BOTTLE

The Ultimate Irresistible Reason To Link

an introduction to 10x content

What is 10x Content?

(often referred to simply as *"10x"*)

" 10x content is content that is 10 times better than the highest ranking result for any given keyword(s). "

Rand Fishkin

But is '10 times better than the next best thing', a realistic goal?

Rand Fishkin even admits that 10x won't be successful every time.

So how do <u>we</u> define 10x ?

- Content that makes the current 'leader' seem to have less worth than it previously did.

- Content that when put side-by-side, provides; clearer, better, more interesting, better designed content than is currently out there.

- We want to create Kick-ass, First Class, Competitor Busting Content

It's a content-led campaign with **findability** at it's heart.

The goal is to specifically improve rank within Google for a given keyword/s and to improve organic traffic.

= making you more **findable** on an identified subject.

It's a piece of content that is hosted **on your website**...

that typically has **multiple storytelling moments** leading back to it.

It's the ultimate ultimate irresistible reason to link

What are we aiming for?

You don't have to tick all these boxes (but it helps)

- ○ Great UI and UX on any device.

- A combination of some of the following: ○ high quality, ○ trustworthy, ○ useful, ○ interesting, ○ remarkable.

- Considerably ○ different in scope and ○ different in detail from other works that are serving the same visitor/user intent.

- Create an emotional response. ○ Awe, ○ admiration, ○ joy, ○ surprise or ○ shock.

- Solve a problem or answer a question by providing ○ comprehensive, ○ accurate, ○ exceptional information or resources.

- A ○ unique, ○ remarkable, typically ○ unexpectedly pleasurable style or medium.

There are 3 ways to do this...

1.

Format our existing content differently to begin competing for keyword space.

2.

Answer the question/s that are currently unanswered, that we know our audience is looking for

3.

Take what a competitor is doing and create something so much better that we steal a larger share of search

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Basically we should be asking ourselves...

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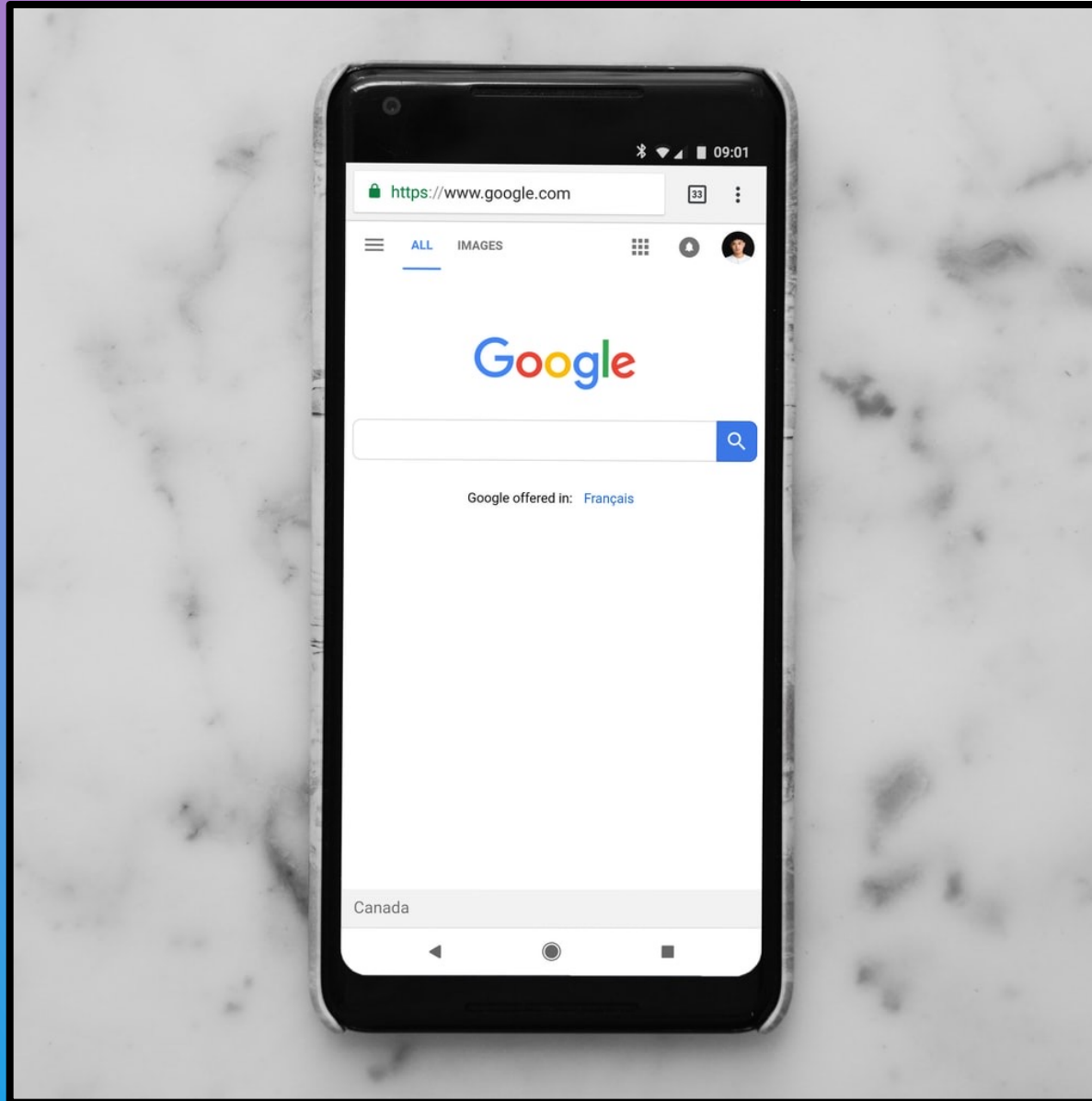**What is useful for our audience?**

