

Scannable Content

Turn your readers into *speedreaders*

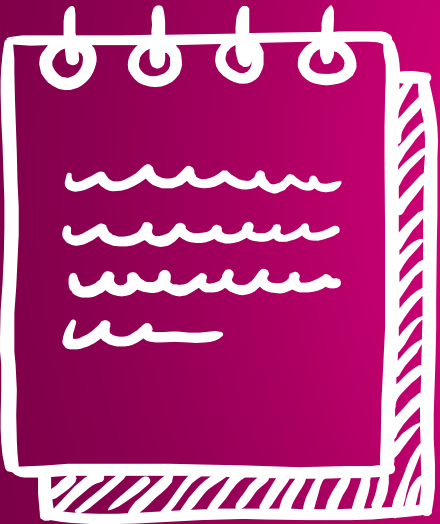


🗨️ I'm Jamar Ramos



- ▶ Creative Writing degree from SFSU
- ▶ In-house & agency SEO/Social Media/Content marketing experience
- ▶ Chief Operations Officer of Crunchy Links

The Rundown



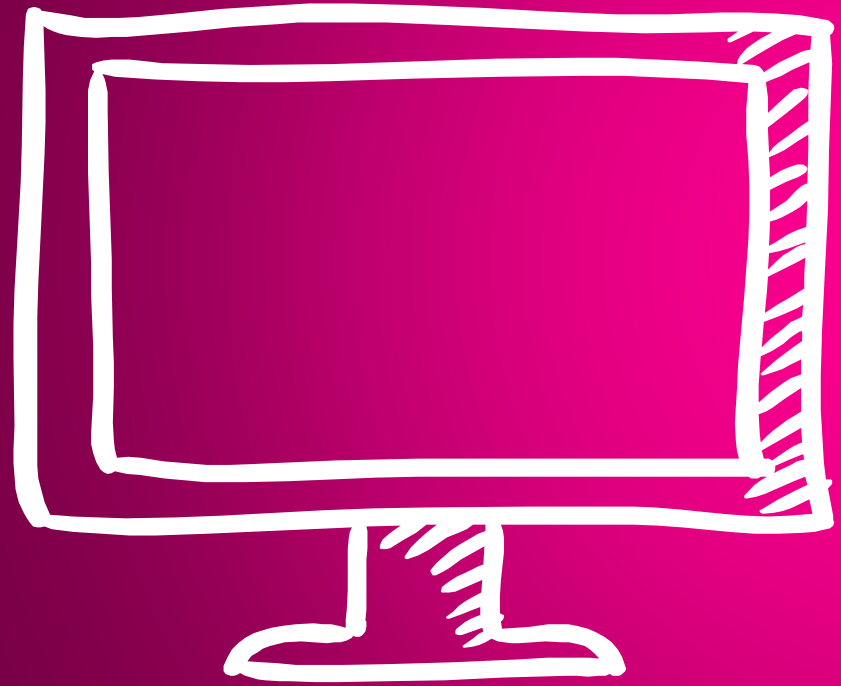
1. Importance

1. Ingredients

- a. Titles
- b. Subtitles
- c. Lists
- d. Jump links
- e. Abstracts

Importance

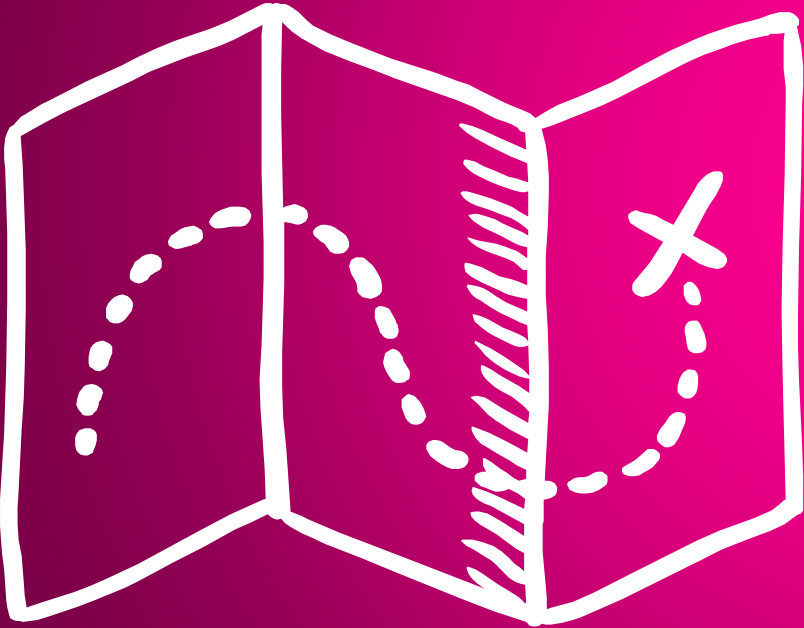
There are HOW MANY websites?!?



There are over 1.5 BILLION websites on the internet

Each website hosts multiple landing pages, blogs, & other content

🗨️ Scannable content gives readers a treasure map



People don't have time to read every word

When done well, scannable content:

- ▶ Helps readers quickly find key information within a larger piece
- ▶ Helps readers quickly identify areas of a longer piece they'll likely read later

Ingredients

1. Titles

🗨️ Titles are the first things readers see

Search Engine Results Page

www.miladypro.com › barbering › archive › 2018/09/19 ▾
5 Steps To Opening Your Own Barber Shop - MiladyPro
Sep 19, 2018 - 5 Steps To Opening Your Own Barber Shop. So you say you want to own your own barbershop. I think we're in one of the biggest ...

crunchylinks.com › Entrepreneurship ▾
How much does it cost to start a barbershop business ...
May 1, 2019 - Starting a barbershop takes a little more capital than you'd think: Experienced ...
Do you need a license to open a barber shop? Depending on ...

Website



How much does it cost to start a barbershop business?



Scannable titles should summarize your content

