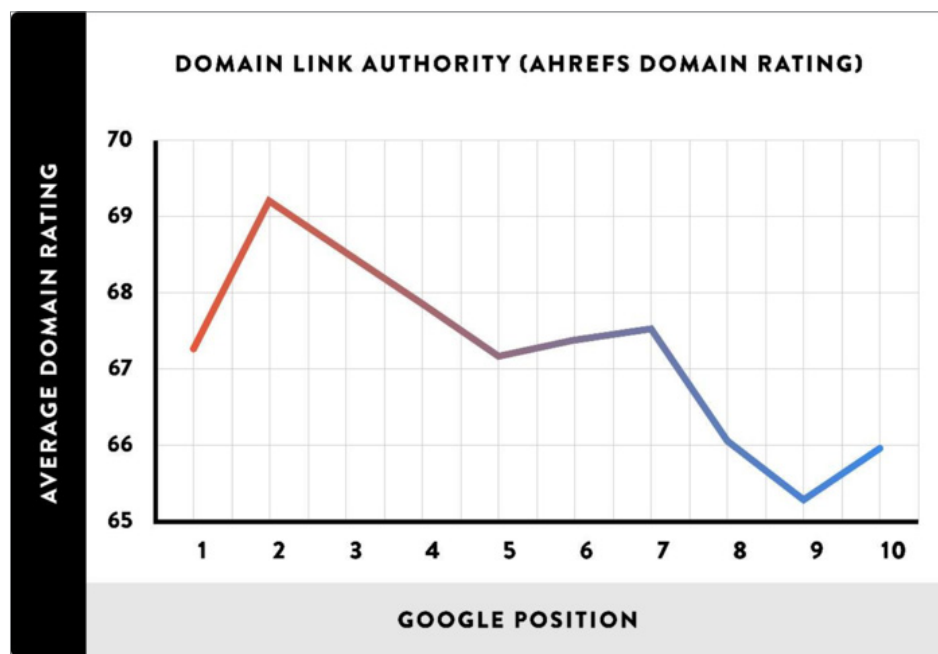
In this e-book, you're going to see exceptional examples of 10x content to help give you ideas on how to replicate their success. Keep this e-book handy in case you ever need help coming up with ideas on 10x content!

# WRITTEN CONTENT

## 1. Brian Dean analyzed over 1 million Google search results and shares his learnings

Brian Dean started his SEO blog at a time where it wasn't cool to start an SEO blog anymore. And yet, he found a way to stand out from the rest of the SEO blogs in the industry because he brought practical, easy-to-digest posts that were loaded with research.

In this specific ebook, he analyzed over 1 million results to help guide people towards gaining more organic traffic. The page is peppered with helpful statistics and graphs to make it simple and to the point:



SEO is one of those subjects that isn't black or white. The only thing people can depend on to continue to get an edge on their competitors is to test on their own and learn from the research of others. Research can often be flawed when it's done in a haphazard way.

Thankfully, every once in a while people like Brian Dean will come around and make SEO easier for everyone.

**Content Length:** 3,013 words

### Why This Is 10x Content:

- Statistically significant data set (over 1 million results analyzed)
- Long-form post
- Easy-to-understand graphs
- Practical examples
- Well-formatted with bullets, subheads, and short paragraphs

## 2. A Beginner's Guide to Website Speed Optimization by Kinsta

Page speed is an important topic that every web company should focus on optimizing. This epic guide isn't just an e-book, it's a series of 6 chapters that explains topics such as: what page speed is, how it impacts business success, and how to improve it.

When you first land on the page, you see a custom-designed image above the fold:



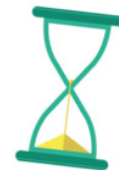
As you continue to scroll through the ebook, you'll see other designs that complement the content:

The technology has come a long way in improving internet experience. The over-crowded cyberworld of the 1990s was often labeled as the World Wide Wait, but innovations in communication and networking technologies have revolutionized the way digital information is transmitted across the internet. The next generation of online businesses have all the resources they need to deliver content instantaneously, but to leverage and complement these resources, businesses need speed-optimized websites that deliver the best user experience.

difference in page load time – faster or slower – is the magic number dictating competitive advantages for online businesses.

And what happens when they don't?

**1 in 4 visitors** would abandon the website if it takes more than 4 seconds to load. 46 percent of users don't revisit poorly performing websites. Website owners have mere 5 seconds to engage visitors before they consider leaving. 74 percent of users accessing the mobile site would leave if it takes longer than 5 seconds to load. Every one-second delay in page load time could lead to **\$1.6 billion in annual losses** for online merchants as big as Amazon.



**47 percent** of ecommerce customers expect page load times of less than two seconds before they consider leaving – 40 percent of users would abandon the site at the third second of waiting, before a performance analytics tool even captures their presence on the site. The average peak load time for conversions is mere 2 seconds – faster than millions of websites out there.

And what happens when they speed up?



**2.2 s**

When Mozilla increased page speed by 2.2 seconds, Firefox download figures rose by 15.4 percent, or **10 million per year!** Walmart saw **2 percent increase in conversion rates for every 1 second** improvement in page load times. The numbers don't lie!

**Content Length:** 10,708 words

### Why This Is 10x Content:

- Long-form post/resource guide
- Well-researched
- Good use of complementary graphs
- It's clear that a lot of effort went into it

### 3. The Shape of Things To Come - How An Industrial Designer Became Apple's Greatest Product by Ian Parker

In this truly epic piece, *The New Yorker* has an in-depth piece on lead Apple designer Johnny Ive. This is a powerhouse biography on the life of Johnny Ive and how he helped create some of the best designs we've ever seen. If you're an Apple fan, this is an article that you'll gobble up.