2.

Answer the question/s that are currently unanswered, that we know our audience is looking for

Who is currently answering that question?

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Can we answer that question better?

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Can we answer that question better?

Then make sure it's easy to find

Summary

Steps to competitor-busting content

1.   **Identify a specific audience need.**

2.   **See what else is already out there.**

3.   **Take a fresh approach. Think 'uniqueness'.**

4.   **Show our expertise.**

5.   **Design exceptional creative content.**

6.   **Publish and make it easy to find.**
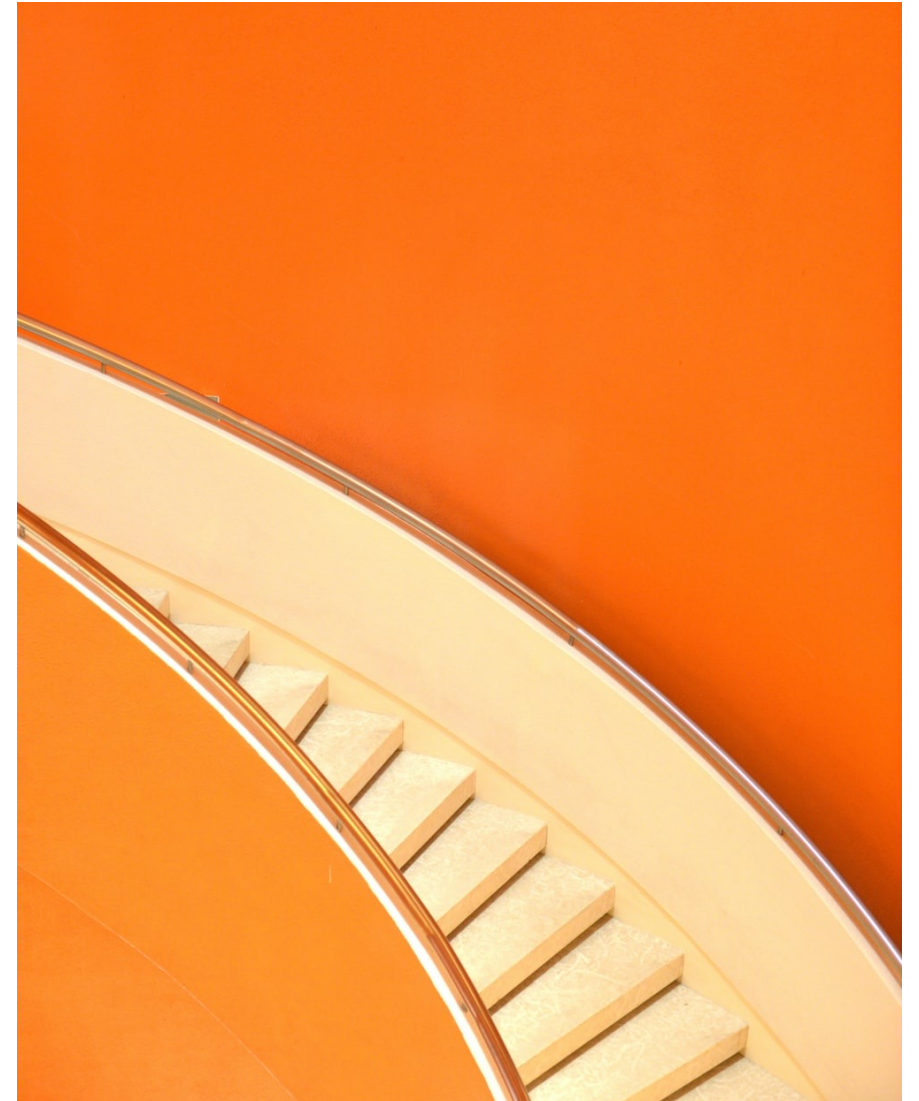
What does 10x look like?