Overall costs and breakdown of owning a barbershop

Common expenses that experienced barbershop owners see usually need a minimum investment of \$150,000 to \$200,000. This includes:

- Attending barber school – \$6,500 to \$10,000
- Office space – cost varies based on where you're at.
- Construction costs – your space has to be up to current electric and plumbing standards.
- Permits and licenses.
- Insurance – speak with a licensed agent to determine what policies you need. Usually you can get away with limited liability insurance.
- Marketing materials – \$3,000
- Shop equipment – cash register, business management software, signage – \$14,000
- Shop inventory – chairs, child seats, clippers, scissors, trimmers, razors, brushes, mirrors, shaving powder, hair cream, after shave, cleaning supplies, etc. – \$20,000
- Furniture and miscellaneous necessities – \$5,000
- Website – \$1,500 to \$3,500
- SEO Services – \$7,000

If you want to go the [franchise](#) route, you should budget another \$25,000 for franchising fees.

- ▶ “How much does it cost to start a barbershop business?”
 - ▶ First paragraph of the content answers the title's query

Examples

* tips on

[www.nhs.uk](#) › Live Well › Eat well ›
8 tips for healthy eating - NHS
Start eating well with these **8 tips for healthy eating**, which cover the basics of a healthy diet and good nutrition.

[www.odc.gov](#) › coronavirus › 2019-nCoV › hcp › clinic... ›
Ten Clinical Tips on COVID-19 for Healthcare Providers ...
Ten Clinical Tips on COVID-19 for Healthcare Providers Involved in Patient Care. Print Page.
Related Pages. Fact sheet: **Ten Clinical Tips on COVID-19 for ...**