**Content Length:** 16,389 words

#### **Why This Is 10x Content:**

- Long-form (super long form)
- Shares interesting anecdotes about the life of Johnny Ive
- Feels like the reader is getting an inside look into the world of Apple (takes the reader on a journey)

### 4. What if we wanted to get the whole world on clean energy? by Shane Snow

Shane Snow is the founder of Contently and knows content marketing like the back of his hand. The clean energy movement is clearly gaining momentum but the world still needs more education around it, so this long-form article does a good job of breaking down the key concepts into simple-to-understand terms.

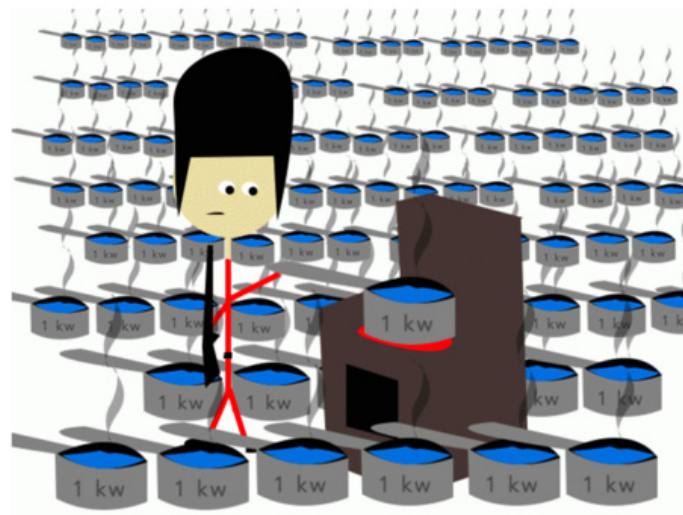
The cartoony illustrations also do a good job of adding more perspective to each scenario:

**Content Length:** 2,585 words

#### **Why This Is 10x Content:**

- Long-form
- Complex topic simplified for easy reading
- Unique illustrations
- Well-organized
- Statistics broken down into easy-to-read graphs

**A Kilowatt-hour**, or the amount of energy to expend a kilowatt for an hour, is 3.6 million joules (3.6 megajoules)



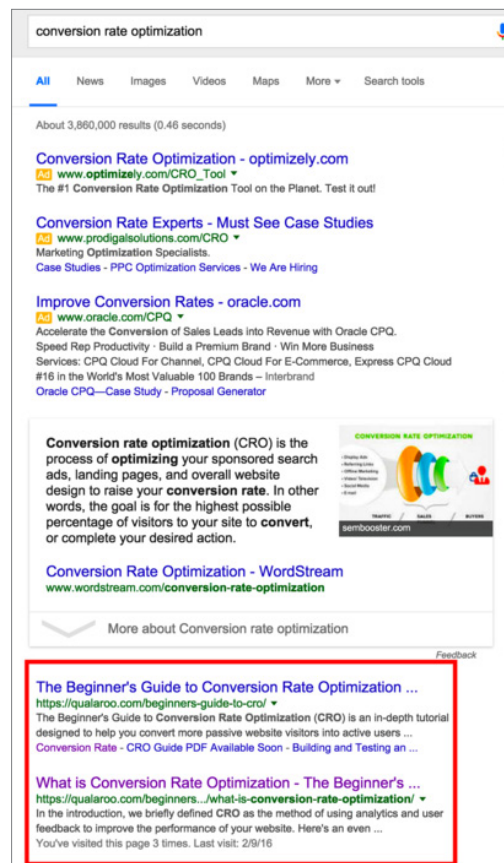
**A Toe** or "tonne of oil equivalent" is the energy released when you burn a metric ton of crude oil. It's about 42 billion joules (or 42 gigajoules).





## 5. What Is Conversion Rate Optimization by Qualaroo

Insights company Qualaroo occupies the first and second spots of organic results for 'conversion rate optimization' with two in-depth posts:



Upon clicking through, you'll find that the page isn't just an article, it's a collection of resources. 12 chapters, to be exact:

Chapters	
Chapter 1: What is Conversion Rate Optimization	Chapter 7: Reducing Bounce and Exit Rates
Chapter 2: Why Conversion Rate Optimization is Important	Chapter 8: Myths About Conversion Rate Optimization
Chapter 3: The Basics of Conversion Rate Optimization	Chapter 9: Tools to Test and Optimize Conversion
Chapter 4: Building and Testing an Optimization Plan	Chapter 10: Measuring Conversion Rate Efforts and Calling Winners
Chapter 5: User Experience and Funnel Optimization	Chapter 11: Bonus Advanced Tips and Hacks for CRO
Chapter 6: Landing Page Optimization	Chapter 12: Conclusion

Each chapter is well-designed and explains conversion rate optimization terminology in a simple way. This is a great example of how you can combine multiple resources to create a mini-series. And bonus points for linking them all together! If you compare this to the third result (Wikipedia), it's much more comprehensive.

