

Prepared for the

NFDA

NATIONAL
FUNERAL
DIRECTORS
ASSOCIATION

Hands-on AI: A Tactical Marketing Guide for Funeral Homes

*Empowering the Next
Generation to Lead the
Way*



Estimated Completion Time
Business Owners: 1 Hour
Young Adult: 10 Hours



DENNIS YU

Chief Technology Officer

GUIDE VERSION

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Welcome!

A message from our founder and CEO, Dennis Yu



Welcome to the captivating blend where SEO optimization is bolstered by Artificial Intelligence (AI), and the strategic implementation of the Content Factory enhances your brand.

This guide is your gateway to a realm where AI-driven content generation and optimization seamlessly blend with the

four stages of the Content Factory: **Produce**, **Process**, **Post**, and **Promote**. Whether you're a funeral director, or a young adult who received this action guide to go through our training in the [Academy](#), this guide is for you.

At the very beginning of each module, you will find labels for business owners or young adults to ensure that you can delegate the subsequent stages of the Content Factory to your team.

- **Business owners**: who will discover strategic insights for business growth.
- **Young adults**: who will perform the tasks of the Content Factory.

Together, the blend of experienced business leaders and young talent will fuel your digital marketing success. Seasoned business owners provide strategic insights, while young adults drive the Content Factory. In tandem, experience, and youth will propel you to excel.

If you are a young adult or a funeral director who wants to **receive free training** on how to use AI to generate content for improved SEO ranking, then send an email to stephanie@blitzmetrics.com with the title "**NFDA AI training**" so we can enroll you in the appropriate courses.

Are you ready to use AI to generate content for improved SEO ranking?

Dennis Yu

Chief Executive Officer, [Content Factory](#)

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Hands-On AI: A Tactical Marketing Guide for Funeral Homes

ONE-PAGE CHECKLIST

CONTENT FACTORY

One-Page Checklist

Funeral Director

- Select a day-to-day project manager to manage the process. [Page 38](#)
- Hire/Select a young adult to go through the Content Factory training. [Page 39](#)
- Create short 1-minute videos that directly address the PAA questions identified. [Page 43](#)

Young Adult

- Gain access to Google Analytics (GA), Google My Business (GMB), and Search Console for SEO data analysis.
 - Create a Google Analytics Account with Both Universal Analytics and GA4 Properties. [7](#)
 - Create a Google Tag Manager Account. [8](#)
 - Install Google Tag Manager. [78](#)
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 - Create a Google Business Profile (Google My Business). [81](#)
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 - Write An Article About Pillar Content. [853](#)
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- Distribute Content across various platforms.
 - Crosspost A Photo Or Video To A Google Business Profile (Google My Business). [870](#)
 - Crosspost An Article Or Blog Post On A Facebook Page, Profile, Or Group. [856](#)
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- Boost Posts for a Dollar a Day. [819](#)
- Analyze data via Metrics, Analysis, and Action (MAA). [508](#)

Tools One-pager

1. **ChatGPT** is a natural language processing model developed by OpenAI, and you can access it through various platforms and applications that have integrated it. <https://chat.openai.com/>
2. **Bard** is a large language model chatbot developed by Google AI. <https://bard.google.com/>
3. **Google** is a search engine and has a wide range of digital services and products. It can generate **People Also Ask** questions. <https://www.google.com/>
4. **Descript** is a collaborative audio and video editing tool. <https://www.descript.com/>
5. **SEMrush** is a comprehensive digital marketing toolkit for SEO, SEM, and content marketing. <https://www.semrush.com/>
6. **Facebook** is a social networking platform for connecting with friends, family, and communities. <https://www.facebook.com/>
7. **Twitter** is a microblogging platform for sharing short messages and updates with a global audience. <https://twitter.com/>
8. **LinkedIn** is a professional networking platform for connecting with colleagues, industry professionals, and potential employers. <https://www.linkedin.com/>
9. **WordPress** is a popular content management system used for creating and managing websites and blogs. <https://wordpress.org/>
10. **RankMath** is a WordPress SEO plugin for optimizing your website's search engine performance. <https://rankmath.com/>
11. **LinkWhisper** is a WordPress plugin designed to help improve internal linking strategies. <https://linkwhisper.com/>
12. **Google Analytics** is a web analytics service that provides insights into website traffic and user behavior. <https://analytics.google.com/>
13. **Google Business Profile** is a platform for managing and displaying business information in Google Search and Maps. <https://www.google.com/business/>
14. **Google Tag Manager** is a tool for managing and deploying website tracking tags without editing code. <https://tagmanager.google.com/>



We've created this guide for distribution at the 2023 NFDA International Convention & Expo.

The Future of AI in the Funeral Industry: An Interview with Charlene Li



[Unlocking AI Success in Funeral Services: Navigating the Blend of Technology and Compassion \(26:06\)](#)

I had a [fascinating conversation](#) with [Charlene Li](#), an expert in Digital Transformation and Chief Research Scientist at PA Consulting. We discussed how AI is entering the funeral services industry. You might wonder why we're discussing AI in this context, but it's truly intriguing and could revolutionize how funeral directors work.

Making AI Tangible for Funeral Directors

Let's start by addressing the challenge of understanding AI, especially for those in the funeral industry. Charlene Li puts it simply: Picture having a highly capable digital assistant at your disposal, handling all those time-consuming administrative tasks. Think of it as your virtual helper.

The idea is straightforward: AI isn't here to replace you or your team. Instead, it's a valuable tool that takes care of administrative tasks, allowing you to focus on providing comfort and support to those who need it most.

Prout Funeral Home: A Case Study in Effective SEO Enhancement through AI-Generated Content



Julia's impact is rooted in her commitment to honoring tradition while embracing innovation. Her journey from academia to becoming a funeral director has enabled her to infuse her work with fresh insights and sustainable practices. By updating the funeral home's online presence and engaging in digital marketing, Julia addresses the evolving needs of contemporary consumers while providing comfort and guidance to grieving families.

"**Is a therapy dog a service dog?**" is among the outcomes of Julia's execution of tasks at the Content Factory. Here's an excerpt:

The screenshot shows the Prout Funeral Home Inc. website. The header includes social media icons (Facebook, Pinterest, Twitter, Google+, Instagram, LinkedIn), the Prout Funeral Home Inc. logo, and navigation links for Resources, Contact, (973) 23..., OBITUARIES, ABOUT, GREEN FUNERALS, SERVICES, PLANNING, and SO. The main content area features the article title "IS A THERAPY DOG A SERVICE DOG?" and a sub-headline "More From Morris V. Prout, Certified Therapist". Below the title is a paragraph: "Every dog provides therapeutic benefits to their human companions, but becoming a certified facility therapy dog involves additional training and patience. If you believe your dog might be suitable for a therapy dog program, consider reaching out to a local trainer for a thorough evaluation." To the right of the text is a photograph of a golden retriever sitting on a dark carpet, wearing a red vest. Below the text is a section titled "What's the difference?" followed by the text: "So, what sets apart a therapy dog from an emotional support dog or a service dog? It primarily comes down to the level of training and their specific roles:"

- 1. Emotional Support Dogs:** These dogs are primarily focused on providing one-on-one support to reduce a specific person's anxiety or emotional distress. They offer comfort and companionship, but their training is typically less intensive than that of therapy or service dogs.
- 2. Therapy Dogs:** Dogs like Morris V. Prout undergo more comprehensive training. They are equipped to assist groups of people and work in various facilities such as funeral homes, nursing homes, rehabilitation centers, and hospitals. Their mission is to provide comfort and emotional support to multiple individuals.
- 3. Service Dogs:** Service dogs are highly trained to perform specific tasks that aid people with disabilities. These tasks can range from guiding individuals who are visually impaired (similar to seeing-eye dogs) to providing medical support or assisting police and military personnel. Service dogs are dedicated to helping their handlers with essential functions.

As for Morris, when he wears his vest, he understands that it's time to work. He has been trained to differentiate between work and play, switching from a dedicated helper to a playful two-year-old puppy when the vest comes off. This clear boundary is crucial for maintaining their focus and effectiveness in their respective roles.

This article discusses the distinctions among therapy dogs, emotional support dogs, and service dogs, emphasizing their varying levels of training and specific roles. It highlights that therapy dogs like Morris V. Prout undergo comprehensive training to offer comfort and emotional support to groups of people in various facilities such as funeral homes, nursing homes, and hospitals.

Generating content like this article using AI is relatively easy. **ChatGPT** can understand the given text and generate a coherent summary or description that captures the key points, as demonstrated in the summary provided above.

Julia has used the **Content Factory's** processes and recommended tools to generate content for improved SEO.

In the past few weeks, Julia has been closely collaborating with the **Content Factory** team, diligently following their production process of **producing, processing, posting, and promoting** content.

Julia's proactive approach involved an emphasis on improving and refining Morris's page overview. She took the initiative to delve into **Descript**, an audio and text editing tool. Julia wielded this tool to enhance one of the one-minute videos they have in store, meticulously polishing and expanding upon its content.

Fueling her curiosity, Julia ventured into the realm of **AI-driven** assistance. Enlisting the aid of **ChatGPT**, she tasked it with refining the transcription that she had already improved using Descript. The AI was specifically requested to enhance readability and overall quality.

Julia's usage of the Content Factory's digital marketing strategies to modernize the funeral home's online presence helped her produce informative content, including an article distinguishing therapy dogs, emotional support dogs, and service dogs, showcasing her commitment to thorough research. Additionally, Julia's proactive approach led her to leverage AI tools like ChatGPT and Descript to enhance content quality, demonstrating her dedication to delivering top-notch materials.

Julia then proceeded to share the article with the Content Factory team, using it as tangible evidence of her ongoing progress. She worked in tandem with the team to assess her approach, aiming to ascertain whether her efforts were aligned with the right direction.

Prout Funeral Homes: Metrics, Analysis, and Action

What Julia Achieved

Julia, the Funeral Director at **Prout Funeral Home**, successfully implemented the Content Factory's methodologies and independently utilized AI tools like **ChatGPT** to enhance content creation for improved **Search Engine Optimization (SEO)**.

