



April 5, 2023

Bolder Link Content, Optimizing YouTube Channel Data, and No! to Talk About Content Fatigue

Hello Ruth Ann,

Hello there!

I still have more to report from WordCamp Phoenix, where even the techy presentations had some content food. Go ahead and "consume" the first article for this week's newsletter.

Speaking of content consumption, Content Marketing Institute's VP emailed some good news: there isn't content fatigue, at least in the B2B world. More details and a link to the report are below.

I have a YouTube channel that I've neglected, but there's no reason for anyone to overlook advice from *Search Engine Journal* VP contributor Jessica Foster on how to optimize YouTube content.

After all, my latest videos include [clips of a 2022 holiday concert](#) that feature this year's Emmy-winning jazz singer Samara Joy with the excellent Dianne Reeves performing right here in Arizona!

Ruth Ann Monti

Writing Tips

Be on the lookout for vague content often used in links, advised web accessibility advocate Amber Hinds at a recent [Phoenix WordCamp](#).

Hinds, whose company [Equalize Digital](#) creates accessible websites, singled out links to "Read More" or "Add to Cart" as particularly ambiguous language.

Why not expand and specify what a link leads to? It certainly improves navigation for people using screen readers.

[LEARN MORE](#)

Learn more - about how to create unambiguous content!

It's also an opportunity to sneak in a keyword.

Finally, longer links are more visible to smartphone users squinting at the small screen.

SEO/Content News

Don't forget to optimize the written content that accompanies your YouTube channel, [Jessica Foster](#) writes in [Search Engine Journal](#).



In a detailed how-to article on creating a YouTube account, Foster offers lots of useful tips on finding and using keywords to include in channel and video titles, descriptions, links, and handles.

[My Content Services](#)

Content Fatigue? Nah.

"There can never be too much content," Kim Moutsos, VP of editorial for Content Marketing Institute, wrote in a recent email. Writers everywhere breathed a sigh of relief.

More good news comes from a new [Netline](#) study on this very topic.

- B2B content consumption increased by almost 19%
- More consumers downloaded guides, cheat sheets, and white papers
- People who register for webinars are 43% more likely to purchase within six months.

Netline's study is available [free with registration](#).

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