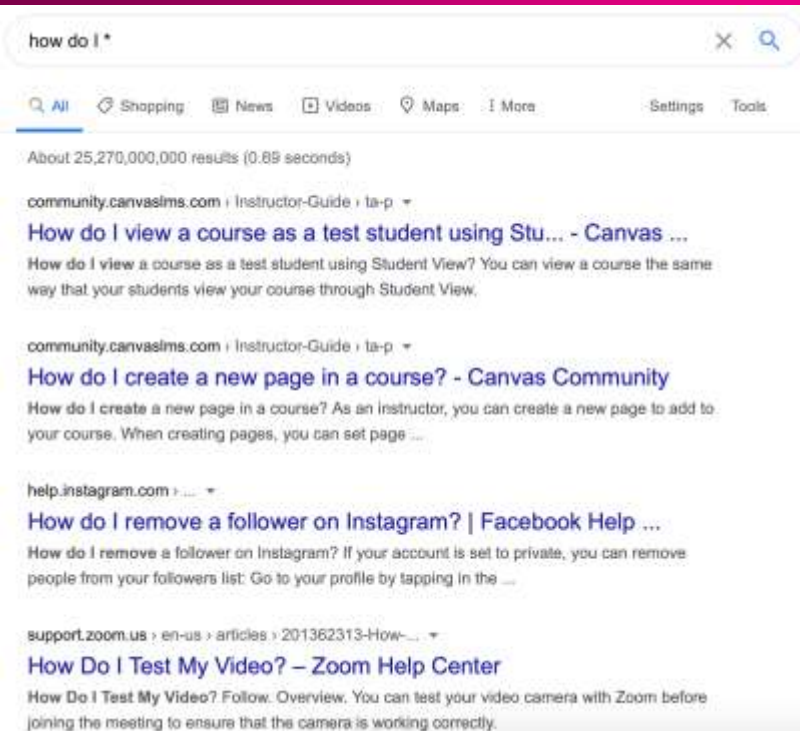
[www.skillsyouneed.com](#) › present › presentation-tips ›
Top Tips for Effective Presentations | SkillsYouNeed
Top Tips for Effective Presentations. See also: Dealing with Presentation ... This is a tip from Guy Kawasaki of Apple. He suggests that slideshows should:

[www.heart.org](#) › healthy-living › healthy-lifestyle › 3-ti... ›
3 Tips to Manage Stress | American Heart Association
3 Tips to Manage Stress. 3 tips to manage stress. We all have stress — at work, at home, and on the road. Sometimes we can feel especially stressed because of ...

[www.chronicle.com](#) › article › 10-Tips-on-How-to-Wri... ›
10 Tips on How to Write Less Badly - The Chronicle of Higher ...
10 Tips on How to Write Less Badly. By Michael C. Munger September 06, 2010. Brian Taylor.
Most academics, including administrators, spend much of our time ...

- ▶ X tips/ideas/things to do/ways to/steps to/best/top

Question/Instruction



how do I *

Search filters: All, Shopping, News, Videos, Maps, More, Settings, Tools

About 25,270,000,000 results (0.89 seconds)

- community.canvaslms.com › Instructor-Guide › ta-p
How do I view a course as a test student using Stu... - Canvas ...
How do I view a course as a test student using Student View? You can view a course the same way that your students view your course through Student View.
- community.canvaslms.com › Instructor-Guide › ta-p
How do I create a new page in a course? - Canvas Community
How do I create a new page in a course? As an instructor, you can create a new page to add to your course. When creating pages, you can set page ...
- help.instagram.com › ...
How do I remove a follower on Instagram? | Facebook Help ...
How do I remove a follower on Instagram? If your account is set to private, you can remove people from your followers list: Go to your profile by tapping In the ...
- support.zoom.us › en-us › articles › 201362313-How-...
How Do I Test My Video? – Zoom Help Center
How Do I Test My Video? Follow. Overview. You can test your video camera with Zoom before joining the meeting to ensure that the camera is working correctly.

- ▶ “How much does it cost to start a barbershop business?”
- ▶ “How do I change the oil in my car?”

2. Subtitles

Why are subtitles important?

Search Engine Optimization (SEO)

This is the process of optimizing your website to "rank" higher in search engine results pages, thereby increasing the amount of organic (or free) traffic your website receives. The channels that benefit from SEO include websites, blogs, and infographics.