### Why This Is 10x Content:

- 12x content (12 chapters)
- Well-designed
- Easy to navigate
- In-depth

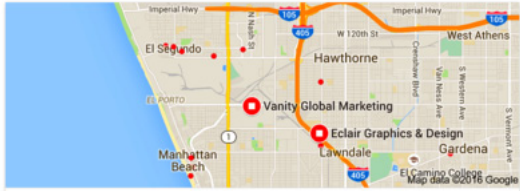
## 6. The Beginner's Guide to Online Marketing by Neil Patel

Similar to Qualaroo, Neil Patel has built an epic resource for those looking to get into online marketing. If we do a Google search for 'online marketing', we'll find that he occupies the top organic result:

**Making Your Digital Mark? - Grafik.com**  
Ad [www.grafik.com/Online\\_Marketing](http://www.grafik.com/Online_Marketing) ▼ (888) 774-1775  
Our Online Marketing Experts Can Unlock A Brand's Full Potential!  
Learn About Grafik - See Our Point Of View - Brand Identity

**Marketing Online - Marketing360.com**  
Ad [www.marketing360.com/MarketingOnline](http://www.marketing360.com/MarketingOnline) ▼ (888) 774-1775  
#1 Marketing Platform® For Online Marketing. Get a Free Demo Today!  
Inc. 500 Company · Marketing Automation  
Google Premier SMB Partner - PRWeb  
Read Our Reviews - Premier Marketing Partner - Mobile Ranking Algorithm

**Online Marketing - 21,900+ Local Businesses Trust Us**  
Ad [www.reachlocal.com/Online-Marketing](http://www.reachlocal.com/Online-Marketing) ▼ (844) 334-7843  
Get More Customers. Contact Today!  
200+ Mil Leads Delivered · Client Dedicated Team · Over 20,000 Clients  
Digital Marketing Costs - Who We Are - Contact Us - Marketing Solutions



**Vanity Global Marketing**  
No reviews · Marketing Agency  
1500 Rosecrans Ave #500 · (800) 697-8895  
Open until 7:00 PM Website Directions

**RGR Marketing**  
No reviews · Business Development Service  
(877) 272-4600  
Open until 4:00 PM Website

**Eclair Graphics & Design**  
No reviews · Internet Marketing Service  
4001 Inglewood Ave #101 · (888) 832-5247  
Open until 5:00 PM Website Directions

[More places](#)

**The Beginners Guide to Online Marketing - Quick Sprout**  
<https://www.quicksprout.com/the-beginners-guide-to-online-marketing/> ▼  
There are plenty of guides to marketing. From textbooks to online video tutorials, you can really take your pick. But, we felt that there was something missing — a ...  
[Be Laser Focused on Your ...](#) · [Know Your Marketing ...](#) · [Get 'Em to Your Site ...](#)

This is an exceptionally well-designed guide with 14 pages of in-depth content.

Here's a sneak peak:


These are the types of guides that Neil Patel pays \$30,000 for and gives away for free. The result? A top organic search ranking for a heavily trafficked keyword.

### Why This Is 10x Content:

- 14x content (14 chapters)
- Excellent design
- Easy to navigate
- Well-organized

**CHAPTER 1**  
**BE LASER FOCUSED ON YOUR CUSTOMERS**

Your customers, prospects, and partners are the lifeblood of your business. You need to build your marketing strategy around them. Step 1 of marketing is understanding what your customers want, which can be challenging when you're dealing with such a diverse audience. This chapter will walk you through (1) the process of building personal connections at scale and (2) crafting customer value propositions that funnel back to ROI for your company.



[TAKE ME TO CHAPTER ONE](#) ➤

**CHAPTER 2**  
**BUILD YOUR MARKETING FRAMEWORK**

Whether you're looking to grow a 7-figure business, build a profitable online business, or launch a new product, you need a marketing framework. This chapter will walk you through the steps of building a marketing framework that will drive your business forward. You'll learn how to build a marketing framework that will drive your business forward. You'll learn how to build a marketing framework that will drive your business forward.



[TAKE ME TO CHAPTER TWO](#) ➤

**CHAPTER 3**  
**DEVELOP YOUR BRAND'S STORY**

When people spend money, they're thinking with both their rational and emotional brains. The most effective marketing frameworks appeal to both. Storytelling is one of the most powerful tools that your company can wield to build customer connections. This chapter will walk you through the mechanics of cultivating your company's story.



[TAKE ME TO CHAPTER THREE](#) ➤

## 7. Elon Musk: The World's Raddest Man by Wait But Why

This is a 4-part series of EPIC articles by Wait But Why. If you combined these four, this could basically be a book.

The mini-series is a short biography on Elon's life and how he plans to tackle seemingly impossible problems. Now, you might be thinking that downloading the audio biography of 'Elon Musk' is enough, but actually reading through this might be worth your time.

For one, the writer has a humorous style and it's easy to read. The illustrations are cute and add to the casual tone of the article.



