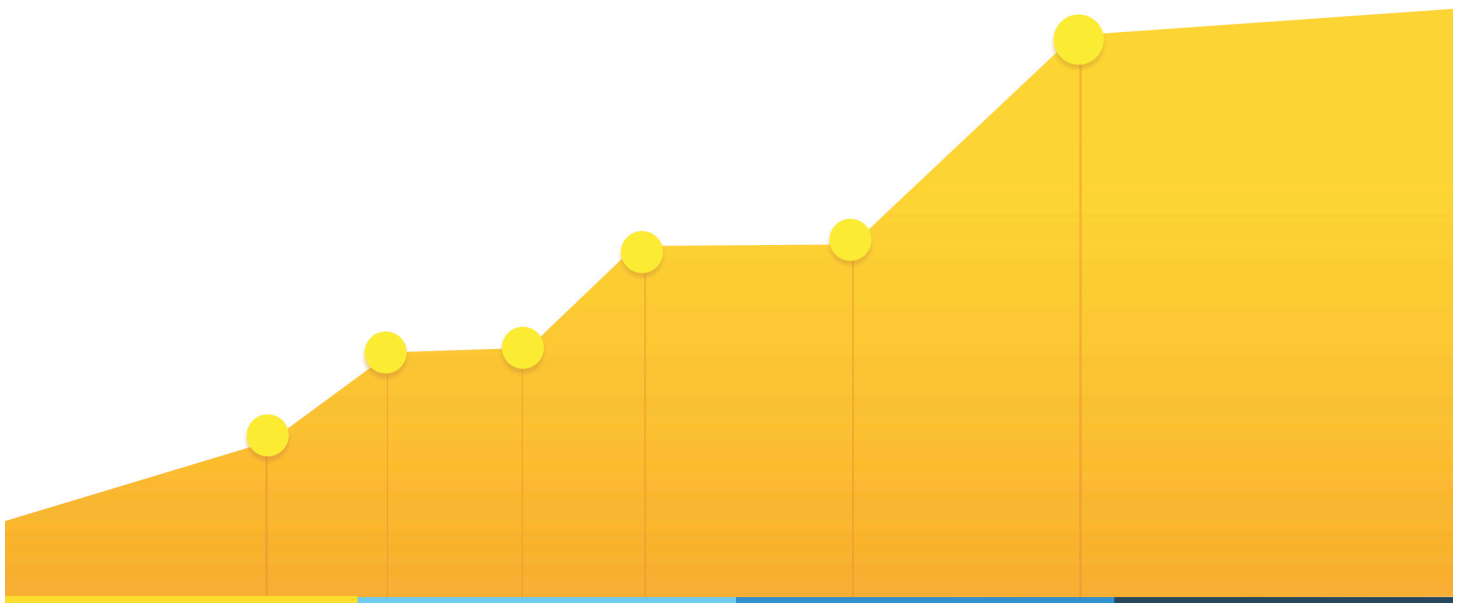




Absolutely Everything You Need to Know About 10x Content



The bar for online content has been raised over the past couple of years due to changes in both Google's algorithms and user expectations. You may still think that as long as your content is better than average, you stand a chance of hitting the first page of Google. Unfortunately, that's probably not the case. If you plan to outrank the competition, then you need to write content that's ten times better than anything you'll find on Google.

What Is 10x Content?

Rand Fishkin, CEO and founder of Moz, coined the term "[10x content](#)" to describe the high quality of content that is necessary to outdo the mediocrity of your competitors.

Did You Know...

- Google now takes user experience into consideration as a ranking factor. Anemic content is less engaging and leads to high bounce rates and rankings: [the difference between a 35% and 60% bounce rate](#).
- Links have been a key part of the search engine algorithm but now Google is penalizing websites that use guest blogging [as a link-building strategy](#). Shrewd SEOs know that creating high-quality content is key to earning the backlinks needed to boost rankings.
- Content marketing is extremely popular as a promotional strategy, so brands need to increase the quality of the content they produce in order to stand out from competition.
- User expectations have increased as well, so brands that used to be able to stand out with subpar content have found that it is no longer effective.

Is 10x Content Really Worth the Effort?

To put it in perspective, the SEO company [WordStream](#) found that nearly half of all the site's traffic [comes from the top 50 articles](#). Stop and let that sink in for a moment. WordStream receives nearly a million visitors every month, and half a million of those visits are driven by the top 50 articles alone. This means that each of the company's top articles drives an average of 10,000 visits to the site every month. Incredible, huh?