There are a number of ways to approach SEO in order to generate qualified traffic to your website. These include:

- **On page SEO:** This type of SEO focuses on all of the content that exists "on the page" when looking at a website. By researching keywords for their search volume and intent (or meaning), you can answer questions for readers and rank higher on the search engine results pages (SERPs) those questions produce.
- **Off page SEO:** This type of SEO focuses on all of the activity that takes place "off the page" when looking to optimize your website. "What activity not on my own website could affect my ranking?" You might ask. The answer is inbound links, also known as backlinks. The number of publishers that link to you, and the relative "authority" of those publishers, affect how highly you rank for the keywords you care about. By networking with other publishers, writing guest posts on these websites (and linking back to your website), and generating external attention, you can earn the backlinks you need to move your website up on all the right SERPs.
- **Technical SEO:** This type of SEO focuses on the backend of your website, and how your pages are coded. Image compression, structured data, and CSS file optimization are all forms of technical SEO that can **increase your website's loading speed** – an important ranking factor in the eyes of search engines like Google.

Content Marketing

This term denotes the creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, and customers. The channels that can play a part in your content marketing strategy include:

- **Blog posts:** Writing and publishing articles on a company blog helps you demonstrate your industry expertise and generates organic search traffic for your business. This ultimately gives you more opportunities to convert website visitors into leads for your sales team.

- ▶ Break up long-form content into easy-to-skim sections
- ▶ Give readers a preview of each section's subject



Why are subtitles important? (Con't)

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- ▶ Add long-tail keywords into your content

Wait...long-tail
keywords?!?

Yes, long-tail keywords!



- ▶ Queries containing 3+ words

🗨 Long-tail keywords have high search intent



- ▶ The more specific the search term, the higher the chance of a reader taking an action
 - ▶ **Donuts** - Just searching
 - ▶ **Chocolate donuts** - I know what I want, just not where to get them
 - ▶ **Chocolate donuts near me** - Ready to purchase

🗨️ Long-tail keywords can boost content visibility

what do appraisers look for in a refinance


About 478,000 results (0.65 seconds)

Ad · www.consumersadvocate.org/refinance_rates/mortgage_refi

Updated Rates For Aug 27, 2020 - Top 10 Mortgage Refinancing

Find Best 5 Refinanced Mortgages In The US For 2020 On Our Site Today! Best Mortgage Refinancing For 2020: Wait To Refinance Until You See Our Rankings! Is Now Time to Refinance? 30 Year Mortgages. FED Just Adjusted Rates. Tap Your Home Equity. Refinance Rates Compared - See our Top Refi Choice - How We Rank Refi Lenders

The appraiser will assess the value of the home and report it to the lender. ... If the requested loan amount is high relative to the value of the home, the homeowner may have to pay private mortgage insurance on the **refinance**. Nov 21, 2019



www.figure.com › [blog](#) › [what-does-an-appraiser-look-...](#)

What does an appraiser look for when you're refinancing?

- ▶ Help your content potentially receive a Featured Snippet

Long tail keywords can boost content visibility (Con't)

People also ask

What does an appraiser look at for a refinance? 

What does an appraiser look for when you're **refinancing**? ... The **appraiser will** assess the value of the home and report it to the lender. If the requested loan amount is high relative to the value of the home, the homeowner may have to pay private mortgage insurance on the **refinance**.

Nov 21, 2019

[www.figure.com](#) › [blog](#) › [what-does-an-appraiser-look-fo...](#)

[What does an appraiser look for when you're refinancing? - Figure](#)

- ▶ Help your content potentially receive a People Also Ask feature

3. Lists

Why use lists?


