

THE MARCUS SHERIDAN

BIG FIVE

What do YOU type into Google when you're looking for information?

Odds are, if you're like most people, you type in a question such as
"How much does (insert product/service here) cost?"
or "What/who is the best (fill in the blank)?"

The top **BIG FIVE** topics for getting leads are:

COST/PRICE

e.g. How much does a <product / service> cost?

PROBLEMS

e.g. Top 5 <product / service> problems and solutions

COMPARISONS

e.g. <product / service> versus <product / service: Which is better?

REVIEWS

e.g. A Review of <product / service>

"BEST OF" OR "TOP #"

e.g. Who are the best <product / service> providers in <location>?

No matter what kind of content you write, you should ask yourself a few hard questions:

Is this content helpful?

Will people want to read it?

Is this content fair and balanced, or is it biased?

Does this content answer my customers' needs?