9 styles with examples

Types of 10x content fit into these 9 categories:

1. Ranked lists + Top 10's
2. Gamify it
3. Plot the data
4. Calendar / Timeline
5. Infographic
6. Map it
7. Make a video
8. Calculator
9. Whitepaper

Ranked lists + Top 100's

Which Remasters Do People Want To See Next?

The most in demand video game remasters.

The Global Cost Of Gaming

Global cost of consoles ranked. How accessible are the biggest brands?

The Hot 100

US record chart that ranks music based on sales, radio plays and streaming.

Less complex + usually cheaper | **More complex + more budget req.**

Crep Check

The most valuable shoes currently on the market.

Profanity On Film

Have you ever wondered which films are filled with the most expletives?
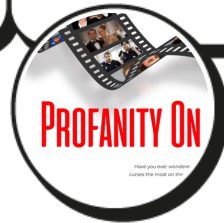
Cuisine Hotspots

Trawled through TripAdvisor to find out which cities contain the greatest proportion of highly rated restaurants for specific cuisines.

Gamify it

Pretty simple + usually cheaper + could possibly be created in house

More complex + more expensive to create + definitely requires external help
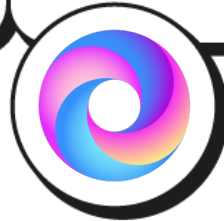
Can You Spot It?

How fast can you spot the hidden objects? Take the quiz and find out!

Colour Is In The Eye Of The Beholder

Research suggests that our gender, age and language can affect how we distinguish between colours and shades. Take our test to find out how well you perceive colour and compare your results to the UK public.
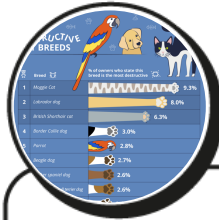
How Music Is Remembered

This is an experiment to identify generational gaps in music. A song plays and you answer whether you've heard the song or not. The results tell you your overall gaps or breadth of knowledge.

Plot the data in a graph

The Pet Breeds Causing Havoc To Households

Top ten destructive pet breeds & most damaged household items.
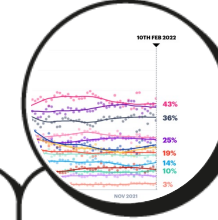
Insta Wealth

The top Instagrammers have made a career out of 'influencing'... but who makes the most?

How Many Artists Overshadow Their Band After Going Solo?

Not everyone saw Beyoncé coming.

Britain's Mood Measured Weekly

Real time evolving graphs based on the real time survey results.

Static graphics. Produced in house ——————————— **Reactive & animated. Complex build**

Revealed: Britain's Most Loved Peaks

The UK's most Instagrammable peaks.

Insect Invaders

Discover where and when in the UK your home is most likely to be invaded by creepy-crawlies.

