

INCFILE CONTENT OPPORTUNITY AUDIT

Prepared by Michael Becker
November 29, 2023

HIGH LEVEL: INCFILE'S NEXT EVOLUTION

You need to...

- Drive new customer acquisition
- Distinguish from ZenBusiness and LegalZoom
- Optimize content inputs for maximized outputs
- Build a thriving community of entrepreneurs who trust you
- Build a revenue-driving content marketing function

How I help...

- Offer refinement, lead gen, messaging, brand building
- Business model strategy, market differentiation
- Opportunity and gap analysis
- New media, SMM, content strategy, audience building
- Content audit, identification of gaps and “low-hanging fruit”



AS SEEN IN



KEY GROWTH PRINCIPLES

- Delay gratification. Invest in audience, content, & long-term brand equity over vanity metrics or quick cashouts.
- Dramatically over deliver at every touchpoint. Maximize consumer surplus to encourage word-of-mouth & grow CLV.
- Attention & trust compound faster than revenue. They are like gold in this new digital economy. Optimize for both.
- Business continuity is predicated on genuinely loving customers. Anything less than a raving brand advocate is an L.
- Choose to excel – not to compete. If you remain radically focused on excellence, the competition becomes irrelevant.
- Make offers, craft messaging, & provide so much excess value that it's impossible for prospects to say “no.”
- Attention has shifted toward microcontent & multimedia. Understand how to use podcasts, YouTube, & Shorts.
- To scale, identify your constraint(s), fix it, then focus on new business volume, increasing yield, & reducing churn.

INCFILE TOP CONTENT OPPORTUNITIES

01	Iterative content hub improvement	<ul style="list-style-type: none">• We can 'brand' the content hub with a distinctive name; create an editorial plan & calendar
02	Blog articles and social promotion	<ul style="list-style-type: none">• Individual post pages are well above average as-is; add select CRO tactics and more multimedia to articles
03	Continued SEO dominance of "LLC" related terms	<ul style="list-style-type: none">• Look to gain strategic answer box placement for defined phrases; build domain authority from 53 to 60 in under a year
04	Build thriving VIP community for interaction	<ul style="list-style-type: none">• Create an exclusive community (e.g. Slack or Facebook group) for continued prospecting
05	Boost YouTube output for amplified yield	<ul style="list-style-type: none">• Look to create longer-form videos (most now are ~2 mins); consider business breakdowns or interview series; amplify shorts output tenfold

How It Works Services Resource Center About Us

How to Create a Construction Company LLC

September 28, 2023 by Carrie Buchholz-Powers

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Table of Contents

- Benefits of Choosing an LLC for Your Construction Company
- How to Start an LLC for Your Construction Company
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- Build Your Construction Company LLC Today

Starting your own construction company is an ambitious endeavor that has the potential to turn your passion and skills into a thriving business. This journey involves more than just mastering construction techniques, though — it also requires a solid legal and organizational foundation. That's why you should consider forming a Limited Liability Company (LLC) for your construction business.

By doing so, you can not only protect your personal assets but also set your business on a path to success. Here's why an LLC could be right for you, and [how to start a construction company](#) yourself in 10 steps.

Top trending articles

- [Form Your Free LLC](#)
- [LLC Step-by-Step](#)

