

January | 2024



## What's New For Content in 2024

If you have ever delved into the basics of marketing, you may have heard the phrase "content is king."

That is something that most likely won't be changing as we enter into this new year.

Are you unsure of where to start when it comes to content? Read on to learn what's in store for the year.

## Looking to expand your content this year?

### Here's The Buzz Around the Web:

- **Long form content** brings an image of trust and authority.
- **Give short form videos a try!**
- **Expand your audience** by being present in many different places around the web!
- **Get your content ready for voice search.**

- **Personalize your content for your audience.** Find your niche if you haven't already!
- **Always remember quality over quantity.**
- **Utilize SEO** in all content, as well as have a solid SEO strategy.
- **While AI may be tempting, human created content is best** right now, as AI may be punished on some platforms.

**See something we can help you with?**  
[Check out our website for more information!](#)

**Need help getting your content ready for Voice Search?**

Contact Us

**In Need of Web Development?**

Contact Us Today!

**In Case You Missed It!**



**Boosted Post or Meta Ad: Which is Better for**



**What Content Marketing**

## You?

When it comes to advertising, there are many options to choose from. Don't let it confuse you! In this blog, we break down the difference between a formal Meta Ad, and what you would see as a boosted post on Facebook.

[Read More](#)



## Everything You Need to Know About Facebook's Name Change to Meta

In October 2021, Facebook made the decision to change their name to Meta. This decision came into effect on June 9, 2022. This was brought about due to several reasons, but the biggest reason is that

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## Looks Like in 2023

It is no small secret that content marketing can be very advantageous to businesses. From blogs to videos to social media, producing content can help you gain, and keep, a loyal audience.

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## Why Is No One Reading My Blog? 10 Tips to Get Your Blog Views

If Google's updates this year have told us anything, it's that content is key to a good SEO strategy, and SEO is needed for good content. But not just any content will pass the test of Google rankings.

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