Creating Geospatial Content that Makes Money

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Agenda

- Types of Online Content (10 minutes)
    - Articles/Blogs
    - Podcasts
    - Video
- How to Create Quality Content (20 minutes)
    - What is 'good' content?
    - How do I know which topics to focus on?
    - How do I create quality content?
- How to Share and Monetize Content (15 minutes)
- Special Opportunities!
- Question and Answer (15 minutes)

Q&A Instructions

- Type questions into the chat as you have them
- We'll try to monitor the chat and answer relevant questions as they come up
- If we don't get to your question right away we'll try to get to it during the dedicated Q&A session at the end

- Please mute your microphones to limit distractions

Written Content: Articles and Blogs

- Written content published in print or on the web
  - Includes, blog posts, articles, tutorials, written courses, email lists
- Most often delivered on web pages
- All you need to get started is a computer and geospatial knowledge
- You write about news, jobs, technology, tutorials, etc.
- Easy to start - you can start your own website or write for an existing publication
- To make a full-time income you need to produce a lot of articles or have patience to wait several months for a website to grow

Audio Content: Podcasts

- Audio content published on as
  - Includes, blog posts, articles, tutorials, written courses, email lists
- Delivered via open RSS feeds, as "still videos" or within a platform link substack (walled garden)
- All you need to get started is a computer, phone and and a microphone
- Can be interviews, talk shows, panel discussions or solo episodes
- To make a full-time income you need a massive audience or a very niche audience

Video Content: YouTube and Online Courses

- Publish on video sharing/streaming platforms like YouTube and Vimeo
- Online course marketplaces like Udemy and Skillshare
  - There's a special opportunity for you at the end of this webinar!
- You'll need screen recording software (OBS Studio is free) and some geospatial knowledge
- Free to get started, no website setup required
- Reliant on other platforms to set prices

How do I create quality content?

What makes geospatial content 'good' or 'bad'?

Type an answer into the chat, or unmute your microphone and tell us what you think!

Components of 'good' written content

- Correct
- Topical, timely, and useful
- Easy to understand
  - Well-written
  - Well-organized
  - Well-presented
- Visual aids
  - Photos
  - Infographics
  - Video
- Good spelling and grammar
- Search volume

Components of 'good' audio content

- Correct?
- Understanding who it is for, what is it for
- Has a storyline (context) why, how, what, where, who …
- Great audio!
- Editing!
- Links to other relevant episodes

Components of 'good' video content

- Easy to understand
  - Clear audio (volume and clarity)
  - Good speed and clear speech
  - Clear video (sharpness and scale)
- Well-organized
  - Logical flow
  - Detailed descriptions

How do I know which topics to create content for?

- Content isn't very useful if no one is searching for it
- Which geospatial videos are getting views on YouTube?
- What are the latest geospatial trends?
- Which important topics are not well covered by other websites? Can you do better?
- Which tutorials could be updated or improved?
- What do people pay attention to on social media?
- Who is being under served?
- What questions do you have that you can't find answers too?

Tips to Create Quality Content

- Don't replicate existing content, make something new or something better
- Include visual aids (for written content) or animations (for video content)
- Cover topics thoroughly and use realistic examples
- Clear audio and video
- Organize content logically and clearly
  - Have a plan
  - Use headings/subheading for written content
- Learn by doing!
- Look at successful content creators and reverse engineer

Dissemination and Monetization

Written Content Dissemination

Start your own website
- Pros
  - You're in control!
  - Write about what you want
- Cons
  - Website startup costs and knowledge
  - Getting visitors to your website

Written Content Dissemination

Write for an existing publication or blog
- Pros
  - Little to no website knowledge required
  - Focus on creating good content
  - Low risk
  - Immediate returns
- Cons
  - Content owned and controlled by publication
  - Relatively low payout

Written Content Monetization

Advertising
- Easy and passive
- Generally pay agency to serve ads
- Can create website clutter

Subscription - others pay to access your content
- Write what you want, keep your website clean
- Requires customer/subscriber base and marketing

Affiliate marketing - get a commission when products sell
- Easy and passive
- Subject to merchant commission rates
- Can be difficult to find relevant geospatial products

Lead generation

Podcasts

Hosts - Free and Paid

Podcasting is more of a relationship building tool than it is a audience growth tool

Pros:
- You own everything
- Easy to start
- There are very few podcasts ;)
- Complete control

Cons:
- You own everything
- Discoverability - its very, very difficult to grow a podcast!
- Its hard to make money!

Video Content - Public Platforms

YouTube, Vimeo, etc. You receive ad revenue when visitors watch your videos

Pros:
- Ready audience
- Creator tools
- Easy to start

Cons:
- No control over terms of use and community guidelines
- Views subject to algorithm
- Earnings percentage set by parent company

Online Learning Platforms

Udemy, Teachable, Skillshare, etc. You receive revenue when students purchase your course

Pros:
- Ready audience
- Creator tools
- Easy to start

Cons:
- Poor quality control (anyone can make a course on a topic)
- Low payouts to course creators (they set course prices)
- Marketing brings more customers to parent company

Self-hosting Courses

Create your own website! You can choose how to monetize!

Pros:
- You're in control!
- Quality content
- You set the prices
- Relationships with professionals and customers

Cons:
- Web stack requirements and technical knowledge
- Startup costs
- Finding customers
- You assume the risk

Special Opportunities!

Interested in writing geospatial or Python tutorials?
- I'm hiring 1-2 writers for OpenSourceOptions.com
- Email contact@opensourceoptions.com for more details

Interested in creating geospatial courses?
- I'm hiring instructors for GeospatialSchool.com
- Email contact@geospatialschool.com for more details

Questions?