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SEASONAL V/S EVERGREEN CONTENT

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Content lies at the heart of SEO and online marketing strategy. With so many different types of content, it's hard to know what exactly works best.

ONE OF THE MOST IMPORTANT DISTINCTIONS IN CONTENT IS THE DIFFERENCE BETWEEN “EVERGREEN” AND “SEASONAL” CONTENT. WHICH IS THE BEST APPROACH?.



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**GOOGLE ONLY LOVES YOU
WHEN EVERYONE
ELSE LOVES YOU FIRST**

- WENDY PIERCEALL



Evergreen content is content that lasts, theoretically, forever. It isn't affected by seasonal changes, and doesn't rely on news or events that expire in relevance. It is a communication tool that can be used as demonstrations.



Seasonal content, by contrast, is content that isn't relevant 100 percent of the time, or otherwise content that isn't relevant for the foreseeable future.

The Case Of Evergreen Content

Baking a
cake



Cricket scores



Digital Marketing
Tips



The Salient Features Of Evergreen Content



Evergreen content is superior in terms of per piece value. It can earn the same amount of money every week, every month, every year for the foreseeable future.

Evergreen content never expires. It is relevant for a long time and thus you do not have to worry about updating or rewriting such a content again and again.

Evergreen content is less demanding to produce. Since the information is always available, you don't have to rush to be the first brand to publish the content.

The Case Of Seasonal Content

Baking a
Christmas
cake



World Cup
Cricket scores



Digital Marketing
Tips in 2019



The Salient Features Of Seasonal Content



Seasonal content is more specific, and much less competitive. It gives you more opportunities to explore various unique topics and original angles.

News and fads get more attention. Publishing content on trending topics will generally appeal to an audience more than publishing a topic they've already seen.

Seasonal content shows present relevance. Publishing such content proves that your company is living “in the moment” and paying attention to customer needs.

CONCLUSION: HYBRID APPROACH

- It's restrictive to opt for only one type of content. Why not opt for a hybrid model: one that takes advantage of both types of content for a mutually beneficial goal.
- You could dedicate 75 percent of your strategy to evergreen content, while reserving the other 25 for seasonally rotating content, and material that draws on news and trends.
- Measure the performance of evergreen and seasonal pieces you've written in the past, survey your audience, and create an editorial calendar that incorporates both kinds of content to support your strategy.



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THANK YOU!