- ✓ Identifying target keywords and associated **People Also Ask (PAA) questions**,
- ✓ Creating content with AI tools like **ChatGPT**,
- ✓ Producing one-minute videos,
- ✓ Recording and processing one-minute videos for socials, articles, and ads.
- ✓ Creating articles surrounding video topics of high traffic
- ✓ Distributing them on the website and social media platforms.

Metrics

Authority score

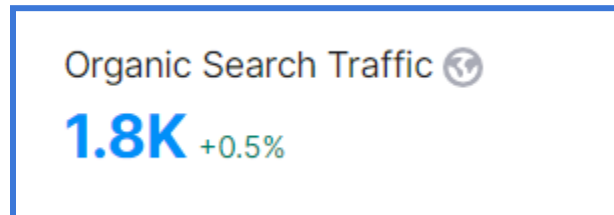
↑ Increase in Authority score from 21 to 23.



Organic Traffic

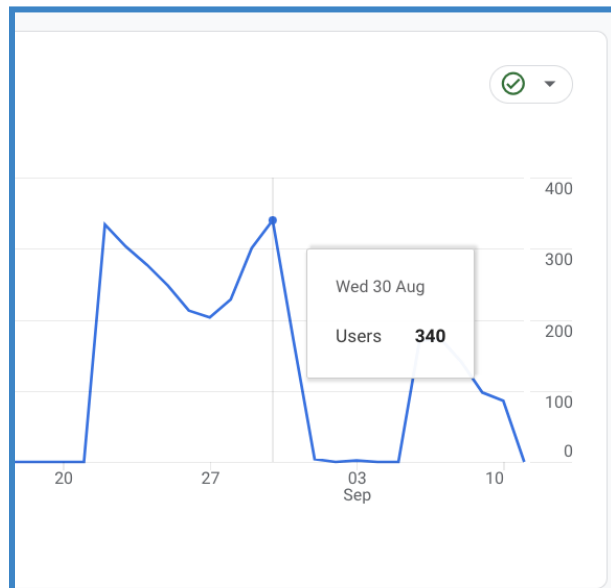
↑ Increase in organic search traffic.

↑ Increase from ~30 users per month to ~80 users per month.



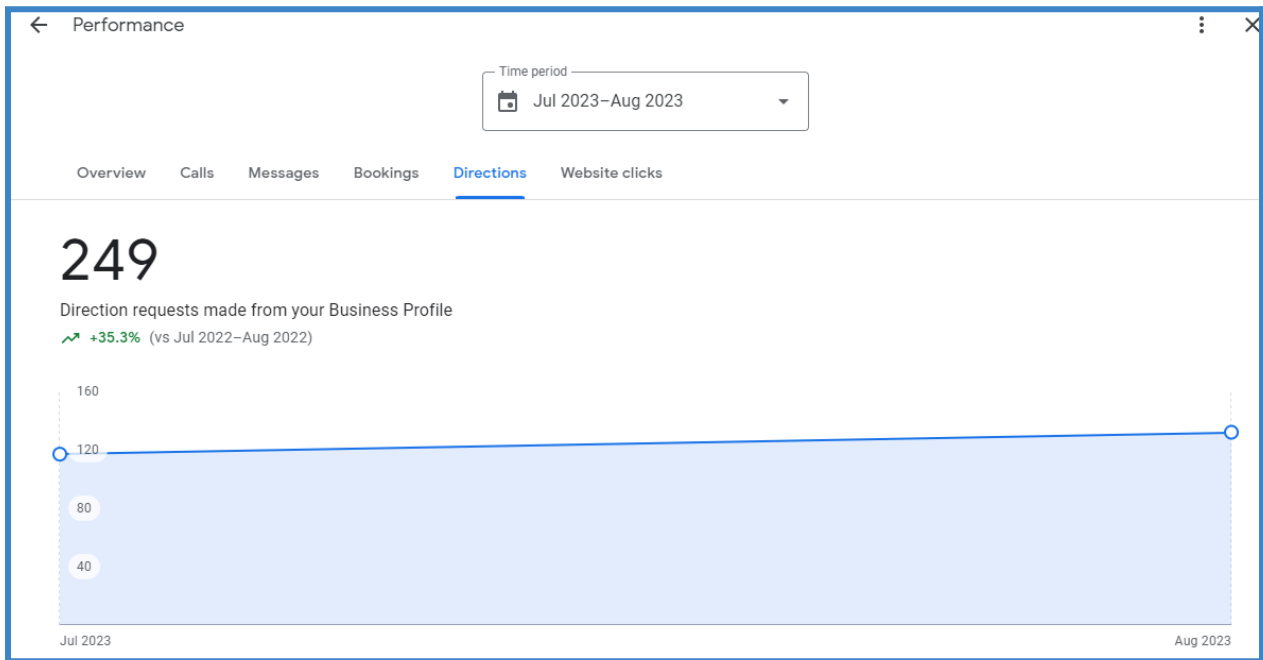
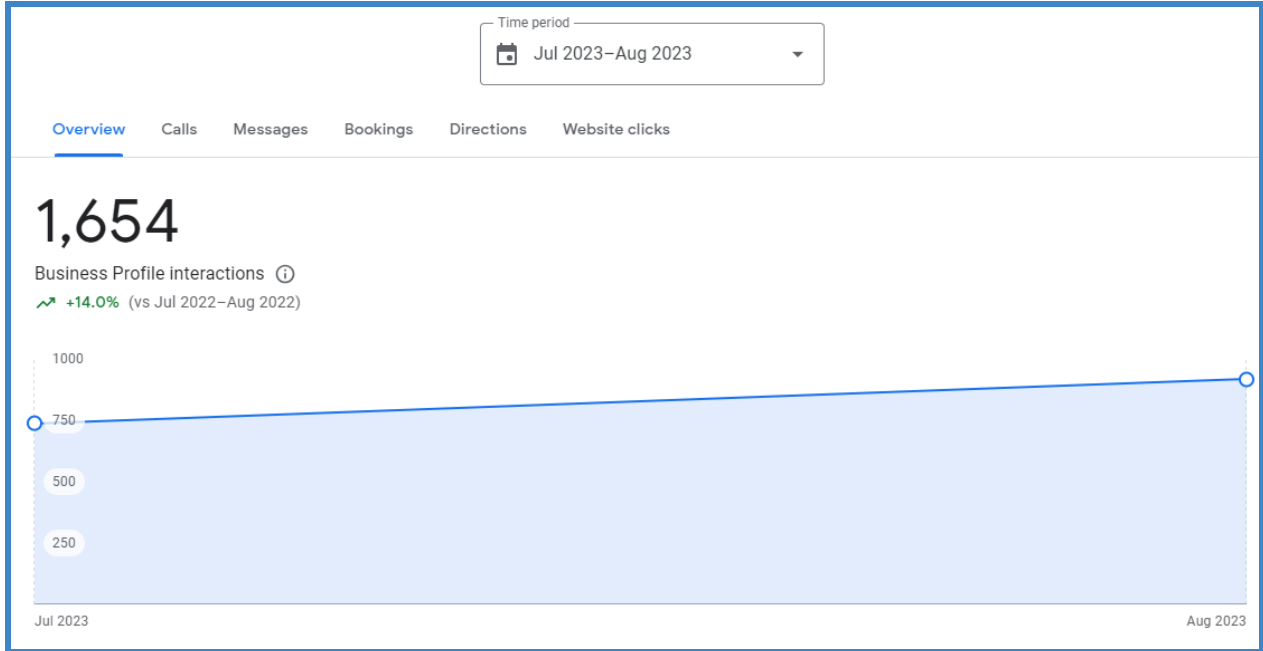
Website Traffic

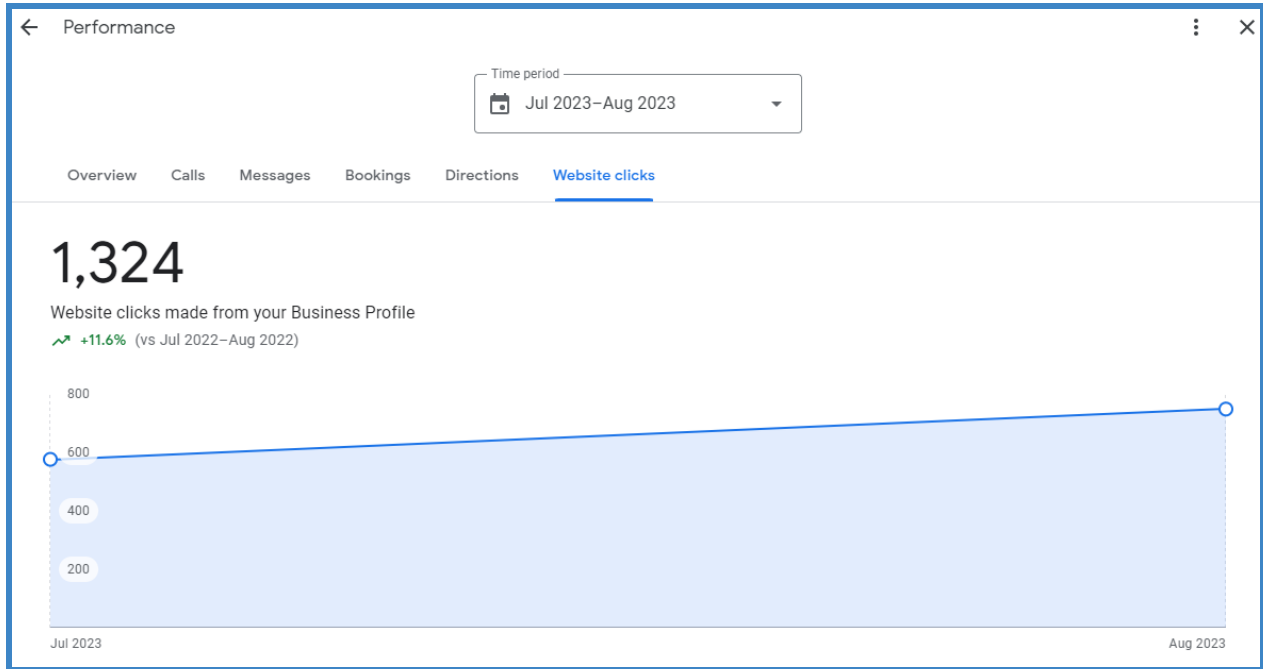
- Organic Search 1.5k users (↑ +350 users from July - Aug.)
- Organic social 580 users. (↑ +555 users from July - Aug.)