Our Spa getaway package includes:

- *Two-night accommodation*
- *Two 50-minute spa treatment of your choice*
- *An in-room breakfast for two*
- *Gift basket upon arrival*

- ▶ Draw attention
- ▶ Support scanning
- ▶ Truncate text use

Examples

Recipes

- 1 cup butter, softened 
- 1 cup white sugar
- 1 cup packed brown sugar
- 2 large eggs
- 2 teaspoons vanilla extract
- 1 teaspoon baking soda
- 2 teaspoons hot water
- ½ teaspoon salt
- 3 cups all-purpose flour
- 2 cups semisweet chocolate chips
- 1 cup chopped walnuts

▶ List out ingredients

HOW TO CHANGE TIRES

1. FIND A SAFE LOCATION

As soon as you realize you have a flat tire, do not abruptly brake or turn. Slowly reduce speed and scan your surroundings for a level, straight stretch of road with a wide shoulder. An empty parking lot would be an ideal place. Level ground is good because it will prevent your vehicle from rolling. Also, straight stretches of road are better than curves because oncoming traffic is more likely to see you.

Never attempt to change your tire on a narrow shoulder near oncoming traffic. Keep moving (slowly) until you find a safer spot. While driving on a flat risks ruining your rim, replacing a rim is better than being hit by an inattentive driver.

Make sure to consult your owner's manual and review their specific steps on how to change a flat tire for your vehicle.

2. TURN ON YOUR HAZARD LIGHTS

Your hazard lights or "flashers" will help other drivers see you on the side of the road. To avoid an accident, turn them on as soon as you realize you need to pull over.

3. APPLY THE PARKING BRAKE

Once stopped, always use the parking brake when preparing to replace a flat tire. This will minimize the possibility of your vehicle rolling.

4. APPLY WHEEL WEDGES

Wheel wedges go in front of or behind the tires to further ensure the vehicle doesn't roll while you fix the flat tire. If you're changing a rear tire, place these in front of the front tires. If your flat tire is at the front, put the wheel wedges behind the rear tires.

Bricks or large stones will work just as well as "real" wheel wedges. Just be sure they're large enough to stop the car from rolling.

5. REMOVE THE HUBCAP OR WHEEL COVER

If your vehicle has a hubcap covering the lug nuts, it's easier to remove the hubcap before lifting the vehicle with the jack. If your lug nuts are exposed, you can skip ahead to Step 6.

Use the flat end of your lug wrench to remove the hubcap. This will work for most vehicles, but some hubcaps need a different tool to come off. Consult your owner's manual for proper hubcap or wheel cover removal procedures.

6. LOOSEN THE LUG NUTS

Using the lug wrench, turn the lug nuts counterclockwise until you break their resistance. You may have to use force, and that's ok. Use your foot or all of your body weight if necessary.

Loosen the lug nuts about $\frac{1}{4}$ to $\frac{1}{2}$ of a turn, but don't remove them completely yet. Save that for when it's time to remove your tire/wheel from the vehicle.

7. PLACE THE JACK UNDER THE VEHICLE

- ▶ List out the steps to complete a project

How-tos (Con't)

www.bridgestonetire.com › [tread-and-trend](#) › [drivers-ed](#) ▼

How to Change a Flat Tire | Bridgestone Tires

How to Change Tires · 1. Find a Safe Location · 2. Turn on Your Hazard Lights · 3. Apply the Parking Brake · 4. Apply Wheel Wedges · 5. Remove the Hubcap or ...

- ▶ Metadata includes the steps for easy scanning and increased click-through potential

4. Jump links

Why are jump links important?

How to Get Started in Affiliate Marketing

It's easy to get started in affiliate marketing. It only takes a few simple steps to be up and running. Here's a quick breakdown of the steps to follow:

1. Choose your marketing platform
2. Choose your affiliate network
3. Choose your niche to promote
4. Research affiliate programs that align with your niche
5. Build content around your niche
6. Drive traffic to your new website or blog
7. Generate clicks to your new affiliate partners' websites
8. Convert those clicks into sales and leads
9. GET PAID & REPEAT

- ▶ Provide a quick internal link on a long-form blog post
- ▶ You can add jumps links:
 - ▶ At the beginning of a piece
 - ▶ After the intro

Examples

On-site podcasts and videos

The highlights:

- **(1:37)** The wrong way to forge agency partnerships.
- **(3:19)** How Crunchy Links came to make forging these relationships into a priority.
- **(4:32)** How to vet another agency.
- **(6:22)** Hidden benefits of agency partnerships.
- **(9:54)** Deciding who will tackle what.
- **(12:26)** Diversifying digital marketing.
- **(16:46)** What individual businesses can do to become more diverse.
- **(22:40)** Creating safe workspaces.
- **(26:50)** Jamar's causes.

