

How To Build A Media Property with Stephen Esketzis - Part 1

By: Ilana Wechsler

Building Your Asset

- Key is to find your niche, then you start planning kind of your content and start building that, you know, that base around driving traffic, getting traffic to web site, and then obviously monetizing the thing that you can do.

Steps In Building Your Media Property – Find Your Niche

- Finding a space where there's traffic, finding a space, the buyer intent and fine industry where you can really build a brand around and become an authority.

Steps In Building Your Media Property – Pick Your Traffic

Source

- Have a high SEO perspective on that simply because it lends its authority to when you publish content, and you've got a strong authority website, it allows you to guard the rankings much quicker.

Deciding On The Traffic Sources

- If you can find what's working on leverage that and then that's the easiest way to succeed I think so I think basically using tools like similarweb.com using tools like adbeat.com using you know, now Facebook even allows you to show your ads directly from pages.

Process In Publishing Content

- If you want to just gain that traction, early on, they just published straightaway, to start indexing on Google, because they are brand new, but if you're already starting, you've got, you know, say, 30-40, 50-60 posts already on the website, then you can start scheduling out, you know, once a day, or, you know, twice a week, or whatever it might be, because Google, I think, like seeing articles come out again, and again.

Coming Up With Content Ideas

- Go through that process of, you know, keyword research, finding broad keywords, the narrowing it down to a second level is like a tier two longtail level and then once we've narrowed it down, we then look at the volume of each of those searches.