E-Sports Champions

Discover just how much gamers earn, where they're from and more.
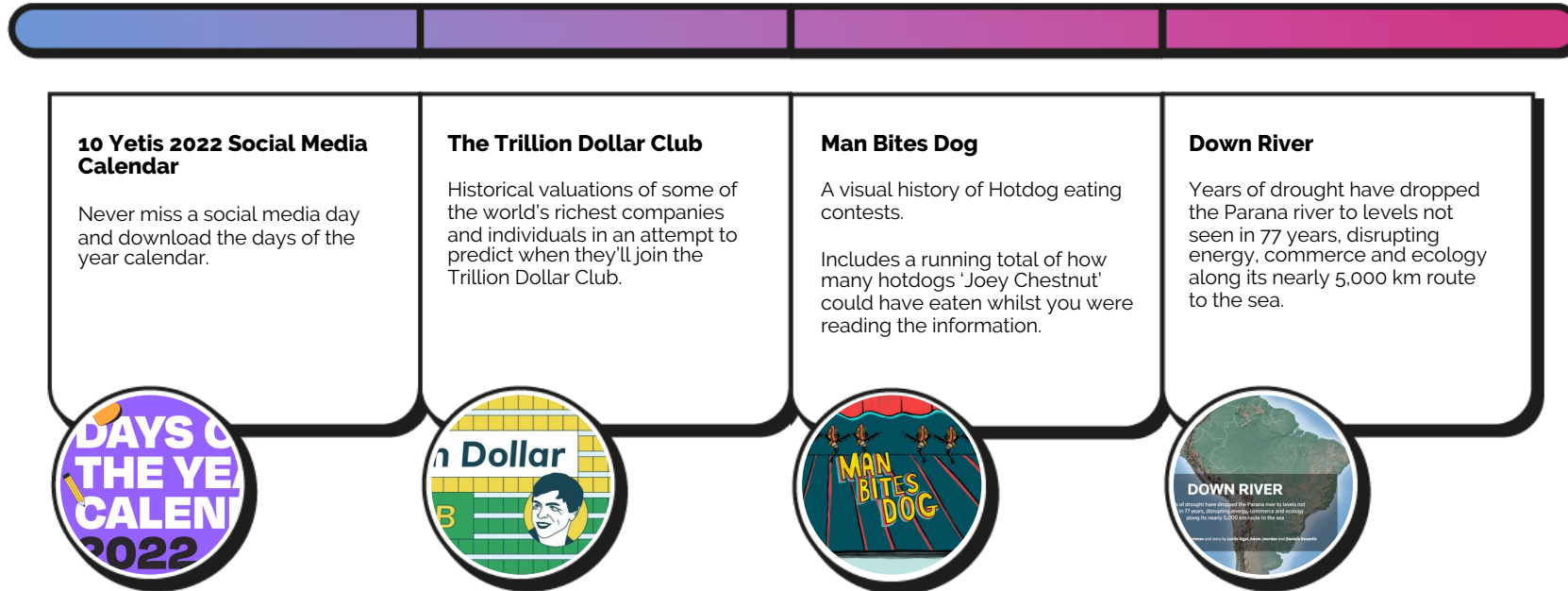
The Naked Truth

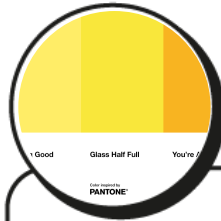How the names of 6,816 complexion products can reveal bias in beauty.

Create a calendar/timeline

Pretty simple + created in house

More complex + more expensive to create + definitely requires external help

10 Yetis 2022 Social Media Calendar

Never miss a social media day and download the days of the year calendar.

The Trillion Dollar Club

Historical valuations of some of the world's richest companies and individuals in an attempt to predict when they'll join the Trillion Dollar Club.

Man Bites Dog

A visual history of Hotdog eating contests.

Includes a running total of how many hotdogs 'Joey Chestnut' could have eaten whilst you were reading the information.

Down River

Years of drought have dropped the Parana river to levels not seen in 77 years, disrupting energy, commerce and ecology along its nearly 5,000 km route to the sea.

Infographics

Hydration At-A-Glance Colour Scale

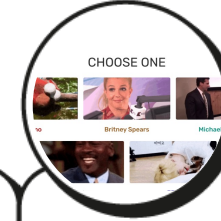Thirst isn't the only indicator of not being properly hydrated.

How Much Of Your TIs Screen Time?

What percentage of our lives we spend looking at screens and the effects it has on our wellbeing.

Which Fashion Brands Are The Most Resold Around The World?

Let's talk about the emotional range of celebs in GIFs.

Simple graphics. Quick to create — **More data, and harder to create**

The top 10 Netflix Series Most Likely To Result In 'Chill'

The top Netflix series to reveal the optimum shows for Netflix & Chill.

The Global Cost Of Connectivity

How much does it cost to use the internet? Where in the world costs you the most and least to access the internet.

Iconic TV Moments We Miss The Most

From Game of Thrones to Glee, which shows do fans miss the most?

The Best Cities For Dog Lovers In The World

Do you get your daily vitamin D(og)?

Map it / Location-centric

The World's Most Desired Motors.

The most desired car brands around the world using Google search data.
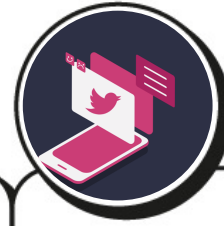
24 Hour London

From dawn till dusk, and beyond, London bursts with life. Explore the city skyline in detail with this immersive, high definition picture.

