# Headline: How To Create High Quality Content At Scale

**Business Purpose:**

Improve Intertwine Marketing’s brand position as a helpful resource to the online community.

**Instructions:**

N/A

**Reference Sites:**

* <http://davidamerland.com/seo-tips/936-how-google-will-know-if-you-re-lying.html>
* <http://www.amazon.com/Google-Semantic-Search-Optimization-Techniques/dp/0789751348>

**Creating Quality Content is Difficult and Time Consuming.**

* <http://boostblogtraffic.com/author/jon/>
* <http://www.youtube.com/watch?v=xc79op1CvA4&list=SPQRz4d4OI3vaSbarDbnQkZMFGNkDLuwlu&index=3>
* <http://www.emarketer.com/Article/Automation-Integration-of-Inbound-Marketing-Still-Limited/1010305>

**Ways To Make Content Creation Easier and Faster**

* Create a table of contents
  + http://semanticweb.com/39447\_b39447
* Leverage an expert
  + <http://www.forbes.com/sites/ericenge/2014/01/07/be-an-expert-or-go-home/>
* Outsource Copy
  + <http://www.copyblogger.com/i-hate-writing/>
  + <http://www.copyblogger.com/content-shock/>

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