Google Business Profile Interactions (Google My Business Interactions)

↑ 14% increase from 738 to 916.





Reach and Post Engagement

↑ Increase in reach of 3.4% on Facebook due to the new OMV's and Articles created surrounding the unique aspects of Prout Funeral Home.

↑ Increase in reach of 2.0% on Instagram due to the new OMV's and Articles and is growing on a daily basis.

Reach ⓘ

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook reach ⓘ

16,328 ↑ 3.4K%

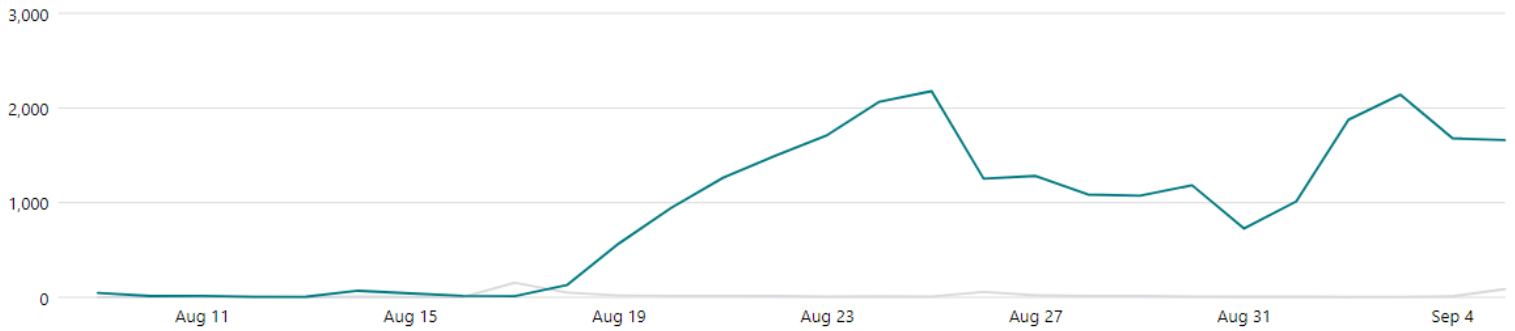
Instagram reach ⓘ

3,954 ↑ 2.0K%

Paid reach ⓘ

93,924 ↑ 5.9K%

Daily Cumulative




Search




Filter

Clear

Last 30 days: Aug 6, 2023 - Sep 4, 2023

Ads	Reach †↓	Objective †↓	Amount spent †↓
Boosted Facebook post Sep 2 • Created by Julia Prout Link clicks Exploring Natural Burials Ever w...	1,117 Reach	48 Link clicks	\$13.95 Spent of \$40.00
Boosted Facebook post Sep 2 • Created by Julia Prout Link clicks Did you know that in most states, you h...	1,350 Reach	40 Link clicks	\$16.88 Spent of \$50.00
Boosted Facebook post Sep 2 • Created by Julia Prout Link clicks Honoring Tradition, Embracing Inno...	739 Reach	21 Link clicks	\$10.36 Spent of \$30.00
Boosted Instagram media Sep 2 • Created by proutfuneralhome Boosted Instagram media	540 Reach	9 Link clicks	\$12.21 Spent of \$30.00
Boosted Instagram media Sep 2 • Created by proutfuneralhome Boosted Instagram media	537 Reach	19 Link clicks	\$12.50 Spent of \$30.00
Boosted Facebook post Aug 30 • Created by Julia Prout Link clicks Morris V. Prout: Our Hero with Paws...	2,034 Reach	47 Link clicks	\$25.00 Spent of \$25.00

Ads		Reach ¹	Objective ¹	Amount spent ¹	
 Aug 26 • Created by proutfuneralhome Boosted Instagram media	Completed	980 Reach	20 Link clicks	\$15.00 Spent of \$15.00	View results Boost again
 Aug 24 • Created by Julia Prout Post engagements <small>🎉 Celebrating 97 Years of Tradition...</small>	Completed	390 Reach	71 Post engagements	\$6.00 Spent of \$6.00	View results Boost again
 Aug 24 • Created by proutfuneralhome Boosted Instagram media	Completed	401 Reach	14 Link clicks	\$4.00 Spent of \$4.00	View results Boost again
 Aug 24 • Created by Julia Prout Link clicks <small>Meet Morris V. Prout: The Furry Comfor...</small>	Completed	3,256 Reach	139 Link clicks	\$50.00 Spent of \$50.00	View results Boost again
 Aug 21 • Created by Julia Prout Link clicks <small>From Doubt to Deep understanding: A ...</small>	Completed	1,387 Reach	72 Link clicks	\$30.00 Spent of \$30.00	View results Boost again
 Aug 19 • Created by Julia Prout Link clicks <small>Harmonizing Tradition & Green Choices...</small>	Completed	1,008 Reach	33 Link clicks	\$14.00 Spent of \$14.00	View results Boost again
 Aug 19 • Created by Julia Prout Boosted Instagram media	Completed	297 Reach	14 Link clicks	\$6.86 Spent at \$1.00 per day	View results Boost again

 Aug 19 • Created by Julia Prout Link clicks <small>Greener Farewells: Opt for an eco-frien...</small>	Completed	3,406 Reach	109 Link clicks	\$40.99 Spent of \$41.00	View results Boost again
 Aug 19 • Created by Julia Prout Link clicks <small>Embrace Nature's Legacy 🌿 True n...</small>	Completed	1,073 Reach	29 Link clicks	\$14.00 Spent of \$14.00	View results Boost again
 Aug 19 • Created by Julia Prout Link clicks <small>Embracing Diverse End-of-Life Rituals: F...</small>	Completed	1,021 Reach	23 Link clicks	\$14.00 Spent of \$14.00	View results Boost again

Analysis

The increase in the **Authority Score** is a promising indicator of progress and efforts in the right direction.

While the increase in organic traffic is relatively modest, this demonstrates the effectiveness of our keyword selection such as *"green burial"* and our content strategies. This also highlights an opportunity for further optimization to achieve more significant growth in organic traffic, ultimately enhancing the online visibility of Prout Funeral Homes.

We were able to generate position 1 on the following new keywords:

"Green Burial New Jersey"

"Prout Funeral Home Verona NJ"

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL	Updated
<input type="checkbox"/> prout funeral home	2	800	0	2.76	255	0	1	https://proutfuneralhome.com/ ▼ 7 more	4 d ago
<input type="checkbox"/> prout funeral home obituaries	2	300	0	0.00	195	0	1	https://proutfuneralhome.com/obituary/ ▼ 20 more	22 Aug 2023
<input type="checkbox"/> michael carlucci obituary	2	350	0	N/A	127	0	1	https://proutfuneralhome.com/obituary/michael-carlucci/ ▼ 1 more	3 d ago
<input type="checkbox"/> green burial new jersey	2	100	0	1.07	40	0	1	https://proutfuneralhome.com/services/green-funerals/ ▼	4 d ago
<input type="checkbox"/> prout	3	700	32	0.00	31	0	4	https://proutfuneralhome.com/ ▼	2 d ago
<input type="checkbox"/> michael carlucci verona nj	1	80	0	N/A	29	0	1	https://proutfuneralhome.com/obituary/michael-carlucci/ ▼	13 Aug 2023
<input type="checkbox"/> paul scagnelli obituary	1	50	0	N/A	19	0	1	https://proutfuneralhome.com/obituary/paul-j-scagnelli/ ▼ 1 more	5 d ago

Most of our traffic comes from local branded search terms that indicate effective local SEO efforts like:

"Prout funeral home,"

"prout funeral home obituaries," and

"prout funeral home verona nj."

Initial testing shows improved search results and site traffic. We've published videos and articles on our website and social media, offering resources for common questions and attracting potential clients.

Our efforts have boosted keyword rankings, page traffic, and successful video content, while **Google My Business (GMB)** interactions have increased, surpassing bulletin ads in cost-effectiveness. To build on this, we must update the GMB profile regularly, encourage reviews, and continue creating videos that address common questions.

Facebook and **Instagram** show improved reach and engagement, especially for specific video content.

Posting dates of these videos correlate with site traffic increases, confirming our ads' effectiveness in driving customers from social media to our site. To guide visitors through the conversion funnel, we need further efforts to turn them into customers.

Our ads need optimization for engagement, not just link clicks, to build a customer connection.

Action

Further test videos for “Engagement” instead of “Link Clicks” - we typically see more in-depth results and feedback in regards to what ads are performing better. The standard rule of thumb to find a winner on socials is impressions/reach - 10% or higher represents a winner.

Content Creation Using AI: Expand our efforts to create content using AI tools for targeting high-performing keywords to drive traffic. Optimize existing content for these keywords and generate new content focused on relevant, high-traffic keywords to enhance SEO and organic traffic.

Guest Blog Posting Strategy: Consider offering a guest blog post proposal to ongoing donors through church bulletins. This proposal includes featuring our articles, preferably those with accompanying videos, on their websites, with backlinks to Prout Funeral Home. This approach holds more value than one-time physical pamphlet inserts due to its ongoing benefits and its ability to enhance visibility across various channels.

Unique Church-Specific Content: Utilize ChatGPT to customize and tweak the basic guest blog post, ensuring it is not duplicated across all local churches, thereby tailoring the content to each specific church community. This approach enhances engagement and visibility within local communities.