Create custom images with title, author name

Create devoted editorial calendar

Most popular content

ID	Author	Title	Status	Format	Campaign	Hub category
1	1809 Michael Becker	Midwest's Election Polls: Seat of 2026	Live	Blog		
2	1908 Brandon Stewart	Is It Possible to Capture a Complete 360-Degree View of Customers?	Live	Blog	ShopifyMagazine - Paid Posts	Innovative Perspectives
3	1909 Leah Behr	The AI Advantage: How Artificial Intelligence in Logistics Helps Keep Up with Customers	Live	Schedule	Blog	AI
4	1909 Kim Corcoran	How AI Adoption in Retail Supports Digital Marketing	Live	Blog	Forrester Webinar	Customer Engagement
7	1808 Mark Enche	How Customer Engagement Marketing Will Win You More Customers in 2024	Live	TL Blog	Customer Engagement	Innovative Perspectives
8	1808 Kim Corcoran	The Challenge of Creating Loyalty Programs	Live	Blog	Loyalty	Customer Engagement
9	1809 Mark Enche	What is Customer Engagement Marketing and Why Does it Matter?	Live	Blog	Customer Engagement	Accessible Insights
10	20108	5 Steps to Artificial Intelligence Marketing Adapters eBook	Live			
11	20108	Proactive Analytics	Live			
12	20208 Brandon Stewart	TV Whitefly Plus Whitepaper	Live	Whitepaper	ShopifyMagazine	
13	20208 Brandon Stewart	TV Whitefly 2 Whitepaper	Live	Whitepaper	ShopifyMagazine	
14	1809 Mark Enche	Blog 23 Top 10 Customer Engagement Metrics	Blog	Customer Engagement	ShopifyMagazine	Accessible Insights
15	1808 Brandon Stewart	Landing Page	Live	Landing Page	ShopifyMagazine	
16	1808 Brandon Stewart	Landing Page	Live	Landing Page	ShopifyMagazine	
17	1808 Brandon Stewart	Landing Page	Live	Landing Page	ShopifyMagazine	
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50	1808 Brandon Stewart	Landing Page	Live	Landing Page	ShopifyMagazine	

1. Artificial Intelligence

AI is in a major boom phase right now and is commanding buzz across all industries. AI art, chatbots, and content creators are everywhere, and the opportunities are endless.

You might use an existing AI to create your own to build software or a new product, or you could capitalize on all the concerns around AI ethics to build something that safeguards against incorrect usage.

2. Virtual Reality

VR has been all the rage in gaming for a while now, and you'll find VR stations in every arcade, mall, and bowling alley in the U.S. But business applications for VR are growing, and you might find a way to start a business using VR for training, onboarding, or remote work.

As personal VR becomes more accessible, there may be even more opportunities to sell VR products and accessories or create VR software.

3. Blockchain

Blockchain technology is popping up everywhere, and it might be time for you to hop on the bandwagon. Blockchain is a secure, decentralized ledger system that is well-suited to several industries, including healthcare, insurance, real estate, and logistics.

If you have an existing business in one of these fields, you could move relevant operations to blockchain or build a tech business from scratch by creating a blockchain application you can sell to businesses.

4. App Development

Most activity on smartphones and mobile devices takes place within apps. If you've got a great idea for an app of your own, this could be an ideal tech business idea for you.

App usage isn't declining anytime soon, and Americans are always looking for new tools that entertain, solve a problem, or help them accomplish routine tasks quicker and easier. Just keep in mind this is a very saturated market — your idea will need to be strong and unique enough to stand out from the crowd.

5. Digital Marketing

While traditional marketing focuses mainly on print and broadcast media, digital marketing deals in social media, search engines, and URLs. Digital marketing also relies on data collection and analysis to make smart choices and maximize client ROI.

You could start a digital marketing firm of your own or create a product or software that agencies will be clamoring to add to their tech stack.

6. 3D Printing

3D printers are becoming more affordable and are widely available for personal and professional use. Your business could make 3D-printed materials and sell cute tchotchkes on Etsy or replace parts for specialized equipment directly to manufacturers.

You could also start a business making 3D-printing blueprints, teaching courses or virtual training, or servicing machines.

7. Data Mining

In our society, data equals dollars. Many companies will pay top dollar to have you for the software you've designed mine their data and gather key insights. These insights will help companies predict obstacles, identify opportunities, and set themselves on a trajectory for growth.

Include short quotes from experts for each category

Add engagement elements like multimedia, charts, imagery, graphics, click-to-tweets, content upgrades (bonus downloads)



Create strategic promotion plan for individual blog assets including:

- * 1-2 paid ads
- * Social carousels
- * Pre-written posts (or company post) for employees to reshare

Google difference between llc and s corp

Images Example Vs llc Taxes In Florida Sole proprietorship Self employment Income tax Lic tax

Monthly volume = 3.6k

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Incfile
https://www.incfile.com

Which Is Better LLC Or S Corp - Start Your Corporation
Quickly & Easily Form Your S-Corporation With Incfile, In Any State As Per Your Needs.

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ZenBusiness
https://www.zenbusiness.com

LLC vs. S Corp - Recommended by Mark Cuban
Join 500K+ Companies That Trusted Us To Start Their Business. Starts At \$0 + State Fees.

LLCs can have an unlimited number of members; S corps can have no more than 100 shareholders (owners). Non-U.S. citizens/residents can be members of LLCs; S corps may not have non-U.S. citizens/residents as shareholders. S corporations cannot be owned by corporations, LLCs, partnerships or many trusts.

