

Content Marketing

Marketing

Earning attention with something useful rather than buying it.

What separates content that works.

Works

Solves a real problem on its own

Specific enough to be genuinely useful

Findable — matches how people search

Updated as things change

Has a natural next step

Fails

Restates the sales pitch at length

Generic advice available everywhere

Published then abandoned

Written for the algorithm, not a reader

No connection to what you sell

The test: would this be worth reading if you did not sell anything? If not, it will not earn attention or links.