

What is Content 2.0?

- Social media
- Free user generated content
- 25 free submissions trial
- C2 vs. Form Build It

Creating an Invitation

- Create invitation or copy existing one
- Name will appear on page
- Your invitation text – give more instructions
- Allow for pictures?
- Personalize it! (eg: Scare us silly!)

How to Shorten Text Box

Tell Your Visitor To Enter Text box

Example:

```
Tell Us What You Think Of Horseland<style  
type="text/css"> body .storyInput { height:  
200px } body .vlsText_3000 { height:  
200px }</style>
```

Thank you page

Tip:

Tip: make it clear if you review submissions!

Example: <html>

<body>

<h1 style="color:purple">Don't worry if your review doesn't show up on the site right away. My mom or I review every comment before we put them on

HorsecrazyGirls.com. It might take us a few days but we'll get to it as fast as we can!</h1>

</body>

</html>

Disappearing Invite Trick

- Step One: Create the invitation on the page you want it to appear
- Step Two: Publish the page
- Step Three: Deactivate the invitation
- Step Four: Create a second invitation (I use "too")
- Step Five: Publish your second invitation on a second page
- Step Six: Put a hyperlink on the first page to the second page
- Step Seven: When you publish a submission make sure you move it to the first invitation
- or use a link: `clickable text goes here`

Example: Horse books pages

<http://www.horsecrazygirls.com/best-horse-books.html>

<http://www.horsecrazygirls.com/horse-book-reviews.html>

Managing submissions

- Editing for keyword value (dashes are automatic in title)
- Second submission gets 2 after title
- - Protecting user's privacy
- - Photos optimize for keywords
- - Changing or removing submissions
- - Banning authors

More Tips

- Mini Yahoo Answers

<http://www.arizona4pinoys.com/skin-lightening-help-line.html>

- Create a mini forum

<http://www.skin-and-scalp-treatment.com/beauty-forums.html>

More Tips

- Favicons by tips

<http://www.skin-and-scalp-treatment.com/beauty-forums.html>

Getting Submissions

- Mechanical Turk
 - Example: www.most-wanted-western-movies.com \$2 for a 500 word review
- -Solicit them in ezine, on website, offline
- -Yahoo Answers
- -Contest

Monetizing

- Adsense link units only
- Add Amazon or other product links

Ideas for Using C2

- To get info for an ebook based on other's responses
- Testimonials
- "Wish list" from a lot of people.
- Get advice on how certain problems were overcome
- People tell their problems so you and others can coach them.
- Find out what people enjoy about your site.

More Ideas

- Something positive so others can give them a pat on the back.
- Help Rookies - what are their concerns just starting out?
- How did they come back from despair - inspiration for others.
- Let people talk about their past - high school years, sports, etc.
- Create a project and let others help make it happen.
- Pick a problem and let people from all over the world help solve it.
- Let people who have started companies talk about what it was like (the trials and tribulations of a start-up).
- Let businesses profile their company.

More Ideas

- Let crafts people show something they created and talk about how and why they did it.
- Let people talk about famous people they have met.
- Pick a major event in recent history and let people talk about it.
- Book/game/product reviews.
- People talk about places they've been to (honeymoons, etc)
- People talking about good design - a project, software, a room, etc.

More Ideas

- People talking about unusual marketing ideas.
- Making it easy to buy or sell something.
- Talk about their collections.
- Create a special section for "Preferred" visitors or customers.
- Contests
- People submitting "cool websites" on a subject.

Examples

Contest

- models-fashion-advice.com

Testimonials

- <http://www.cornhole-game.org/c20.html>

More Examples

Stories

<http://www.child-abuse-effects.com/child-abuse-commentary.html>

<http://www.ghostsandstories.com/real-ghost-stories.html>

Warnings/Disclaimers

Warnings/Disclaimers

<http://www.child-abuse-effects.com/bad-economy-increases-child-abuse.html>

Children's Online Privacy Act

<http://www.ftc.gov/ogc/coppa1.htm>