What is an LLC?	What is an S Corp?	LLC	S Corp	Corp
 A limited liability company is a flexible business entity that helps protect owners from litigation.	 An S corporation is a tax classification that permits certain individuals and entities to receive the same tax treatment.	get ready	get ready	get ready
Business entity	Business entity	Business entity	Business entity	Business entity
State fees	State fees	State fees	State fees	State fees
Annual fees	Annual fees	Annual fees	Annual fees	Annual fees
Ownership	Ownership	Ownership	Ownership	Ownership
Employees	Employees	Employees	Employees	Employees
Liability	Liability	Liability	Liability	Liability
Transferable	Transferable	Transferable	Transferable	Transferable

Wolters Kluwer
https://www.wolterskluwer.com

S Corporation vs. LLC: Differences, Benefits | Wolters Kluwer

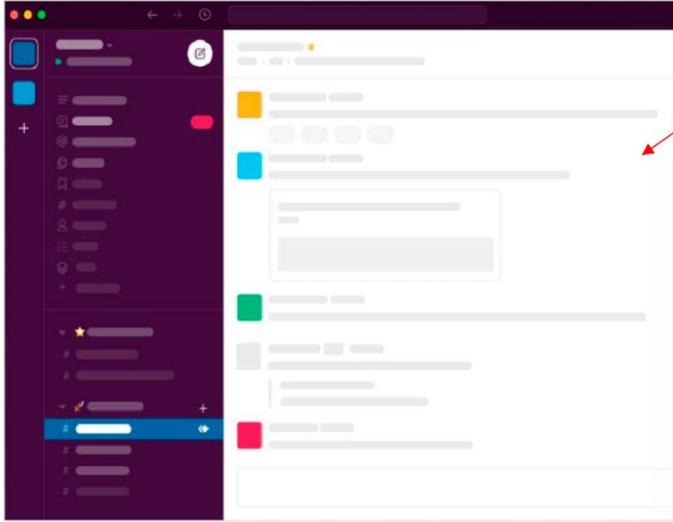
Incfile owns the first search result for most “LLC” search terms, but there’s a big opportunity to gain answer box placement for key search phrases with a “definite” answer.

Domain Authority	Linking Root Domains	Ranking Keywords	Spam Score
53	7.3k	44.3k	1%

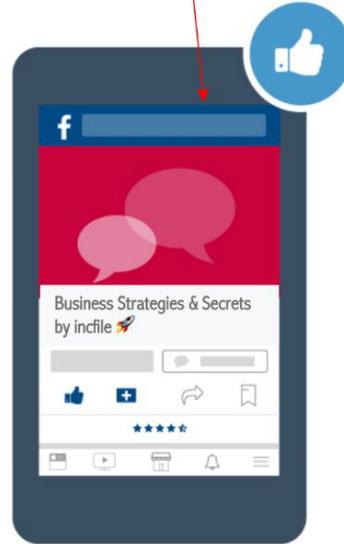
Grow DA to 60 within 12 months

Opportunity #4: Community

Invite-only group for entrepreneurs by incfile



Slack



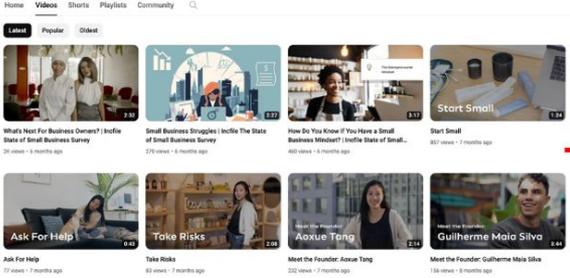
Facebook

Opportunity #5: Video/YT

Short- to long-form

- *Business breakdowns
- *Entrepreneur interview series
- *Case studies

More vertical shorts



Only 2 shorts on YT currently; can drive virality with many more (features, guest spots, tips, etc)

Daily Averages	+7	+38,348	\$10 - \$153
Weekly Averages	+49	+268,436	\$67 - \$1.1K
Last 30 Days	+200	+1,150,429	\$288 - \$4.6K
Yearly Estimate	+2.4K	+13,805,148	\$3.5K - \$55.2K

Hypothesis: triple our inputs (videos published), 5-6x our yield (subs, \$\$)