- ▶ Give time stamps for different topics/information

5. Abstracts



What is an abstract?

STRATEGIES FOR TEACHING RECLUCTANT READERS

2

Abstract

Studies have been conducted on strategies for teaching low-level readers and improving their reading and literacy skills (Smith, 2009; Miller, 2007). However, these studies conclude that additional reading time is the best way to increase a student's reading level. In additional studies focusing on the middle school reading and Language Arts classroom (Harim, 2000; Lossen, 2001), teachers note that encouraging reluctant readers to read more—both in the classroom and outside of the classroom—is a common challenge faced by educators. Therefore, to ascertain strategies for encouraging reluctant readers to read more, thereby increasing their reading levels, we surveyed 200 low-level readers in an urban public-school district to determine what strategies would provide impetus for them to read more and for longer periods. The results of the survey concluded that finding material that connects with the readers' lives is the best strategy teachers can have for encouraging reluctant readers in the classroom. We then provide strategies for middle school teachers in finding reading material that has a greater connection with, and impact on, students' daily lives.

Keywords: literacy, reluctant readers, reading strategies

- ▶ Describes a larger work of deep, scholarly research
- ▶ There are 5 main components



Component #1 - Introduction

Studies have been conducted on strategies for teaching low-level readers and improving their reading and literacy skills (Smith, 2009; Miller, 2007)

- ▶ Gives background on the research topic



Component #2 - Research significance

However, these studies conclude that additional reading time is the best way to increase a student's reading level. In additional studies focusing on the middle school reading and Language Arts classroom (Harim, 2000; Lossen, 2001), teachers note that encouraging reluctant readers to read more-both in the classroom and outside of the classroom-is a common challenge faced by educators.

- ▶ Answers the question: "why conduct the research?"



Component #3 - Methodology

Therefore, to ascertain strategies for encouraging reluctant readers to read more, thereby increasing their reading levels, we surveyed 200 low-level readers in an urban public-school district to determine what strategies would provide impetus for them to read more and for longer periods

- ▶ How was the research conducted?



Component #4 - Results

The results of the survey concluded that finding material that connects with the readers' lives is the best strategy teachers can have for encouraging reluctant readers in the classroom

- ▶ What did the research find?



Component #5 - Conclusion

We then provide strategies for middle school teachers in finding reading material that has a greater connection with, and impact on, students' daily lives.

- ▶ What is the research contributing?

Examples

Enhance your video posts

Mass Effect: Andromeda Is Better With Mods

Alan Torres
6/08/20 1:30PM • Filed to: MASS EFFECT: ANDROMEDA ✓

175 10

A journey across the stars always sounds fun, but even more so when you haven't seen the sun in weeks. Stuck in my small apartment during a global pandemic, I recently became so desperate for an escape that I booted up *Mass Effect: Andromeda*.

The deeply flawed sci-fi role-playing game was received poorly in 2017, and it remains to be frowned upon by many in the gaming community.

But it turns out that just a few mods can go a long way, as you'll see in the video above.