Continuing to produce articles on these video topics is also a key point in creating an opportunity to add these additional desired keywords to our site.

Optimize existing articles for desired keywords and create new content focused on additional relevant, high-traffic keywords to improve SEO and organic traffic.

Video Content Strategy: Maintain the production of engaging video content on Facebook and Instagram, focusing on top-performing topics like *“eco-friendly funerals”*, *“natural burial process”*, and *“Morris-certified therapy dog”*. Leverage a dollar-a-day strategy to amplify the reach and engagement of content that is performing well.

Begin utilizing Local Service Ads, especially with these videos and other content that highlights specific relations and connections to the local community about the services offered.

By implementing these strategies, we aim to not only improve SEO but also enhance our online presence, effectively engage with our audience, and establish Prout Funeral Home as a valuable resource within the community.

Overview: <https://proutfuneralhome.com/>

Monthly volume | All locations | Changes: Last 30 days

Backlink profile

DR ⁱ **23** +1
AR 8,409,107 ▲394,096

UR ⁱ **13**

Backlinks ⁱ **327** +7
All time 2.1K

Ref. domains ⁱ **130** +5
All time 437

Organic search

Keywords ⁱ **2.1K** +59
Top 3 49 +3

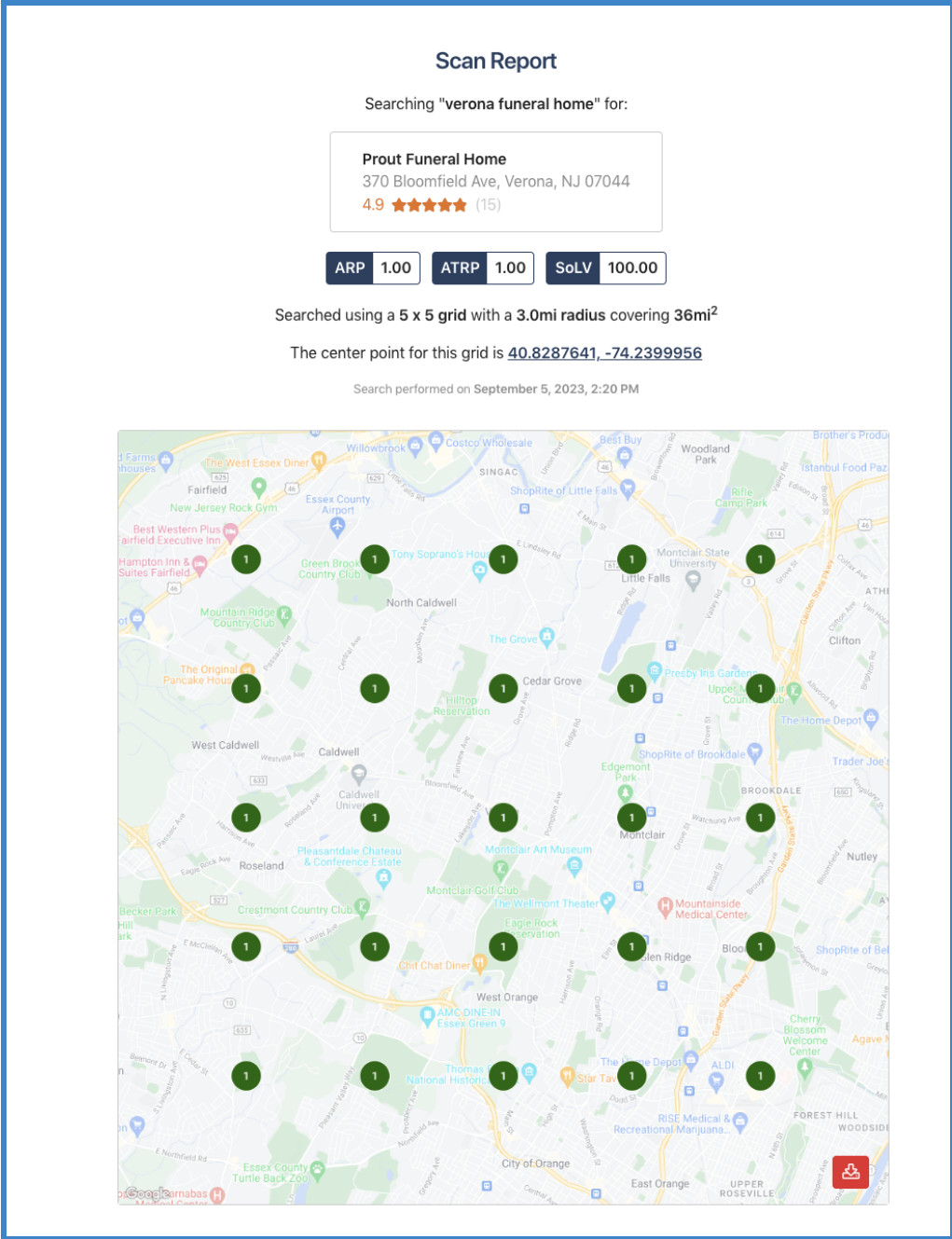
Traffic ⁱ **1K** +50
Value \$883 -68

Organic keywords How to use

Monthly volume | United States | Position | Volume | KD | CPC | Traffic | SERP features | Word count | Keyword | URL

1,951 keywords | 7 Sep 2023 | Don't compare | Filters

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ prout funeral home	2	800	0	2.76	255	0	1	https://proutfuneralhome.com/ 7 more
+ prout funeral home obituaries	2	300	0	0.00	195	0	1	https://proutfuneralhome.com/obituary/ 20 more
+ michael carlucci obituary	2	350	0	N/A	127	0	1	https://proutfuneralhome.com/obituary/michael-carlucci/ 1 more
+ green burial new jersey	2	100	0	1.07	40	0	1	https://proutfuneralhome.com/services/green-funerals/
+ prout	3	700	32	0.00	31	0	4	https://proutfuneralhome.com/
+ michael carlucci verona nj	1	80	0	N/A	29	0	1	https://proutfuneralhome.com/obituary/michael-carlucci/
+ paul scagnelli obituary	1	50	0	N/A	19	0	1	https://proutfuneralhome.com/obituary/paul-j-scagnelli/ 1 more
+ mike carlucci obituary		50	0	N/A	16	0	1	https://proutfuneralhome.com/obituary/michael-carlucci/
+ steve foster obituary	2	100	0	0.12	14	0	3	https://proutfuneralhome.com/obituary/john-stevenson-foster-jr/
+ verona funeral home	3	90	0	2.38	13	0	3	https://proutfuneralhome.com/
+ robert scully obituary	1	30	0	0.20	12	0	1	https://proutfuneralhome.com/obituary/robert-l-scully/ 1 more
+ natural burial new jersey	3	30	0	1.39	12	0	1	https://proutfuneralhome.com/services/green-funerals/
+ michael carlucci death	1	30	0	N/A	11	0	1	https://proutfuneralhome.com/obituary/michael-carlucci/
+ patricia gleason obituary	1	20	0	N/A	8	0	1	https://proutfuneralhome.com/obituary/patricia-a-gleason/ 1 more
+ patricia gleason	2	60	0	0.14	8	0	1	https://proutfuneralhome.com/obituary/patricia-a-gleason/ 1 more
+ thomas donahue obituary	2	60	0	N/A	7	0	3	https://proutfuneralhome.com/obituary/thomas-j-donahue/
+ grace rodriguez obituary		60	0	N/A	7	0	4	https://proutfuneralhome.com/obituary/grace-rodriguez/
+ paul scagnelli	1	70	0	0.00	6	0	4	https://proutfuneralhome.com/obituary/paul-j-scagnelli/
+ tom donahue obituary	2	60	1	N/A	6	0	4	https://proutfuneralhome.com/obituary/thomas-j-donahue/



This is the a tool called Local Falcon, which we use to test service areas for search results based on specific keywords. As you can see from the report above, the keyword for this report is “Verona Funeral Home” and there is a 5x5 grid at a 3 mile radius, covering 36 miles². This tool searches from locations to see what your business is ranking in these specific service areas. **Prout Funeral Home is ranking #1.**

Beyond Tradition: Infusing AI Brilliance into Your Funeral Home's Next Chapter



In an evolving world where traditions transform and cultures shift, funeral homes find themselves at a crossroads. They are one of the industries out of many where one can apply AI technology to improve one's business. For this module, we'll look at how one can use AI for one's funeral home business.

The confluence of technology, changing demographics, and shifting attitudes toward end-of-life celebrations have challenged funeral directors to rethink their roles and adapt to the dynamic landscape. The resounding question: How can funeral homes not just endure, but thrive in an era where conventional norms are being replaced by vibrant expressions of remembrance?

Heartfelt Obituary and Eulogy Creations that Honor Memories

Diving into the world of obituaries, that delicate dance of memories and legacies, imagine this: a family member's staring at a blank canvas, itching to pour their emotions onto paper, but the road ahead seems tangled with uncertainties. Well, what if I told you, that instead of getting bogged down in the nitty-gritty details, you could tap into the AI magic of ChatGPT?

The highlights: the introduction, those formative years and roots, the academic and professional journey, a glimpse into the personal sphere, those connections and family ties that weave our stories together, the echo of one's impact, the nitty-gritty on the final send-off – and yes, a parting note that resonates like a gentle whisper in the wind.

What I wrote to ChatGPT for Sinead O'Connor who passed away this year:

"Please write an obituary using this:

Full Name: Sinead O'Connor

Date of Birth: 8 December 1966

Date of Passing: 26 July 2023

Place of Birth: Dublin, Ireland

Place of Passing: Herne Hill, London, England

Surviving Family: Barry Herridge and 4 children.

Early Life: O'Connor was born Sinéad Marie Bernadette O'Connor on 8 December 1966 at the Cascia House Nursing Home in Glenageary, Dublin. She was named Sinéad after Sinéad de Valera, the mother of the doctor who presided over her delivery (Éamon de Valera, Jnr.), and Bernadette in honour of Saint Bernadette of Lourdes. She was the third of five children; an older brother is the novelist Joseph O'Connor. Her parents were John Oliver "Seán" O'Connor, and Johanna Marie O'Grady (1939–1985), who married in 1960 at the Church of Our Lady of Good Counsel, Drimnagh, Dublin. She attended Dominican College Sion Hill School in Blackrock, County Dublin.

