
The 5 Dimensions of 5th Level



Structure

The **Structure** defines the “placeholders” where content goes on the internet, with the website at the center of the "solar system" as well as outposts like social media accounts, blog, and email newsletters. Outreach like guest blogging can be included to extend further. **WHERE** it goes



Schedule

The **Schedule** defines the frequency of web content updates and other schedule-sensitive adjustments as well as the rhythm of placing new content like blog posts, videos, infographics, and email newsletters. Regular, fresh content is important to maintain ongoing high search engine placement. **WHEN** posts and updates are made.



Benchmarking

Benchmarking includes Competitive Research that helps point to what it takes for web content to be competitive in or lead a category. **HOW MUCH** quantity and **HOW GOOD** a quality of content does it take to lead your niche?



3D Pull Awareness

Shared Knowledge of Customer Pull helps integrate sales and service. Pull, in this context, means customer demand on the system of your business and its web media. Purchase Pull is buying customers attempting to extract value with their money. Media Pull is prospects and customers extracting value from the internet with their time. Bounce Pull is trying to get solutions to problems caused in extracting that value. **WHO** is valuing what we provide?



Thought Leadership

Creative Content is crafted responsive to feedback from competitive research and study of the customer. This includes content like blogs, infographics, web copy, video, etc. **WHAT** is actually produced responsive to competitive research and/or study of the customer?