**Content Length of Part 1:** 6,504 words

### Why This Is 10x Content:

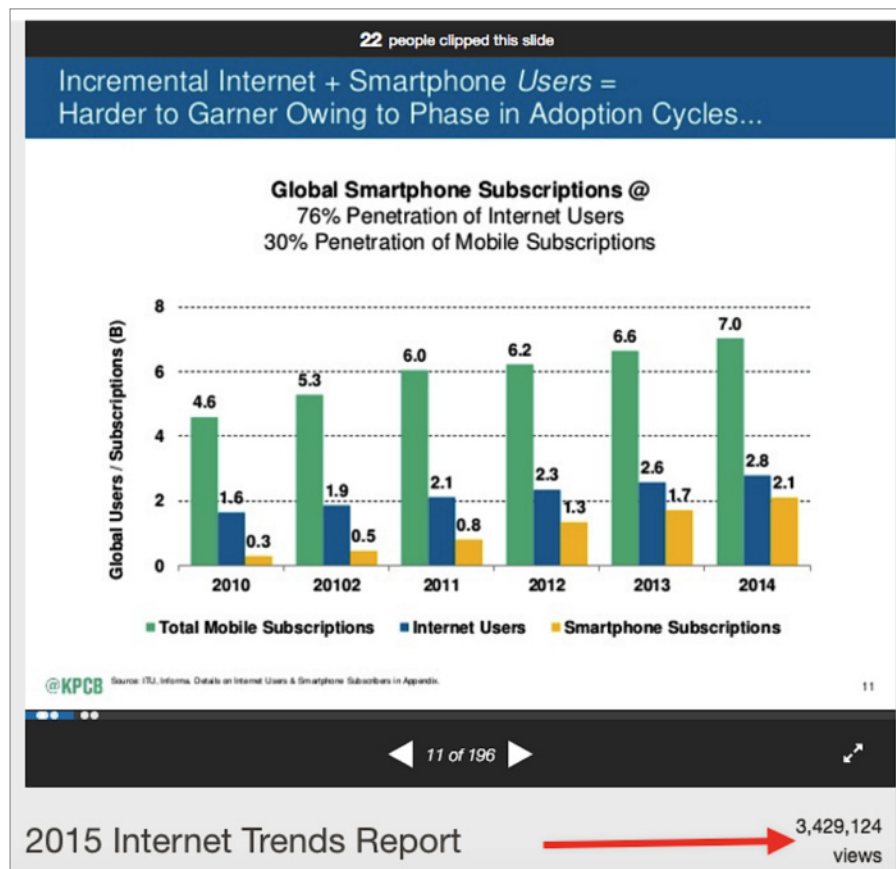
- Ultra long-form
- Funny custom cartoons
- Great storytelling
- Easy to understand
- Includes a content upgrade for later consumption (since it's so long)



## 8. Internet trends KPCB

The Kleiner Perkins Internet Trends report is an annual presentation that is shared widely around the Internet. The venture capital firm reveals an abundance of information on where we're going in terms of technology.

All the data is organized into simple-to-understand graphs and charts. Interesting points are littered throughout the slides.



**Content Length:** 196 slides

### Why This Is 10x Content

- Very long presentation (196 slides)
- Concise and to the point
- Organized graphs and charts
- Practical information

## 9. Microcopy: Tiny Words That Make A Huge Impact On Conversions by ConversionXL

ConversionXL is a blog focused on conversion rate optimization, which can be a dense topic that's difficult to understand for many. Overall, the blog does a great job of generously linking to every claim or statistic that it cites and is well formatted. The benefit to linking out generously is twofold: a) the reader gets more value/insights, and b) you get a chance to build a relationship with the site that you are linking out to by mentioning that you included them in your content.

This ebook in particular gives the reader an opportunity to think about how they should be approaching wordsmithing for marketing campaigns. If you Google 'microcopy', this post ranks #4 organically.

In this fantastic article about [preventing bad microcopy](#) on Smashing Magazine, author Bill Beard talks about running usability tests, and how the test moderator should be paying attention to more than just the interaction between user & site:

”



*“[...]make a point to really listen to — and take notes on — the actual words the user says during testing[...]*

*Listen to the inflection in their voice as they read microcopy: Did they say that label or term with a question in their voice? Don't hesitate to have your moderator follow up on copy. Have them go back and ask the user whether they've understood that label.”*

Listening to user feedback and hearing trepidation in their users voices is likely the reason why [Shopify](#) ( screenshot by way of [UserOnboard.com](#)) included this tiny bit of text into their signup form – **You can change your store name afterwards.**

**Content Length:** 2,184 words

### Why This Is 10x Content:

- Helpful images layered throughout the post
- Abundance of reference links
- Sprinkled with data throughout the post
- Practical and actionable

## 10. The Management Framework that Propelled LinkedIn to a \$20 Billion Company by First Round Capital



Who would've thought that a venture capital firm would spend so much time and effort on content marketing? First Round is a VC blog that stands head and shoulders above the rest. Management isn't a particularly sexy topic because it can seem a bit dense at times, but this ebook gives an actionable framework broken down into sections so the reader can hone in on what they need to work on and act immediately.

People often like to look for templates or frameworks to impact their lives quickly and this post is a fantastic example. If you Google 'management framework', you'll see that this post sits around the #5 organic ranking.

**Content Length:** 2,221

### **Why This Is 10x Content:**

- Captivating header image
- Long-form
- Takes a dense topic and simplifies it
- Actionable framework for readers to swipe and deploy for immediate use

## 11. Slightly More Than 100 Fantastic Pieces of Journalism by The Atlantic

Here's an epic curated list of exceptional non-fiction from 2013. It's literally a list of 100 pieces of 10x content.

**Content Length:** 7,427

### Why This Is 10x Content:

- The length
- Each link is accompanied by a simple but powerful point
- It takes a lot of time (over a year to curate the best of the best AND remember important details of each piece)

