

Content Marketing
 UNLOCKED

NEILPATEL

Interview Template

How To **Grow Your Traffic With**
Content Marketing

THE INTERVIEW

An interview is viewed as a high-value piece of content. That's because it shares inside information that most people don't have access to.

Most interviews these days include audio or video as well as the written transcript. But you can still publish a written interview without media.

Format it in whatever way suits you and your readers. Do be aware, though, that just posting a video or audio file doesn't optimize your content page. So even if you opt for a video or podcast, add written content to go with your media.

1: AN EXAMPLE OF HOW CONTENT MARKETERS ARE PUBLISHING INTERVIEWS AS A MEDIA POST

This interview, available on Jeff Goins's website, is formatted as a media post.

You can find it here: <http://goinswriter.com/seth-godin-interview/>

Goins gives a short intro with a picture of the interviewee, then gives the link to an MP3 file. Below that are highlights from the interview and memorable quotes.

2: IN WRITTEN FORMAT.

When "writing" an interview, You can approach it different ways. Highlight the name of the interviewer and the interviewee, with their comments following.

Interviewer: Tell me how you got into home decorating.

Helen: It was an accident really...

You can also bold the question and write out the answer below it.

3: COMBINATION APPROACH.

Provide a choice of digital downloads for the live interview. Then present a transcript of the interview for readers.

NOTE: Even if you give a digital download of the interview, you need to provide written content for SEO purposes. So the template we provide below assumes you'll present the interview in written format.

Don't be afraid to mix it up. Add media and images to add interest to your page.

Step 1: INTRODUCE YOUR INTERVIEWEE.

Open the article by introducing your interviewee. Give background information about him or her. Then introduce the general topic of your interview.

Step 2: ASK A QUESTION.

If you're going for a written format, pose your question.

- You can put each speaker's name in bold, followed by their questions or comments.
- You can put a big Q, followed by the questions, and a big A, followed by the answer.
- You can highlight the questions and print the answers in normal text.

Step 3: RECORD THE ANSWER.

Transcribe your interviewee's comments in full.

Step 4: REPEAT TILL DONE.

Keep listing questions and answers until the interview is done.

Step 5: CONCLUSION/CALL TO ACTION

Wrap up your interview with some kind words about your interviewee, or consider highlighting one of the comments in the interview.

If the interviewee has written a book or created a product, highlight it at the end of your interview and link to it.

End with a call to action.