Clear Night Sky

We compiled skyline photos across 27 locations and reimagined them to reveal what the skies could look like if they were free from light pollution.

National Stress

Analysed over 5 million tweets across the UK and US to find out where people are most likely to tweet with words relating to stress, frustration and anxiety.

Your Geographic Music Bubble

A scrolling interactive map that documents music 'multi-' and 'mono-' cultures.

Simple static graphics. | | | | **Detailed and interactive.**

The World's Healthiest Places To Live

Based on life expectancy, the cost to be healthy, air pollution, obesity rates, safety and sunlight hours.
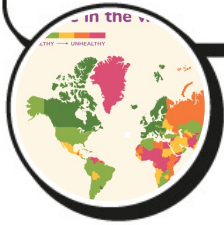
Cities That Never Sleep

After analysing more than half a million reviews on 'external noise' for hotels, we've discovered which cities are the loudest and quietest.
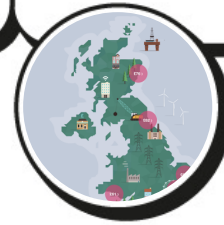
On Location

Ever wondered what the most filmed location on earth is? Using data from IMDb, we've uncovered the answer.

UK Business Clusters Map

Use the map to see which industry cluster is thriving in your area.

Music Mapped

To reveal the most sung about places in the world they've analysed the lyrics of top-charting singles since the 1960s.

Make it a video

Simple edits. Cheap to create. Probably uses stock footage.

Complex edits, transitions and animations. Probably uses storyboarded videography/animation

Top 5 Dog Friendly Staycations In The UK

Historical valuations of some of the world's richest companies and individuals in an attempt to predict when they'll join the Trillion Dollar Club.

Welcome To Cloud Zoo

Every day, the activities of hundreds of zoo and aquarium animals are live streamed online. Throughout the day we generate short clips from each of these cameras and collect them right here in our digital zoo.

The Hidden Risks Of Sesame Allergies

A 16 Bit animations that talks through an individuals experience of the food industry when viewed through the lens of food labelling and allergies.
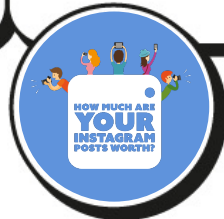
Calculator

The JBH PR Percentage Calculator.

Do you want to present your percentages in a more poignant way? Simply use the slider or start typing to find your percentage, and the calculator will show you a variety of different ways to express that percentage.
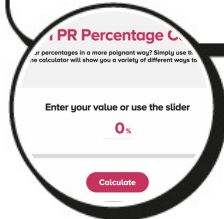
How Much Are Your Instagram Posts Worth?

Do you want to present your percentages in a more poignant way? Simply use the slider or start typing to find your percentage, and the calculator will show you a variety of different ways to express that percentage.
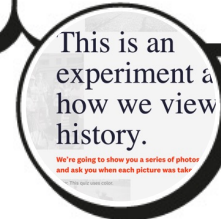
STI Calculator.

How risky is getting frisky?

Use the calculator to see a breakdown of the risk of STI in your area by selecting a location

This Is An Experiment About How We View History.

We're shown a series of photos from the U.S. and asked when each picture was taken. It's part of an experiment that measures what impact colour has on when we believe the picture was taken.

How Bad Is Your Streaming Music?

Their 'sophisticated AI' judges your awful taste in music. Allow it access to your Spotify and it systematically insults your choices based on your habits and responses.

Whitepaper

Less research involved . Research is more likely to be 'desk research'. Less content. Less design time

Lots of research undertaken or commissioned. Probably a longer and more detailed report. Increased design time

The Top 10 Graphic Design Trends.

…Shaping social media in 2022. Examples of graphic styles aggregated into a simple but timely and relevant report.

8 Steps to Electrifying Your Fleet.

Well researched and though guide aimed at providing fleet managers with the information they're looking for.

The Business Of Instagram.

A how-to-guide for Instagram designed to help you 'achieve your business goals and drive your brand forward'

Hosted and published with Adobe so that it retains animated design elements.

Best practise

for graphics

Create a header that can sit at the top of the page

Consider what size text might be viewed at. Keep things visible because people aren't zooming in on webpages.

Consider breaking lots of data into individual graphics. I'll be easier for sites to justify hosting it if they can pick and choose the information or to annotate the information in their TOV to avoid graphic-fatigue.