## 12. 2015 Really Was The Bizarro Peyton Manning Season by FiveThirtyEight

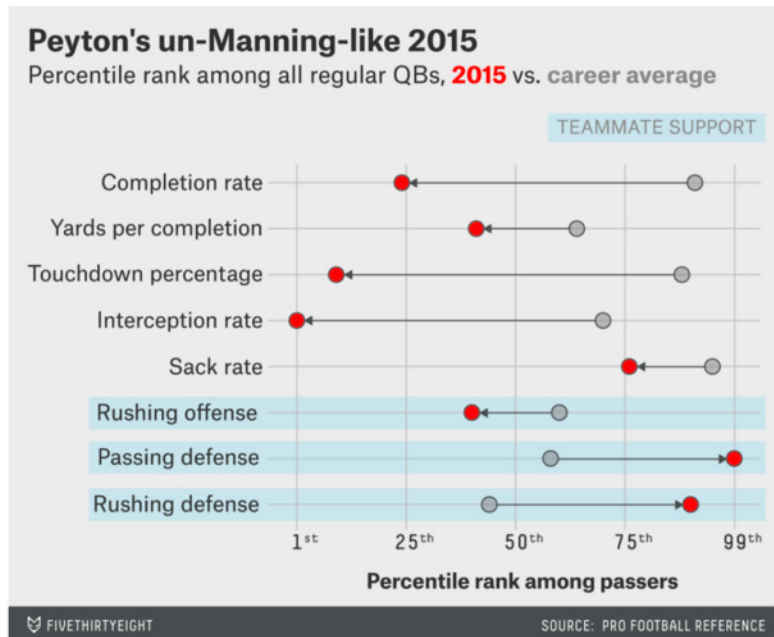
FiveThirtyEight is a statistics blog that shares interesting numbers around topics such as sports and politics. I particularly liked what they've done with sports in the past few years as they always distill insights using raw numbers and break them down in an easy-to-understand manner.

The sports industry often has commentators who share anecdotes, and while they're interesting, nothing gets more to the point than pure numbers. And FiveThirtyEight stands out because its approach to sportswriting is different from the rest.

### Why This Is 10x Content:

- Pure, hard data broken down into a digestible form
- Great design

That was prime Peyton, however. **This year's version was far, far worse**, particularly in categories where he once excelled. To wit: His rates of completions, touchdowns and interceptions, each typically among the top 30 percent of regular QBs, all dipped into the bottom quarter of passers this season. Meanwhile, his defensive support, usually in the middle of the pack, zoomed up to the best in football.



### 13. The Ultimate Guide to No-Pain Copywriting (or, Every Copywriting Formula Ever) by Joanna Wiebe of Copy Hackers

You know a piece is EPIC when it has its own table of contents. As a marketer, I see 'The Ultimate Guide to...' in headlines quite a bit and most of the time the articles fall short of the headline's promise. Copywriting is an art that often gets overlooked in the world of marketing (especially in tech).

But if done right, copywriting can be one of the most effective weapons in a company's arsenal. This is an incredible resource to sharpen your copywriting skills. Who doesn't like templates that you can implement immediately?

#### Content Length:

11,888 words

#### Why This is 10x Content:

- SUPER epic post (close to 12,000 words)
- Well-organized (even with a table of contents!)
- Easy to follow/ well-formatted (copywriters excel at this)

#### Find Your Way Around This Big Ol' Post Fast [\[hide\]](#)

- 1 Copywriting formulas for web pages in general
- 2 Copywriting formulas specifically for long-form sales pages
- 3 Copywriting formulas for video sales letters
- 4 Headline writing formulas
- 5 Headline formulas for use on lead-gen pages, for marketing ebooks or for blog posts
- 6 Formulas for writing value propositions
- 7 Copywriting formulas for bullet lists (or fascinations)
- 8 A single solitary formula for body copy
- 9 Copywriting formulas for better buttons (or calls to action / CTAs)
- 10 Testimonial formulas
- 11 Formulas for plotting email sequences
- 12 Email subject line formulas
- 13 Copywriting formulas for ads
- 14 Formulas for writing blog posts
- 15 Pre-publishing copywriting checklists
- 16 Headline generators and more!
- 17 Did I miss a favorite?

## Copywriting formulas for web pages in general

Most copywriting courses are based around one or a few formulas. So here are the Coles Notes versions of those classes, starting with the legendary...

### AIDA

**Attention** – Jar the reader out of their boring ol' lives

**Interest** – Engage their mind with unusual, counter-intuitive or fresh info

**Desire** – Engage their heart so they want what you're offering

**Action** – Ask them to take the next step

Think about one of your lead-gen pages or an opt-in box. [Moz](#) does this well:



# RESOURCE PAGES

Resource pages are basically 'libraries' of helpful content for the user. It's strange because it seems that the search engines favor these sections (perhaps because they're all in-depth and interlink with one another).

For example, if you Google 'customer acquisition', you'll find that Help Scout has the #1 organic ranking:

About 26,900,000 results (0.54 seconds)

**Customer Acquisition - DigitalMarketer.com**  
**Ad** [www.digitalmarketer.com/](http://www.digitalmarketer.com/) ▼  
Become a Certified PPC Specialist! Enroll in the Course Today.  
You visited digitalmarketer.com 2 days ago.

**Customer acquisition management** is the set of methodologies and systems to manage **customer** prospects and inquiries generated by a variety of marketing techniques.

**Customer acquisition management - Wikipedia, the free ...**  
[https://en.wikipedia.org/wiki/Customer\\_acquisition\\_management](https://en.wikipedia.org/wiki/Customer_acquisition_management) Wikipedia ▼

*Feedback*

**Customer Acquisition Strategy for Startups | The Complete ...**  
[www.helpscout.net/customer-acquisition/](http://www.helpscout.net/customer-acquisition/) ▼  
The absolute best tactic for acquiring new customers as a cash-poor startup is utilizing the power of content marketing. Although the buzz around this term is at an all-time high, the results for those businesses that do it well speak for themselves.  
You visited this page.

Similarly, if you Google 'customer service', you'll find that they rank #3:


customer service

All News Images Books Videos More ▼ Search tools

About 1,010,000,000 results (0.77 seconds)

**Customer service - Wikipedia, the free encyclopedia**  
[https://en.wikipedia.org/wiki/Customer\\_service](https://en.wikipedia.org/wiki/Customer_service) ▼ Wikipedia ▼  
Customer service is the provision of service to customers before, during and after a purchase. The perception of success of such interactions is dependent on employees "who can adjust themselves to the personality of the guest".  
Customer service advisor - Customer service training - The International Customer ...