She later attended Maryfield College in Drumcondra, and Newtown School in Waterford for her fifth and sixth year as a boarder, but did not sit the Leaving Certificate in 1985.

Background:

Sinéad O'Connor, the iconic Irish singer-songwriter, is known for her haunting voice and emotionally charged music. Her 1990 hit "Nothing Compares 2 U" propelled her to fame, showcasing her raw emotion and vocal prowess. Beyond her music, O'Connor is recognized for her fearless activism, addressing abuse, gender roles, and religious influence. Her protest actions, like tearing the Pope's photo on TV, sparked debates on freedom of expression. With her genre-blending sound and impactful activism, O'Connor's contributions have left a lasting and inspiring legacy."

What ChatGPT wrote back:

"The world mourns the passing of a remarkable artist and fearless advocate, Sinéad Marie Bernadette O'Connor, who left us on 26 July 2023 at the age of 56 in Herne Hill, London, England. Born on 8 December 1966 in Dublin, Ireland, Sinéad's indomitable spirit and extraordinary talents have left an indelible mark on music and activism.

Sinéad O'Connor's early life was marked by her unique name and her close-knit family. Born at the Cascia House Nursing Home in Glenageary, Dublin, she carried the names Sinéad and Bernadette as tributes to important figures in her heritage. As the third of five children, her upbringing was filled with love and inspiration. Her education at Dominican College Sion Hill, Maryfield College, and Newtown School in Waterford provided a foundation for her future pursuits.

However, it was her ethereal voice and heartfelt compositions that truly defined Sinéad O'Connor's legacy. Her 1990 hit "Nothing Compares 2 U" captured the hearts of millions around the world, showcasing her ability to convey profound emotion through music. Her artistry transcended genres, touching on themes of love, loss, and vulnerability with unmatched honesty.

Yet, Sinéad was more than just a musical icon; she was an unyielding advocate for social change. Her courage in addressing issues of abuse, gender roles, and religious influence made her a beacon of hope for those seeking a voice against injustice. Her iconic act of tearing a photo of the Pope on television sparked fervent discussions on freedom of expression and challenged societal norms.

Beyond her public persona, Sinéad O'Connor was a loving mother and partner. She is survived by her partner Barry Herridge and four children, who will carry her spirit and legacy forward.

Sinéad O'Connor's passing leaves a void in the world of music and activism. Her haunting melodies and unapologetic stance on critical issues have touched hearts across generations. Her work will continue to inspire artists, activists, and individuals

alike, reminding us of the power of art to spark change and ignite conversations that matter.

As we reflect on her life and contributions, let us remember Sinéad O'Connor for her boundless courage, her unmatched talent, and her unwavering commitment to making the world a better place. Her music will forever echo in our hearts, and her legacy will endure as a testament to the transformative power of art and activism."

Revolutionizing Funeral Director Strategies with AI

Amidst this transformative shift, AI emerges as an invaluable partner. It's not some distant, futuristic notion, but a practical tool that can empower funeral homes to remain attuned and adaptable to evolving demands. The AI-driven conversational engine, inspired by the likes of ChatGPT, stands as a collaborative force. By presenting dilemmas to the tool, funeral directors can gain fresh outlooks and ingenious approaches.

Marketing, often the nemesis of the uninitiated, becomes a gateway to success. Funeral directors should amplify their understanding of the evolving challenges within their industry. By dissecting problems like declining casket sales and evolving funeral preferences, directors can tap into the pulse of change.

J "What is the next evolution for the funeral funeral home industry?"

As of my last knowledge update in September 2021, I can provide some speculative ideas about potential directions the funeral home industry might evolve. However, please note that these are predictions and may not accurately reflect the current state of the industry as of 2023. For the latest information, it's recommended to consult industry reports and experts.

- 1. Personalization and Customization:** Funeral homes may continue to focus on providing highly personalized and unique experiences to honor the deceased. This could involve incorporating advanced technology to create interactive memorial services, virtual reality experiences, and customizable funeral arrangements that reflect the individuality of the person who has passed away.
- 2. Green and Eco-Friendly Practices:** With increasing awareness of environmental concerns, the funeral industry might see a shift towards more eco-friendly practices. This could include offering biodegradable caskets, natural burial options, and promoting sustainable funeral practices to reduce the industry's ecological footprint.
- 3. Virtual Funerals and Memorials:** The COVID-19 pandemic accelerated the adoption of

Regenerate

Take a screenshot

What is the next evolution for the funeral funeral home industry?

Funeral homes can explore and offer celebration experiences that resonate with diverse audiences. Instead of the conventional black-clad ceremonies, envision a vivid mosaic of remembrances, where stories are shared, music resonates, and lives are celebrated. AI can craft compelling narratives and tailor marketing campaigns that redefine funeral homes as facilitators of unique, deeply personal celebrations.

AI-Driven Excellence: Unveiling Success through Key Questions

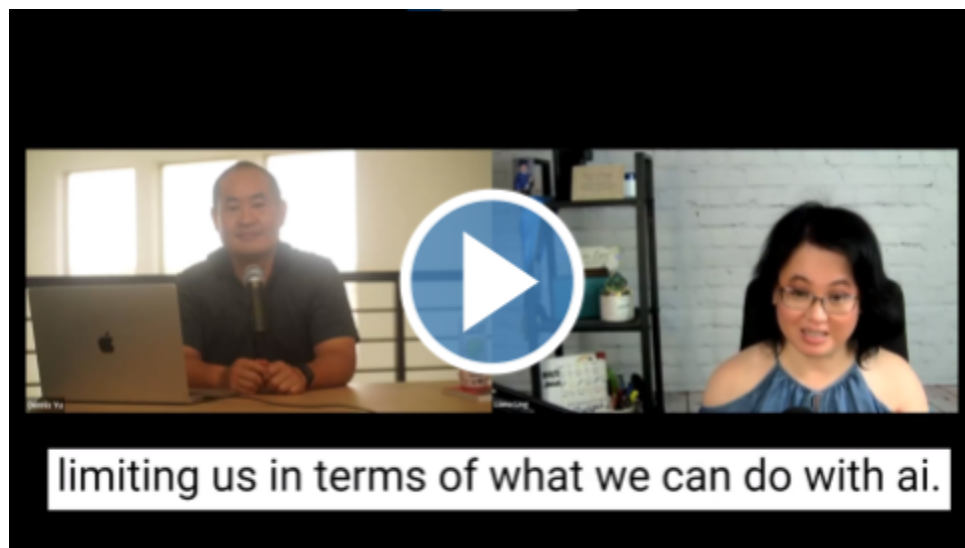
Let AI help you maximize performance and innovation in the Funeral Home Industry by using these questions as examples:

1. *"My biggest challenge in my business is this. What can I do to improve revenue?"*
2. *"Write me an obituary for Jane Doe".*
3. *"What areas of my business should I explore that will give me the most ROI?"*
4. *"What is the next evolution for the funeral funeral home industry?"*
5. *"Why limit offerings to moments of loss?"*
6. *"Could funeral homes provide additional services that truly matter?"*
7. *"What other services or what can I provide beforehand that are very valuable and helpful to families?"*
8. *"How can I better market my funeral home to attract more clients?"*
9. *"What are some cost-effective ways to improve the appearance and ambiance of my funeral home?"*
10. *"What trends are emerging in the funeral industry that I should be aware of?"*
11. *"How can I enhance the customer experience for grieving families who come to my funeral home?"*
12. *"What strategies can I implement to increase pre-need funeral planning?"*
13. *"What steps can I take to improve the online presence and reputation of my funeral home?"*
14. *"How can I effectively communicate the value of pre-paid funeral plans to potential clients?"*
15. *"What are some innovative ways to personalize funeral services for families?"*
16. *"Can you suggest ways to expand my funeral home's services beyond traditional funerals?"*
17. *"How can I navigate the challenges of competition in the funeral industry?"*
18. *"What should I consider when pricing funeral services to remain competitive and profitable?"*
19. *"Are there any legal or regulatory changes in the funeral industry that I need to be aware of?"*

AI's Business Boost: Understanding AI's Role in Business Excellence

When it comes to revolutionizing your business using the extraordinary capabilities of ChatGPT's business potential, you're stepping into a realm of unparalleled possibilities. ChatGPT isn't just a run-of-the-mill tool; it's a dynamic force that can propel your creative prowess and strategic endeavors to unprecedented heights. Prepare to be empowered with invaluable insights on how to harness the true potential of ChatGPT and navigate the intricate landscape of AI-driven innovation.

During a [recent installment of the Coach Yu show](#), I engaged in a dialogue with a guest, Liana Ling, known as the Lead Gen Queen. An expert in [AI and Facebook ads](#), Liana shared insights on harnessing the capabilities of ChatGPT.



[Coach Yu Show with Liana Ling \(40:23\)](#)

Select a Day-To-Day Project Manager to Manage the Process

Select a day-to-day project manager to oversee the entire process, including planning, coordination, monitoring, and optimization of the Content Factory.



[A Master Class in Digital Marketing with Dennis Yu and Jason Pantana \(1:31:12\)](#)

What Does a Project Manager Do?

The main role of the project manager is to make sure we're moving things along to drive actual performance (stats) and perceived performance (client happiness). Thus, the project manager is the one accountable—for problem-solving, communicating, and following up, as necessary.

The project manager's job is to make sure that your team members complete the tasks.

Hire/Select a Young Adult to go through the Content Factory Training

The selected/hired individual should possess the skills to optimize social media presence, create engaging content, and understand the dynamics of cross-channel marketing. This will enable them to maximize the impact of the Content Factory.

With our, the competent young adult can execute the entire program with just 6 hours of training (1 hour per module) and 6 hours to implement. Then only an hour a month to optimize via **Metrics, Analysis, and Action (#MAA)**.



