

Charlo Barbosa Exposes Long-Form Content Branding Benefits

Written by Australian Business

VANCOUVER, BC, September 28, 2013 **/24-7PressRelease/** -- Charlo Barbosa, founder and CEO of AdManage and Web advertising expert, believes that content is an important factor when it comes to a brand's online success. Most companies are aware that online campaigns hinge on exposure through advertising and in-house content creation. According to a recent article on Search Engine Watch however, many of these companies are missing out on the actual mission and purpose of content.

"When you're writing up content, whether it's a promo piece, press release, [article](#), blog, or social media post, you need to make sure that it is long-lasting and timely," Web entrepreneur Charlo Barbosa says. "Evergreen content, otherwise known as exactly what you want to create, does just this."

The article asserts that between Google's recent search engine algorithm updates and the flood of online content out there, new-age content needs to perform various functions in order to hit the high mark on search engine result pages (SERPs). Recently, Google introduced a new search tag that highlights in-depth articles. To earn a place in the in-depth arena, pieces need to follow a specific set of guidelines. These include utilizing Google Authorship, having well-formatted pagination, offering unrestricted content, and other article markup optimization techniques.

In essence, in-depth articles have the ability to last longer on SERPs and rank higher. But even with an adequately written, long form piece that utilizes in-depth markups, the entire system hinges on generating user-friendly, informative, and entertaining content. According to the piece on Search Engine Watch, in-depth articles (for Google) are at least 2,000 words. While this may seem a bit much for the everyday blogger, the reward is potentially high.

Quality content, as most online brand managers and marketers know, has increased shareability on social media platforms and actually entices readership. One important difference between subpar and meaningful content is whether or not an article is promotionally driven or genuinely informative. "Brands still need to promote themselves in their content," Charlo Barbosa says. "However, doing so takes good articles and minimalized keywords in order for readers to invest in wading through a hefty article."

Businesses are not expected to produce in-depth long-form pieces every day. Traditional content marketing through short blogs and posts still applies, but publishing an evergreen piece has lasting effects. According to the article, this style of content is timely and has the capability of lasting at least two years -- a long amount of time on the Internet. By utilizing top shelf keywords and emerging industry trends, companies can form their evergreen pieces around

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one goal: Sharing ideas with an audience. With research, proper targeting, link-building with social media, and solid formatting, these pieces have the ability to last much longer than weekly posts.

According to the article, readers are often most interested in content that revolves around industry history, FAQs, guides for product users, top lists, and lasting product comparisons. With all of these tools in the toolbox, Charlo Barbosa expects to see evergreen content pick up on search results.

ABOUT:

AdManage founder and CEO Charlo Barbosa helps companies optimize online ad campaigns. Through advanced analytical programs and experienced marketing, any brand has the ability to increase its online exposure. Barbosa's company strives to keep up with emerging trends like evergreen content creation.