**Images for customer service** *Report images*



**More images for customer service**

**6 Keys to Improving Your Team's Customer Service Skills ...**  
<https://www.surveymonkey.com/.../6-keys-improving-tea...> ▼ SurveyMonkey ▼  
The answer is as obvious as it is overlooked: improve customer service. No matter how great your product is or how talented your staff is, one of the things that customers are most likely to remember is the direct interaction they have with your company.

**15 Customer Service Skills that Every Employee Needs**  
[www.helpscout.net/blog/customer-service-skills/](http://www.helpscout.net/blog/customer-service-skills/) ▼  
Feb 20, 2013 - There are certain customer service skills that every employee must master if they are forward-facing with customers. Without them, you run the ...

The key takeaway: think about building some resource pages for your site to see if you can capitalize on organic traffic.

Here are some great examples:

## 14. HelpScout Customer Resources

As mentioned above, HelpScout has done a fantastic job of curating its top content. Each post has a custom-designed image and is flush with long-form content and helpful links.



(Notice the 'Chapters' link in the top right corner.)

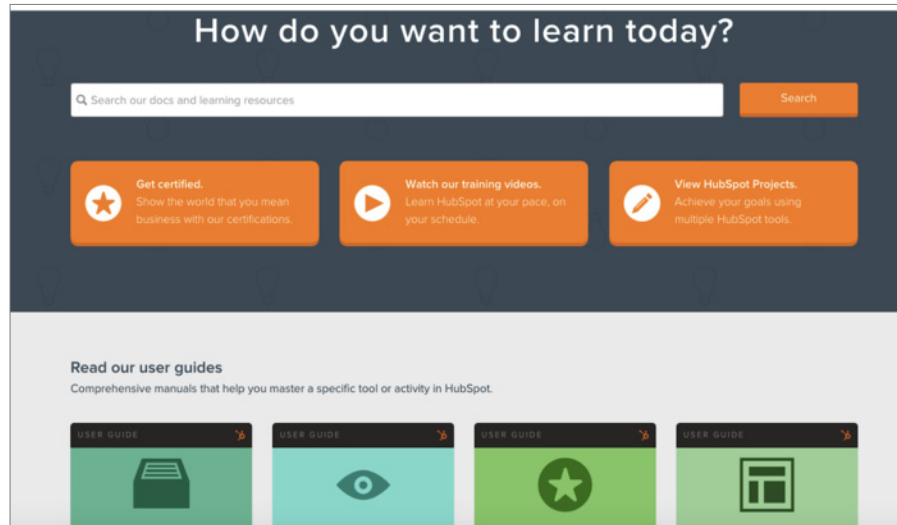
**Total Resources:** 12

### **Why This Is 10x Content:**

- Simple UI
- In-depth content
- Curated links to the absolute best subject resources on the web

## 15. HubSpot knowledge center

HubSpot is known for producing great content time and time again. Although they have a general resource center, they decided to do something similar to what HelpScout did. They compiled their top resources and built out a well-designed section to make it easy to find their best stuff:



### Why This Is 10x Content:

- Simple UI
- Many options to help the user improve:
  - Certifications
  - Videos
  - Guides
  - Projects
- All in-depth content
- Custom curated

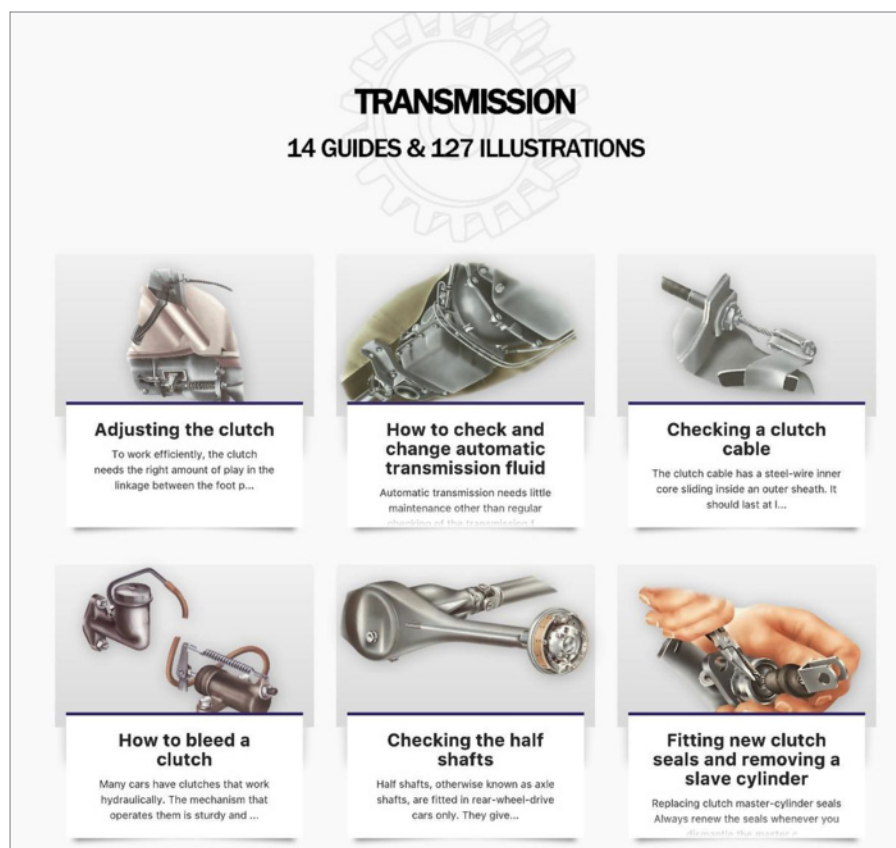
## 16. How A Car Works

How A Car Works is a complete guide to well...how a car works. From the engine to braking systems to manual gearboxes, it's all in here in an organized way. If you're looking for ONE way to put together a resource page, this is the best that I've seen thus far.