[Jacob Hastings](#) serves as our shining example of the young leader that every funeral home needs to hire, as he has helped numerous clients successfully implement The Content Factory.

You or the young adult you choose can join me at the [Dollar-a-Day Coaching Program](#) if you would like to work with me to learn how to implement Dollar-a-Day and the components of the Content Factory.

We've also designed a [Digital Marketing Training System](#) that is specifically for those who want to work in a field they're passionate about. By becoming a digital marketing specialist in our program, you or the young adult you choose will have all the knowledge you need to show that you're of value to potential employers. Whether you want to work for us or someone else, we'll help you get there.

If you would like to hire a Virtual Assistant from anywhere around the world, we have a [6-step hiring](#) process that can efficiently and effectively help you find the right candidate to support your business goals.

Hiring the Right People

Your business has to be able to handle things, maybe not running at a hundred percent, but if your objectives are right and you get good people, then you are almost there.

Good people are the key. You have to have the right people.

Having people that have the drive. People who have a little bit of experience aren't the number one thing but people that have integrity and people that are willing to go the extra mile and think outside the box are.

You can have people who are motivated, but if they're not thinking at a higher level, you're not saving any money there.

Get Pass the limiting belief of, "There aren't good people out there"

A lot of it comes down to people—take care of good people and don't have a limiting belief that there aren't good people.

So everything boils back to people. It doesn't no matter what kind of business you're in, it all goes back to hiring, training, retaining, and growing good-quality people. Good people will figure things out. They solve problems instead of creating problems.

But finding that quality people could take a lot of pain.

Get Full-Time People instead of Part-Time

Yes, somebody who's like an awesome Canva designer is not necessarily the same person who is an awesome video editor who is awesome with WordPress and funnel-building lead pages but I would personally have full-time people and then just challenge them to learn to do other stuff to fill in their time.

I just prefer doing that because if you give someone an opportunity like that and they take it seriously, then they're going to try to do more.

Yes, the greatest challenge might be jumping people from being part-time to full-time knowing that they are going to need a whole lot of help getting up to speed with tasks that

are not coming with their skillset, and you are going to have to train them but if you have your system set-up, then this should come easy.

Another thing is yes, it's very scary when you start paying people more. Because like payroll goes up and then you feel like, "Okay, I'm paying this person to learn on the job, but then I'm paying him the amount that I should be paying with him coming with all these skills already".

You still have options such as hiring virtual assistants at \$500 per month full-time or young adults at \$1,500 for a 90-day project to learn and earn. A well-trained young adult can run the Content Factory in a week. But we are allowing 90 days so the young adult can learn and earn while focusing on their first and only client.

So it is a bit of a conundrum, especially for somebody with the mind of an accountant to kind of get your head around that but just know that going for quality has always had a better ROI than trying to save a few bucks on the payroll. It is tremendously different.

Yes, Our Agency Hires Young Adults

You might ask yourself "Are these young people truly certified and mature enough to be doing this type of work for big clients and personal brands?"

The way we ensure accountability and quality performance in our work is through the use of checklists and processes.

Our mission for years has been to [bridge the gap between formal education and work experience](#).

Create Short 1-Minute Videos that Directly Address the PAA Questions Identified



[Creating one-minute videos](#) is all about authenticity and taking the first steps, even if they don't look good. By not trying it, you'll never know the great result that you could accomplish by creating short videos.

You want to use one-minute videos to tell your stories, the things that made you who you are, and to drive interaction.



1. Start with your WHY video.

Recording your WHY video (your mission or purpose) is a great way to start. Perhaps, it could be a time of hardship that you went through that changed you. From the hardships you encountered, that is where you get your “why.”



2. Make one-minute videos of the knowledge you are acquiring.

You will constantly be learning and trying out new things. The best way to create educational content is by creating one-minute videos of some of the knowledge you are acquiring, whether it is learning a marketing funnel, the parts of a funnel, or even adding captions to a Facebook video and why that is so important.

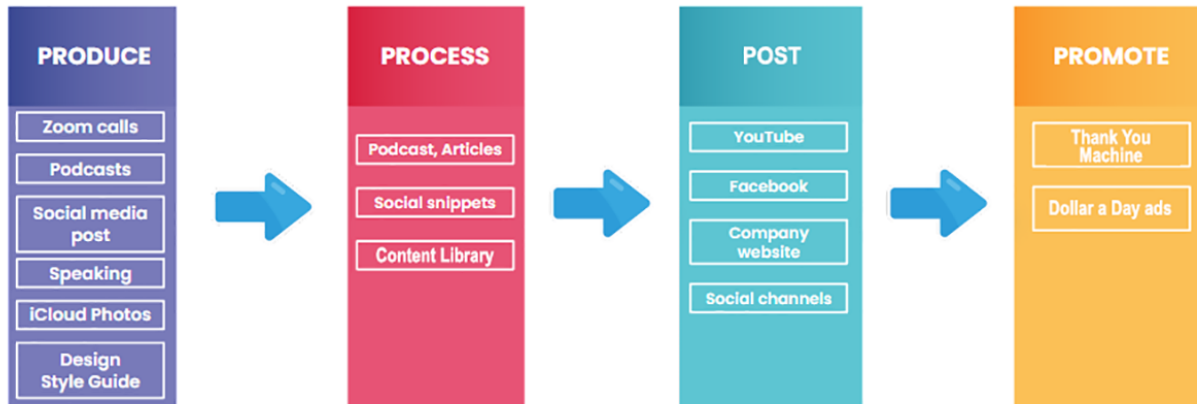
3. Four components of a one-minute video.

- Hook (from 0-3 seconds)
- Ignite pain/pleasure (from 3-15 seconds)
- Describe the solution (from 15-50 seconds)
- Call to Action (from 50-60 seconds)

Go Ahead and Make Your One-Minute Video

Fear is the enemy that is holding you back from creating great content. When you learn to overcome your fear and start speaking of your goals, the universe will conspire to achieve them. Learn more at

The Four Stages of The Content Factory



The four stages of the Content Factory are Produce, Process, Post, and Promote.

Produce: We can use what you already have or you can create them.

Process: We use Descript to turn your videos into podcasts, articles, snippets for social media, etc.

Post: We post what we produce in various places such as your website, social media channels, YouTube, and many other places.

Promote: We can also use them to increase your influence by running them through your Thank You Machine. It is also at this stage that we find our winners (the most engaging social media posts) and boost them using our Dollar a Day method.

Every entrepreneur needs a Content Factory to handle 99% of the work to edit, distribute, boost, and optimize their content.

Then, we only need to spend 1% of our time producing it.

By interviewing clients, sharing knowledge, hosting a podcast, and nurturing relationships, your Content Factory gets the work off you—whether you are a solopreneur or running a large enterprise.

The Path Ahead for ChatGPT

Are you one of those people who are skeptical about trekking the path of applied Science?

Perhaps, your concern lies in the social and economic pressures induced by new technologies.

Understandably so, even Bill Gates does not understand why people are shockingly undaunted by the emerging AI technology of today.

Should there be a cause for apprehension?

It depends on your immediate game plan and how you look at things 6 months from now.

Arguably, the [most popular AI tool storming the internet nowadays that's got tech giants clashing is the ChatGPT.](#)

Right now, people are using this platform to get ahead of the competition and get more work done.

With your smart commands, you can ask ChatGPT to write cover letters, and blog posts, solve mathematical problems, build videos, and even get relationship advice.

If you think about it, it seems like AI possibilities are endless. Yet, there's one thing that robots can't do. They don't have our **EXPERIENCES** or our **RELATIONSHIPS**.

When you have the experiences, and you mix them with ChatGPT, it's amazing. From a prompt standpoint, it can help you create ideas, a framework, questions, and headlines into which you inject your experiences. Then you have real stories that the robots don't have.

And if you haven't noticed, [Google](#) made a change. It used to be **EXPERTISE, TRUST**, and **AUTHORITY** until they added an extra E for [EXPERIENCE](#).

Hands-On AI: A Tactical Marketing Guide for Funeral Homes

ONE-PAGE CHECKLIST

CONTENT FACTORY

One-Page Checklist

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Gain Access to Google Analytics (GA), Google Business Profile (Google My Business), and Search Console for SEO Data Analysis



[The First Step to Digital Marketing Success: Get Access and Take Control! \(4:08\)](#)

Access to Google Analytics (GA), Google My Business (GMB), and Search Console is crucial for effective SEO data analysis and performance tracking. By gaining access to these tools, businesses can establish a baseline by analyzing their current website performance, organic traffic, and keyword rankings. This baseline serves as a reference point to measure the impact of SEO efforts, including the integration of AI-generated content. Tracking progress over time allows businesses to identify areas of improvement, refine strategies, and adapt to changing trends. The comprehensive data provided by GA, GMB, and Search Console enables businesses to make informed decisions, optimize their content, and enhance their overall SEO performance.

Create a Google Analytics Account with Both Universal Analytics and GA4 Properties: Set up Universal Analytics, which includes providing essential information like the company name, Gmail account, and website URL. Learn how to configure the profile and property settings, and accept data processing terms. Learn how to organize properties, particularly naming the Universal Analytics property properly.

Create a Google Tag Manager Account: Set up Google Tag Manager, requiring Gmail account credentials, a descriptive account name, country information, and a website name. The adding a new account and setting up a container with an estimated completion time of 15 minutes. Additionally, it emphasizes the importance of understanding Tags, Triggers, and Variables in Google Tag Manager.

Install Google Tag Manager: This task involves setting up Google Tag Manager (GTM) on a WordPress website. To do this, you need to obtain your GTM ID, collect two GTM code snippets, install the "Insert Headers and Footers" plugin on your WordPress site, and insert the code snippets in the appropriate sections of your website. This process allows you to manage various tracking and analytics tags efficiently. The estimated completion time for this task is approximately 7 minutes.