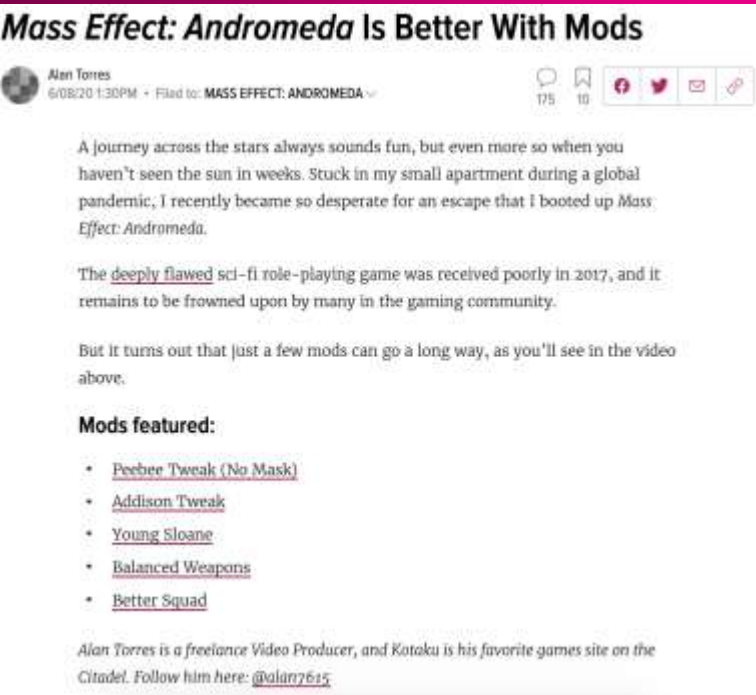
Mods featured:

- [Feeber Tweak \(No Mask\)](#)
- [Addison Tweak](#)
- [Young Sloane](#)
- [Balanced Weapons](#)
- [Better Squad](#)

Alan Torres is a freelance Video Producer, and Kotaku is his favorite games site on the Citadel. Follow him here: [@alan7615](#)

- ▶ Intro
 - ▶ “A journey across the stars always sounds fun, but even more so when you haven’t seen the sun in weeks”

🗨️ Enhance your video posts (Con't)



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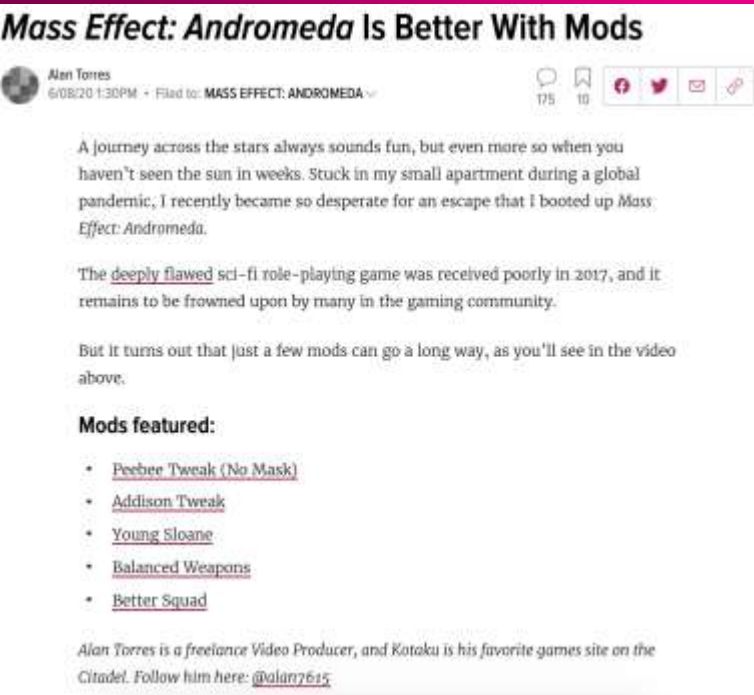
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▶ Significance

- ▶ Boredom - “Stuck in my small apartment during a global pandemic, I recently became so desperate for an escape that I booted up *Mass Effect: Andromeda*”