Upon typing 'how a car works', you'll find that this site occupies the top 2 results. Not too shabby.

On the homepage, I saw 16 sections and I thought to myself 'each section will probably just be one page of content explaining high-level details', but that was not the case. After I clicked 'Transmission', 14 guides and 127 illustrations popped up!

Talk about epic resource:



### Why This Is 10x Content:

- Extremely comprehensive guides for each section
- Well-designed
- Well-organized

## 17. Startups, this is how design works by Wells Riley


**De•sign** [dəˈzaɪn] is a method of problem solving.

The simplest definition. Design is so many things, executed in many different ways, but the function is always the same. Whether it's blueprints, a clever UI, a brochure, or a chair – design can help solve a visual or physical problem.<sup>1</sup>

**So what is “good design”?**

This definition is not so simple. The best designs are notorious for seeming not designed at all – or ‘undesigned’.

It's easier if we break things down a bit. If you know what to look for, it's easier to identify good design when you see it; or perhaps when you can't see it at all.













**Dieter Rams' Ten Principles of “Good Design”**  
(*Wow, how convenient is that?*)

Dieter Rams is a German industrial designer closely associated with the consumer products company Braun and functionalist industrial design.

According to Vimeo: Back in the early 1980s, aware that his design was a significant contributor to the world, he asked himself an important question: *“Is my design good design?”*

Since good design can't be measured in a finite way, he set about expressing the ten most important principles for what he considered was good design. (Sometimes they are referred as the ‘Ten commandments’.) Here they are.<sup>3</sup>

Good design is...

 innovative	 makes a product useful	 aesthetic	 makes a product understandable	 unobtrusive
 honest	 long-lasting	 thorough	 environmentally friendly	 as little design as possible

Great design sells itself.

Just look at Apple.

But the meaning of design can be elusive to some (including myself). In this incredibly simple and well-designed resource, Wells Riley explains what exactly design is.

Although the resource is targeted to startups, it might as well be targeted towards the general population. You'll learn what goes into great design, examples of great design, the different types of design, and much more. I'm not a designer myself but it doesn't take a great artist to appreciate art.

And that's what this resource is: a piece of art. It flows well, is unobtrusive, and covers just enough for people to be dangerous when it comes to understanding what design is.

**Content Length:** 3,483

### Why This Is 10x Content:

- Well-designed
- Explains the most important concepts in a simple way (no wasted efforts)



# INTERACTIVE CONTENT

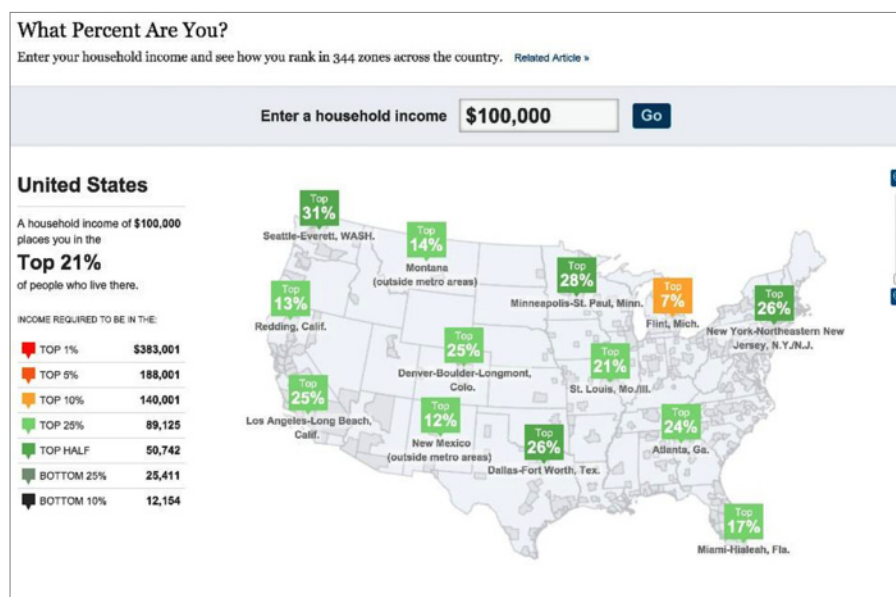
Interactive content stands out above the rest because of the sheer additional amount of work that it requires in addition to the writing involved.

## 18. What Percent Are You? by *The New York Times*

People often like to look at their income as a barometer of where they stand. That's why *The New York Times* put together an interactive map where the user can enter in his or her household income and track where they stand in the United States.

Type in 'what percent am I' or 'what percent are you' into Google and you'll see this in the top 2 organic results. The NYT is always looking for new subscribers and it's not a bad play to acquire new financially-minded readers through this piece.

Call it ego bait but hey, it works.



### Why This Is 10x Content:

- Simple to use
- Great design
- Does something unique vs. the competition (others are all articles)

## 19. The 10 Minute AdWords Management Workouts by KlientBoost

Google AdWords is no new subject and to be frank, it's not talked about much because there hasn't been any major innovations in recent years (just small tweaks here and there). KlientBoost did a nice job of making a dense subject fun with its gifographics on how to keep your AdWords account up to par.