How To Create 10x Content

In the past, anyone could stuff a webpage full of keywords and expect to gain traffic. Brands were able to rank on the first page by writing low-quality content and using black hat link-building strategies. The Google Panda updates forced brands to reassess their content marketing strategy.

Content is now a critical part of the SERP algorithms and the only way that brands can reasonably expect to outrank their competitors is by producing content that's much more valuable than what's currently being displayed on the first page.

Here are a few ways to create high-quality content:

1. Research the Content on the First Page of Google

Websites that rank on the first page of Google [receive 89.71% of all organic search traffic](#). Take a look at all the results on the first page for your target keyword phrases and ask yourself the following questions:

- What solution is the website trying to provide to the reader?
- How does their content stand out from their peers?
- What could they have done to provide more value to their readers?
- What is the overall value of the content? Did these brands actually create exceptional content or are they simply the best-known brands and coasting along on minimal investment?

2. Provide a Unique User Experience

Your users are the ultimate judges of the quality of your content, so you'll want to find different ways to differentiate your content from your competitors. You can do so by using unique fonts, layouts, and visuals to make your articles and web copy more memorable and engaging.

Consider these essentials of improving user experience:

- A study from Skyword shows that content with [compelling images receive 94% more page views](#) that content with traditional images.
- Data collected from Social Bakers shows that 93% of the most engaging Facebook posts [have appealing images](#).
- Hubspot research found that [two thirds of users prefer emails with rich images](#) over those with a lot of text.
- Videos on landing pages have [86% higher conversion rates](#).

3. Use Multiple Metrics to Define Quality

There isn't one single metric to determine quality content, so to ensure that your viewers' high standards are met, make sure you're hitting these points:

- Does your content provide answers to the questions that your viewers are asking themselves while conducting their search?
- Does your content go into the detail that your readers are looking for?
- Do you have sufficient data to support your claims?
- Do you use visuals effectively?

4. Integrate Your Content With the Rest of Your Site

Dwell time (the time users remain on your site) and bounce rates have become increasingly important ranking variables that you need to pay attention to. The real purpose of 10x content should be providing value to the reader.

- Research clearly shows that sites with bounce rates [under 40% tend to rank better](#) than sites with higher bounce rates.
- This [case study from Corey Eridon](#) found that 116% more visitors clicked on an internal link in his introduction than on a link a few paragraphs down.
- Use your 10x content to reduce your bounce rate by adding valuable, internal links above the fold in your content (where users are more likely to click on links).
- Create an internal link to a high-value whitepaper you've published and include a sentence or two describing the resource within your 10x content piece.

5. Forget About Scalability

Before the Panda update was launched, content mills like Suite 101 and eHow employed vast teams of writers to constantly generate articles—all at the expense of quality.

If your focus is on the scalability of your content production, that probably means that your content isn't good enough to be considered 10x content.

Quality should always be your barometer for gauging the value of your content. Focus on consistently producing quality content that reflects well on your brand, rather than pumping out mediocre content every day.

Some Great Examples of 10x Content

To get you inspired, here are some examples of 10x content that have worked well for their creators:

- [What is Code?](#) - Computer coding is a very broad and complicated topic, so it would, understandably, take a very long and detailed post to do it justice.
- [Whichphone](#) - Since there are so many Android smartphones on the market, it can be difficult for users to know which device is best for them. This interactive page is much more engaging than a simple blog post with an overview of different phones.
- [Repair Guides](#) - This 10x webpage offers a number of guides to help readers figure out how to handle various DIY projects on their own.
- [ISideWith](#) - This helpful content piece is for people who don't fully understand the upcoming presidential candidates' positions on various issues.
- [Robbie Maddison surfs Tahiti on a dirt bike](#) - Motorbike stunt racer Robert Maddison was the first person to ever ride a dirt bike across a wave. This article discusses his stunt in great detail, along with several quotes, compelling images, and a video—and received over 15,000 shares on social media.
- [War and Peace Before 1945](#) - This article with six rich charts serves to educate people about the reduction (yes, you read that right!) in violence over the last century.
- [World Poverty](#) - This is another data-driven, 10x content post that focuses specifically on the perception of poverty and offers multiple graphs depicting the prevalence of poverty around the world.
- [9 Basic Principles of Responsive Web Design](#) - This post from FROONT gives a great overview of the science behind responsive design and the basic principles designers need to follow.

Don't Create Good Content, Create GREAT Content

If you want to stand a chance of ranking and engaging your visitors, then you need to create content that's much better than anything found on the first page. Study the SERPs carefully and use them as inspiration to drive content that delivers ten times more value than anything your target customers have ever seen before.