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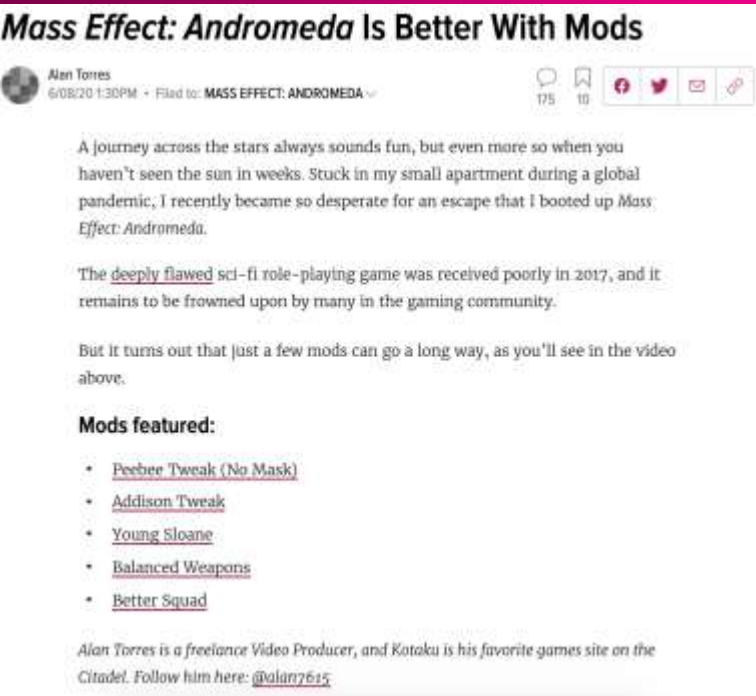
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- ▶ Methodology
 - ▶ The videographer used mods on the game to see if it increased their enjoyment because it was “...poorly received...” and remains [frowned upon]...”

🗨 Enhance your video posts (Con't)



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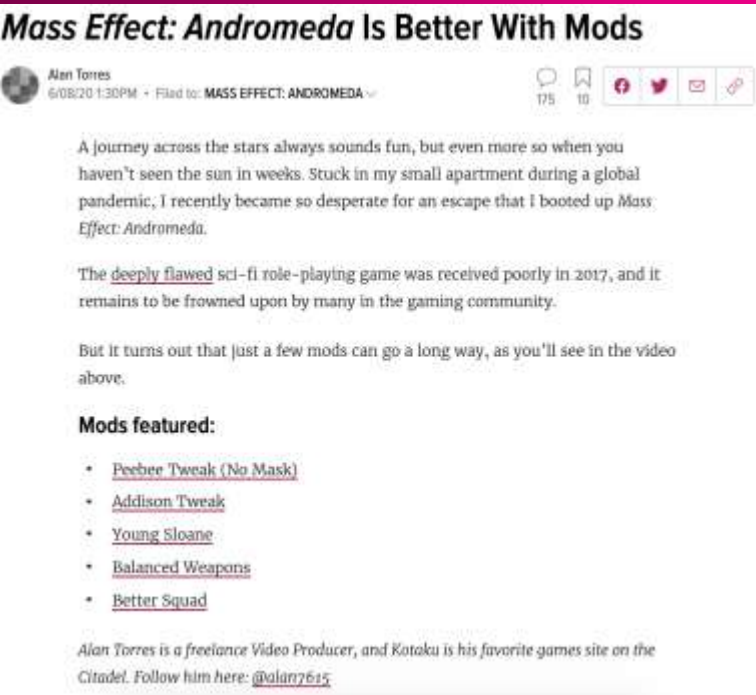
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- ▶ Results
 - ▶ The mods increased enjoyment: “...just a few mods go a long way...”

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- ▶ Conclusion
 - ▶ Links are provided to the mods shown in the video

Recap

What did we talk about today?

Importance

- ▶ Scannable content is a treasure map that helps readers quickly find key information in a large piece

Ingredients

- ▶ Titles
- ▶ Subtitles
- ▶ Lists
- ▶ Jump links
- ▶ Abstracts

SEO Help

- ▶ Add long-tail keywords to content
- ▶ Enhance your metadata

Thanks!

ANY QUESTIONS?

You can find me at:

Twitter - @JamRam33