



5 Content Marketing Trends in 2017

Check out the top content marketing trends to look for in 2017:

1



Focus On Content Quality

Google bots always appreciate high quality content, which is informative and useful for the readers.

Instead of simply stuffing keywords, focus on creating content that holds value for the readers.

2

Get Creative With Format



Visual content captures instant attention as compared to text based articles. Include images, GIFs, memes, videos etc. to give a boost to your content marketing efforts.

Features like Facebook Live and YouTube Live will also stir up conversions for businesses.

3



Maximize Engagement With Infographics

Statistics reveal that infographics generate maximum user engagement. Complex information and data presented in an interactive format is more easily understood by the users.

Create infographics with catchy titles and sub-headings as well as an appealing design. If crafted well, it can really make your content go viral.

4

Mobile Compatibility

Increase in mobile usage has dramatically impacted the content marketing arena. It's now not just about unique content, but to deliver a seamless experience for mobile devices.

Your content should be easy to read on small screen devices, allowing users to scroll through the page. The call to actions should also be strategically placed on the web page.



5

Social Media Promotions



Social media remains a key part of the content marketing strategy. Promoting content through Facebook, Twitter, Google Plus, Pinterest etc. will increase brand awareness.

Google AMP Pages and Facebook Instant Articles will further provide a valuable way to expand your content's reach to mobile users.

Centex Technologies is a leading IT company providing complete SEO solutions to business firms. The team works towards improving website's search engine rankings and attracting targeted traffic towards it. The company also provides web design and development services to clients.



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