Set Up Basic Google Analytics 4 Events: This task provides step-by-step instructions for setting up Google Analytics 4 for a website. It includes details on accessing Google Analytics, configuring the necessary settings, copying the Measurement ID, and setting up Google Tag Manager to track data streams, with an estimated time of completion of 3 minutes.

Verify Google Search Console: Google Search Console is a powerful tool for understanding how people find your website organically, and verifying it is a crucial step to access this valuable data.

Link Your Google Properties: This will guide you on how to link your Google Analytics account with Google Ads and Google Search Console for Universal Analytics. It involves accessing the admin panel, linking Google Ads and Google Search Console accounts, and verifying the linking in Google Search Console. The estimated time for completing these steps is 12 minutes.

Create a Google Business Profile (Google My Business): This outlines how to create a Google Business Profile for a business, providing details on the required information and the steps to follow. It covers adding business information, entering location details, and contact information, and completing the verification process, with an estimated time of 22 minutes for completion.

Conduct Keyword Research



Request a list of priority keywords from the client or [conduct keyword research using tools like Ahrefs or SEMrush](#). This will help focus on topics/keywords that are already working well for the client and amplify results.

Keyword	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change	URL	Updated
verona funeral home	3	90	0	2.91	13	0	2	3	▼1	https://proutfuneralhome.com/	22 May 2023
natural burial new jersey	3	30	0	1.76	12	0	1	1		https://proutfuneralhome.com/services/green-funerals/	13 Mar 2023
brielle riso	1	200	0	N/A	9	-5	0	6	→8	https://proutfuneralhome.com/obituary/margaret-e-riso/	1 d ago
funerals near me	3	1.3K	55	6.08	9	+9	0	*	→16	https://proutfuneralhome.com/services/green-funerals/	2 d ago
green burials near me	3	1.1K	41	2.96	8	+7	0	22	→16	https://proutfuneralhome.com/services/green-funerals/	20 May 2023
natural burials near me	4	700	43	3.18	7	+6	0	22	→15	https://proutfuneralhome.com/services/green-funerals/	13 d ago
tom donahue obituary	2	80	0	N/A	6	+6	0	*	→5	https://proutfuneralhome.com/obituary/thomas-j-donahue/	3 d ago
michael carlucci nj	1	30	0	N/A	6	0	0	2		https://proutfuneralhome.com/obituary/michael-carlucci/	5 d ago
dello russo funeral service obituaries	1	350	2	N/A	5	+5	0	*	→12	https://proutfuneralhome.com/obituary/alfonso-m-dello-russo/	11 d ago
green funerals near me	3	100	36	2.78	5	-1	0	7	→9	https://proutfuneralhome.com/services/green-funerals/	3 d ago
paul jennings obituary	3	30	0	N/A	4	+1	0	3	→2	https://proutfuneralhome.com/obituary/paul-j-jennings/	22 Mar 2023
vanya citrano	2	50	0	N/A	4	+1	0	4		https://proutfuneralhome.com/obituary/vanya-citrano/	23 May 2023
timothy fogerty	2	50	0	0.00	3	-14	0	1	→2	https://proutfuneralhome.com/obituary/timothy-r-fogerty/	28 Mar 2023
karen marinella	2	150	0	0.14	3	-9	0	1	→3	https://proutfuneralhome.com/obituary/karen-ann-marinella/	14 May 2023
marinella funeral home	2	600	0	0.00	0	-3	0	17	→1	https://proutfuneralhome.com/obituary/	22 Nov 2023

What You'll Learn:

- Understand the SEO Dashboard
- Choose the Right Keywords
- Look at Promising Keywords More in Depth
- Use Optimization Ideas
- Fix Thousands of Errors
- Set up Keywords in an SEMRush Project Dashboard
- Continue to Monitor Reports, Watch Metrics Improve, and Communicate Those Improvements to Your Client.

Identify People Also Ask (PAA) Questions Related To Each Keyword



Identify [People Also Ask \(PAA\) questions](#) related to each keyword by searching for the keyword in the Google search engine.

The website set up today is like throwing everything at you. There is no decision mechanism, no way to differentiate what you're interested in; usually, there are a few pieces of information we need.

For the best website experience, think about the [content](#) you've made and questions that are pinching people down.

It would be best to ask a few simple questions, feed them a bit of value, and then ask another question as an actual consultation would.

If you do that, you could eliminate 98% of the work in trying to make more content and making more videos because you've already said everything you need to say.

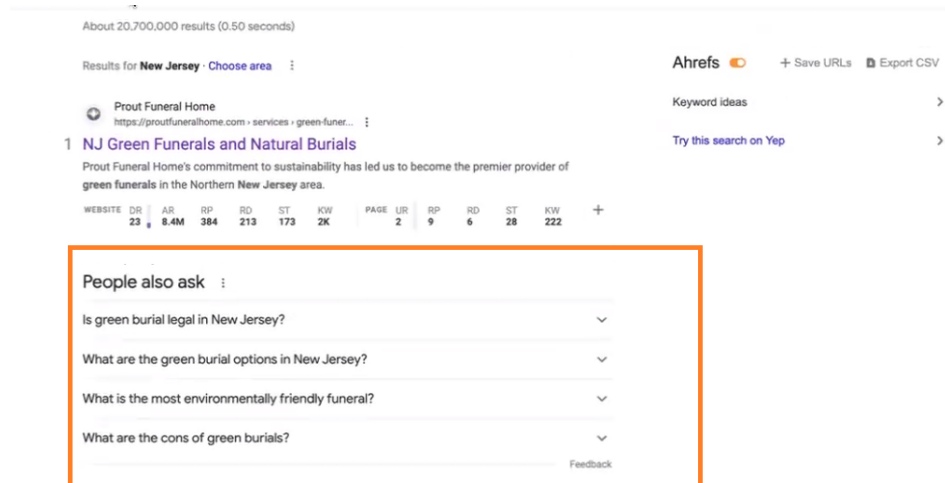
Identifying People Also Ask (PAA) questions related to specific keywords is essential for SEO and content optimization. These questions can help you understand user intent and create content that addresses their queries.

Tools you'll need:

- Google Search: Use Google to find PAA questions. It's a readily available source for generating these questions.

Steps:

1. **Define Your Target Keyword:** Start by selecting a specific keyword or key phrase that you want to generate PAA questions. For example, if your keyword is "digital marketing," you'll be looking for PAA questions related to digital marketing.
2. **Perform a Google Search:** Open your web browser and go to the Google search engine (www.google.com).
3. **Enter Your Keyword:** In the Google search bar, type your target keyword (e.g., "digital marketing") and press "Enter" or click the search icon.
4. **Observe the PAA Box:** Google often displays a "People Also Ask" (PAA) box within the search results. This box contains a list of questions related to your keyword.



5. **Click on PAA Questions:** Click on one of the PAA questions listed in the PAA box. This will expand a dropdown with additional questions and answers.

Process the 1-minute Videos in Descript



Learn how to [process a 1-minute video in Descript](#): To start your video editing journey, it's important to understand how it ties into your overall marketing framework. Just like with any piece of content, you need to have a Content Library organized around your Topic Wheel.

Most people create blogs or produce other content randomly, with no connection to other messages. But if you want to be a true marketer and grow sales, everything that you do needs to tie into a concept that then ties into your overall framework.

Utilize AI Tools Like Chatgpt or Bard to Generate Answers and Content for the Identified PAA Questions



By focusing on user search intent, AI-generated content can effectively address the specific queries and concerns of users, increasing the likelihood of attracting organic traffic and improving SEO rankings. This emphasis on quality and relevance helps businesses connect with their audience on a deeper level, building credibility, fostering engagement, and ultimately driving growth in the online landscape.

However, in using AI to generate content be mindful of not missing out the “Experience” of the [E.E.A.T Google standards](#).

[Write An Article About Pillar Content](#): Repurposing video into an article is a game-changing strategy that can significantly boost your content's reach and

engagement. While videos are excellent for visual storytelling and capturing attention, transforming them into written articles allows you to tap into a different audience segment and cater to diverse learning preferences.

By converting your video's key points and insights into a well-crafted article, you'll amplify your message, improve SEO, and establish your expertise in a more accessible and shareable format. Don't let your valuable video content go to waste—let's unlock its full potential by turning it into an engaging article! This is the second stage in the Content Factory, "Process", that is usually performed by VAs (Virtual Assistants), or by the internal department within the agency or the service provider. For smaller startups, the owner will find this "how to" very useful.

Repurpose A Social Post Into A Blog Post: Took me 9 minutes and 36 seconds to do it, while explaining it. For shorter posts, it might take 3-4 minutes. Longer posts might take 20 minutes if there's a lot of formatting, linking, and embedding. Of course, we want to follow our [blogging guidelines](#)— making sure we don't miss anything before submitting the post for approval.

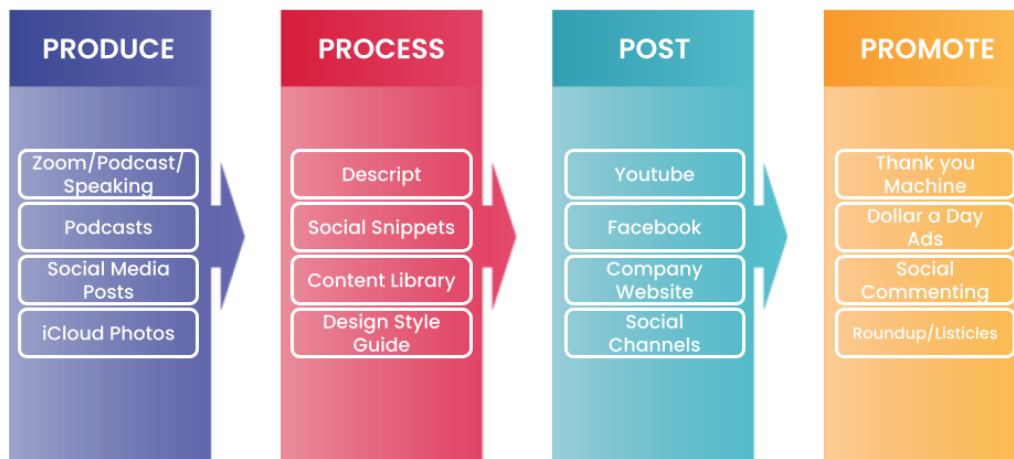
Distribute Content across Various Platforms



Distribute the generated content across various platforms, including the website, YouTube, and social media channels like Facebook.

