

How to Create Clickable, Shareable and Search-Friendly Content

Intrado



Today's consumers spend nearly one-third of their day engaging with digital content, and their attention has become a precious commodity.

What can you do to improve your content and make it perform better? In this e-book, we'll examine four key activities to help you drive greater success:

1. Create great content that's relevant and engaging
2. Diversify your content strategy with paid, earned, shared, and owned media (PESO)
3. Optimize your content and rise to the top of search
4. Make your content shareable

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