

How to Customize Advisor I/O Content

Easy and quick ways to get to **50/50** original content.

When it comes to Google standards, the research has shown that **a 50/50 ratio of unique and duplicate words is necessary for a page to be determined unique.**

Regardless of how many words are used, the ratio appears to be the deciding factor.

For example: a page with 100 unique words and 100 duplicate words is considered unique, whereas a piece with 400 unique words and 800 duplicate words is not.

Why does this matter?

While having more content on your site helps SEO, having more original content on your site is even better. So, customizing Advisor I/O pieces and making them your own can fuel your domain authority far beyond simply posting the content as-is.

Steps to **Customize** Your Content



Step 1: Change the Title

You can write a new title, change a few words in the existing one, or add in demographic or geographic specifics. The key is to ensure the title is unique to your audience and their needs.



Step 2: Customize the Opening Paragraph

We write our intros to engage the reader right off, by including an attention-grabbing stat or posing a question or outlining a new idea or a problem.

You can make this personal by saying something like, "I came across a stat the other day that brought me up short and made me think about XXX situation my XXX (doctor, lawyer, retired, etc.) clients face."

As you'll see it's always about adding an extra layer of value when you're customizing pieces—think about your audience, their needs.



Step 3: Read the Piece Over and Add Your Voice

Our pieces are written to be applicable across a broad range of practices—but in your practice you'll obviously do things differently. Add those specifics in!



Pro Tip:

Make it personal by adding a story about your experience and a client situation you've seen. These don't have to be real clients—they can be composites, or personal stories about your life.