Here's an example of a gifographic created by KlientBoost.com:

### Why This Is 10x Content:

- Takes a dense subject and simplifies it
- Great design
- Interactive design that "one ups" the competition

**KlientBoost** + **unbounce**  
Present

The 10 Minute AdWords Workout  
**"THE SLIMMER"**  
Your AdWords account is sluggish and tired.  
Time to save some money and bring it back to peak performance.

**60 SEC | KARATE CHOP HIGH COSTING KEYWORDS**  
Be relentless in pausing keywords that have high cost per conversions or no conversions at all.  
This allows for lower cost per conversions overall in the AdWords account.

**60 SEC | CHANGE AD SCHEDULE**  
Certain times and days of the week perform worse than others.  
Go to the Dimensions tab, then View: Time. See which expensive days of the week and times of the day you can remove you can remove or reduce bids on.

**60 SEC | CHANGE GEOGRAPHIC LOCATIONS**  
Just like time, locations perform differently too.  
Go to the Dimensions tab, then View: User locations. See which cities and regions are costing the most and reduce their bids or exclude them from your targeting.

**120 SEC | ADD NEGATIVE KEYWORDS**  
Look at your search term report to find any unhealthy search terms that are wasting money.  
Add them as negative keywords to reduce spend and improve performance.

**150 SEC | INCREASE QUALITY SCORES**  
Use Single Keyword Ad Groups to increase click-through-rates and relevancy between keyword and ad.  
This will increase your quality scores and lower your average cost-per-click.

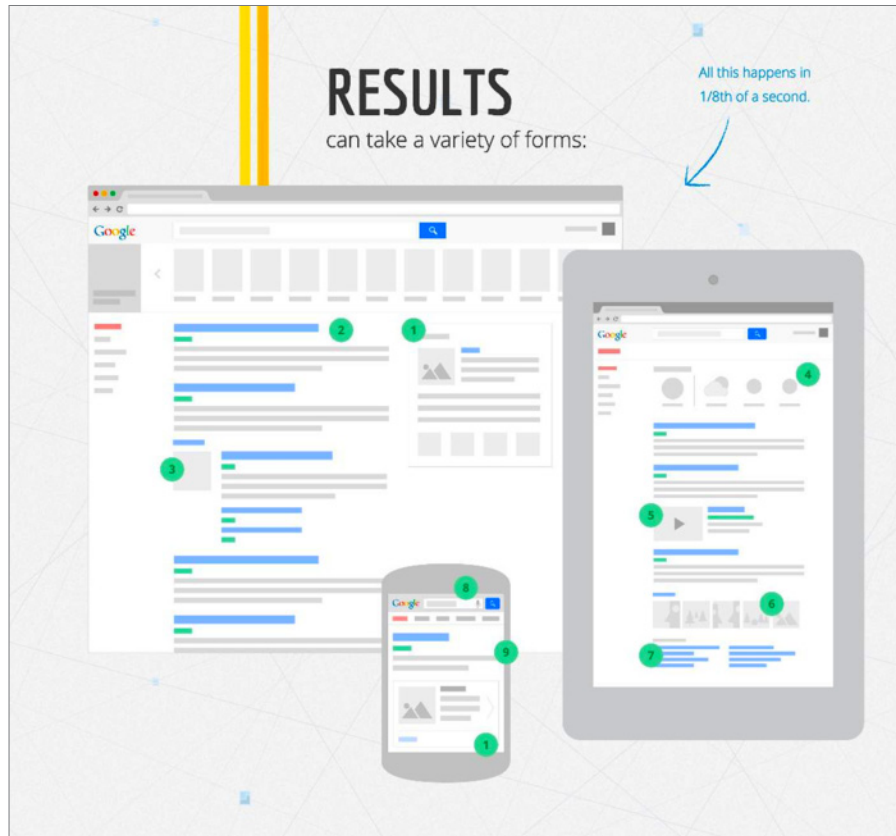
**30 SEC | LOWER KEYWORD BIDS**  
For the keywords you've kept active, start lowering their bids slightly so that your average cost per click goes down.  
Try shaving off 5-10% little by little while still maintaining strong average positions.

**120 SEC | CHANGE YOUR OFFER**  
Before you hit the AdWords account too hard, take a look at your landing page offer.  
Are you offering the same as your competitors? Increase the value or decrease the threat of it to increase conversion rates.

Brought to you by  
**KlientBoost** + **unbounce**

## 20. How Search Engines Work by Google

The #3 organic result in Google for 'how search engines work' is by none other than Google. The concept of web crawlers can be a bit overwhelming to understand but Google has done a good job of breaking it down piece by piece.



### Why This Is 10x Content:

- Parallax scrolling - no other competitive piece does this
- Succinct
- Well-organized
- AWESOME design

# VIDEO CONTENT

## 21 Squatty Potty video ad

Those of you who are familiar with Shark Tank have probably seen the Squatty Potty. For those who aren't, the Squatty Potty is a stool to help people poop better by switching you into a squatting position when you're doing your business.

As you can imagine, it's not easy to educate the entire world on a new way to #2, but Squatty Potty has done it.



### Why This Is 10x Content:

- Humorous
- Remarkable - a unicorn pooping out rainbow ice cream?
- Educational
- High quality

# CONCLUSION

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As we continue to glide towards peak content, it's important to take a step back from our current content marketing efforts and ask ourselves whether we're truly making an impact or not. If we're producing content for content's sake or because 'someone told us to', we might be better off doing nothing.

The world doesn't need more content; the world needs more utility provided to it.

One thing is for sure: the game of content marketing is only going to get harder and harder and the best will continue to reap the benefits. Now it's your turn to make a decision on which side you want to be on. =)

*Good luck!*



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