Once the content is ready and approved by the client we are ready to cross-post it (stage 3 of the [Content Factory](#)) on their social media platforms (Facebook, Instagram, YouTube, Twitter, etc.) and then boost it for our [Dollar a Day Strategy](#).

The 4 Stages of The Content Factory



The **Content Factory** is an incredibly efficient approach that enables entrepreneurs to create and distribute multiple assets simultaneously across various channels. It is not a standalone software or a hireable agency, but rather a customizable process that maximizes asset output and optimizes the utilization of existing tools. With the Content Factory, we can handle 99% of the work involved in editing, distributing, boosting, and optimizing their content, allowing entrepreneurs to focus just 1% of their time on production.

[Crosspost A Photo Or Video To A Google Business Profile \(Google My Business\)](#): a step-by-step guide on how to create and manage a post on Google Business Profile, formerly known as Google My Business. It covers actions such as logging in, entering business information, adding media content, creating a post, and copying the post link.

[Crosspost An Article Or Blog Post On A Facebook Page, Profile, Or Group](#): This guide outlines the prerequisites for crossposting and offers step-by-step instructions for the actual process of crossposting on Facebook, including logging in, creating the post, tagging individuals, and obtaining the post's URL.

[Crosspost An Article Or Blog Post Article On A Twitter Account](#): This guides how to crosspost an article or blog post on a Twitter account. It covers steps such as creating a tweet with the post's caption and link, tagging relevant individuals, and handling tweets with more than 280 characters using Twitter's multiple tweet feature.

[Crosspost An Article Or Blog Post Article On A LinkedIn Page](#): Get an outline of the process for sharing a video or blog post on LinkedIn. It involves copying and pasting a pre-written caption, adjusting the formatting, watching at least part of the video for context, tagging relevant individuals, and then posting the content on your LinkedIn page.

Boost Posts for a Dollar a Day



Boost Posts for a Dollar a Day: Do you want to promote to audiences that will eat up your content? Let's lay the groundwork for you to do this through boosting, what we call the digital marketer's "easy button".

Whether you're a musician, a non-profit, a Fortune 500 company, or a small business, there's no difference. The Dollar-A-Day Strategy will become one of the most powerful advertising tools in your repertoire.

We know entrepreneurs because we are entrepreneurs. You want to be spending more time working on your company instead of in it, and so do we. That's why our DIY checklists are the written manifests of the exact processes we use to drive results for our clients.

We're putting it in your hands to amplify your success and promote your passion. The best part is that it can be made quick and painless, saving you time to focus on what matters to you.

Analyze Data via Metrics, Analysis, and Action (MAA)



Analyze Data via Metrics, Analysis, and Action (MAA): Businesses need to regularly analyze SEO data via [Metrics, Analysis, and Action \(MAA\)](#) to identify opportunities for improvement.

By utilizing insights from tools like Google Analytics (GA), Google My Business (GMB), and Search Console, businesses can refine their keyword targeting, content generation, and distribution strategies.

Optimizing on-page elements such as meta tags, headings, and other relevant components to align with targeted keywords further strengthens the SEO impact. Regular evaluation of the AI-generated content's performance in terms of search engine rankings, organic traffic, user engagement metrics, and conversions allows businesses to make data-driven decisions. These insights empower businesses to refine their content generation and optimization strategies, ensuring better SEO results over time.

What's Next?



You have completed Hands-On AI: A Tactical Marketing Guide for Funeral Homes!

Now move on to Brand Analysis



I want the Content Factory to do it for me!

For \$1,500/month, we will:

- ✓ **Digital Plumbing**
 - ❑ Facebook Pixel tracking
 - ❑ Website traffic tracking
 - ❑ Remarketing audiences, and page engagers
- ✓ **Video Transcription & Editing On 9 videos**
 - ❑ 3x3 Video Grid
 - ❑ Crossposting to site
- ✓ **Facebook For A Dollar A Day**
 - ❑ Company Page
 - ❑ Public Figure Page
 - ❑ Minimum of 50 pictures, and 9 videos
 - ❑ Boost 3 x 3 video grid, a total of 9 videos
 - ❑ Add "Greatest Hits" To Content Library
- ✓ **Google Ads**
- ✓ **Local Service Ads**
- ✓ **Google Business Profile (Google My Business) Optimization**
 - ❑ Crosspost featured video
 - ❑ Crosspost 9 videos
 - ❑ Crosspost 50 photos
 - ❑ Reserve short name
 - ❑ Add 5 questions and answer all 5 questions
- ✓ **90-day Ramp-up Period**
- ✓ **Tune Website Strategy, And Offer**
 - ❑ Crossposting reviews, and testimonials
 - ❑ Blog posting, and management
- ✓ **Reporting**
 - ❑ Access to Real-time Reporting in our Dashboard, and a Monthly Strategy Call to Review Performance
 - ❑ Weekly #MAA: Metrics, Analysis, And Action On Active Campaigns
 - ❑ Monthly Strategy Call

Do it for me!

blitzmetrics.com/cec/

What Others Are Saying



James D Krystosik



1h · 🗨️

Mark, I just wanted to thank you for having guests like Dennis Yu on your weekly training. The information Dennis shared with us on Tuesdays training was off the chart amazing. Please bring back Dennis again and again, he is truly a powerhouse of info on social media. I am joining Dennis's Content Engine program and I would encourage anyone who 1.) does not have time to post on social media 2.) wants to maximize the use of your content to build a tribe. I am excited and will report to our group how my journey with Dennis is progressing. Mark as always you have exceeded our expectations of what we expected to get joining your program. Thank you, thank you. God bless you, your wife and your new bambino!



Michael Melaro

Integrated Marketing Communications


4d


This week I've had the unbelievable privilege to work side by side with [Dennis Yu](#), the world's foremost authority on Facebook analytics. A self-made Silicon Valley executive and literal genius, the man has every right to be full of himself...but he's not. His kind demeanor, down-to-earth approach, and proven results have inspired us to make our company his next big success story. Thank you, Dennis!



58 Likes · 7 Comments



Duane Mangalindan  recommends **BlitzMetrics**.

June 20, 2017 · 

If you ever have the opportunity to learn from this company, I highly recommend it. A lot of people say they care about their customers. The BlitzMetrics Crew not only talks the talk but they "walk that walk."

If you are wanting to take your digital marketing "game" to the next and you are wanting to do this for the long term. You must attend their workshop.

The knowledge, systems, and processes are second to none. But if you are the type who likes to "wing it," it may not be for you.


Strategies that does not rely on one single platform.

Who am I? Just an attendee who's been to countless other "masterminds" and workshops.

If you can only attend one in your lifetime, if you can only afford one. This is the one team you need to learn from.




Troy Theodore Wruck  recommends **Dennis Yu.**


May 25, 2019 · 



Every now and then, if you're lucky enough, you get introduced to someone like Dennis Yu. Being a part of a company that's in hyper growth, on track to be measured in the hundreds of millions, it's critical to have a trusted advisor like him. He is at the top of his game, a most invaluable resource, and his influence is well beyond measure. I wholeheartedly recommend Dennis as an executive coach and ultra-expert in all things digital. His advice is game changing.




Corey Hunt  recommends **BlitzMetrics.**


January 1, 2018 · 



This team is brilliant. It's one company I've followed for years and their free strategies has made me millions of dollars in sales.



Mano Guiragossian  recommends **Dennis Yu.**

July 12, 2020 · 





Dennis is one of the few people who provide real value to the community. I've been following his strategies for +3 years and it helped me to get my marketing campaigns to the next level.




1


1 Comment


 Like

 Comment

 Share



Dennis Yu
Much love, Mano! 

Like Reply · 

 **Rodrigo Avila**  recommends **Dennis Yu.** ...
October 21, 2020 · 

I haven't known Dennis for a long time, but in these past few months, I've been given the opportunity of having him as a mentor and got to know him pretty well. He's one of the smartest and most caring people that I've known, always willing to give, give, give, and help in whichever way he can. You won't regret the chance to work with him. Thank you, Dennis, for everything!

 1 1 Comment

 Like  Comment  Share

 **Dennis Yu**
Thank you so much, Ro!
 1

 **Patrick Palmer**  recommends **Dennis Yu.** ...
July 31, 2017 · 

I have always found Dennis' classes very interesting and a bit over my head, but it just shows me that I have more work to do! Thanks, Dennis for all you do!

 Like  Comment  Share

 **Afam Agbodike**
July 23 at 3:56 AM · 🌐

I applied some of our learnings on LinkedIn this morning and already got my highest engagement in a while! Just the beginning 😊

  7 1 Comment


 Like  Comment


[All Comments](#) ▾

 **Dennis Yu**  [Admin](#) · [Follow](#)
Wow-- great news! Keep going.




[Like](#) · [Reply](#) · 5d  1


 Write a comment...    

 **Chris Pulley**
8 yrs ago I met **Dennis Yu**. Today, I am still using and sharing knowledge from him today.

[Like](#) · [Reply](#) · 17h  1

Most Relevant is selected, so some replies may have been filtered out.

  **Dennis Yu** 
Chris Pulley Love you, man. May I quote you on that? 😊

[Like](#) · [Reply](#) · 17h  1

 **David Carroll**  recommends **BlitzMetrics**. ...

February 23, 2019 · 🌐

BlitzMetrics is one of the top agencies in digital world. Dennis Yu has taught me so much and guided me in the direction to be successful in the digital marketing space.

Thank You!



Dennis Yu
CEO and Founder
Content Factory

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ig > @dennis.yu Instagram

tw > @dennisyu Twitter

www > dennis-yu.com Website



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