Step by Step Guide to Infographic Creation

The Elements of a Good Infographic

The [majority of the infographics](#) that go viral on social media networks have three elements in common:

a) A consistent method

b) An unique story and

c) Trusted statistical data.

How to Come Up With Infographic Topics That Actually Work

Basically, it's all about the research – and here's where you look:

1. Trending topics:
Find topics that people are talking about most or rising in demand.

2. Evergreen Topics:
Some topics never die. Year in, year out you see them everywhere.
Go to the following resources to find the trending and evergreen topics in your niche:

Go to Places	List of Topics
1. Google Trends	
2. All Top's Holy Kaw	
3. Industry related Forums	
4. Facebook Pages	
5. Twitter Streams	
6. Linkedin Groups	

3. Controversial topics:
If people are debating a hot topic that you can find information on, that's another good candidate for your infographic. Use the following box to validate your controversial topics:

Topic Name	Why this topic is controversial?
e.g- Affordable Businesses You Can Start with Little or No Money	Can someone truly start a business with no money? I mean zero investment? Personally, I doubt it.

4. Most viewed content:

Find out what content is doing well on other sites and use that data to come up with infographic ideas.

Option1. You can check out the most viewed YouTube videos

Option 2. Visit document sharing sites to identify content that is doing well.

Step #1 - Visit www.docstoc.com

Step #2 - Check the homepage for featured content chosen by the editors. Alternatively, if you don't find a topic that interests you, search the site, using your target keyword.

Step #3 - Check the results for the top content.

How to Create a Useful and Sharable Infographic

Brief: Everyone has their own definition of "useful" content. I think useful content is well-researched with actionable tips for the reader.

Finding the Data:

Data is as important as the visuals in creating an infographic. There are several data sources you can trust:

- Hubspot marketing statistics
- The US National Library of Medicine
- Business case studies
- Wikipedia (but only if the article has been verified by the editors)
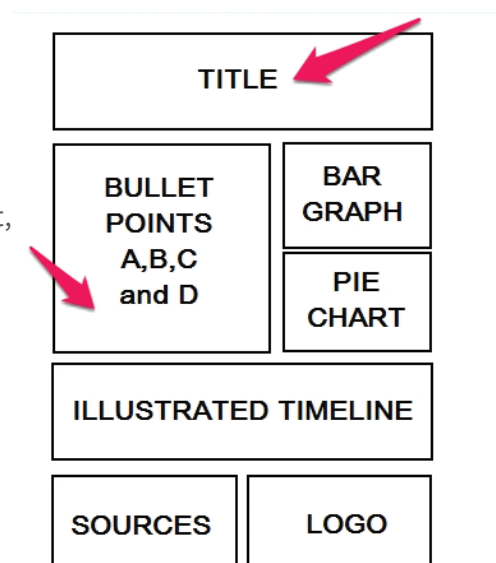- Marketingprofs Library
- Decision Analyst

How to structure and outline your infographic

Brief: When you have collected your data, read what you have aloud. Use your instincts to figure out if it seems

Knowing your purpose will also help you with structure. Ask yourself these two questions:

a) Does the infographic provide actionable advice?

b) Is the infographic for entertainment?

Take a look at the below image to develop a base outline for an infographic. This is a good starting point, though it's not set in stone.

Sections to include	Description
Header	This is where the infographic title or header will appear.
Subheader (optional)	The subheader is optional, but if you use it, it is where you further explain the title.
Section 1 Header/Key message	You key message should be located in the first section of your infographic, right after the headline. This could be the main issue that people are struggling with relating to your topic.
Section 1 Supporting Data Points	This is where you start using the data you have collected to support your claims and give your key message meaning. You can also use charts, icons or images in this section.
Section 2 Header/Key message	In this section, you want to maintain the flow.
Section 2 Supporting Data Points	Support and validate every statement with charts and statistical data points. Don't just tell people what to do, show them proven results.
Section 3 Header/Key message	In this section, add another key message for your readers.
Section 3 Supporting Data Points	Support your key message with data points, charts, mascots, icons etc and other visuals.
Key Takeaway/Call to Action	Sometimes you can make an infographic clickable. But the more common way to include a call to action is by adding your complete URL.
Sources	List the websites where you got the data for the infographic.

Understanding color psychology

Color choice can affect the impact of your message. Check out the graphic below for more information on color psychology.

Color Psychology

RED
Warm
love, passion, anger, hunger, intensity, over stimulating to babies

ORANGE
Warm
excitement, enthusiasm, happiness, vitality, comfort, softer tones are best for baby

BLACK
bold, stylish, draining, depressing, should be used sparingly in a nursery

YELLOW
Warm
cheerful, energetic, causes eye fatigue, makes babies cry

NEUTRALS
Brown, Beige, Cream, White
relaxing, grounding, good nursery choice with accent colors

GREEN
Cool
tranquil, refreshing, well-being, complacent best to counter-act with hot shades In nursery

BLUE
Cool
calm, peaceful, stable, curbs appetite, promotes baby rest

twocatsandacradle.blogspot.com

Getting the Infographic Designed

Brief: Now you're ready to design the infographic. There are two ways to go about it,. You could either design it yourself or you could simply hire a professional.

You can use one of the following sites to hire a professional designer:

a) http://dribble.com

b) http://fiverr.com

c) http://odesk.com

You can use any of these 7 freelance job sites to have more choice of designers.

Ask yourself the following questions before selecting a designer:

- Does your designer have at least some of these top ten qualities?

- Does their design style fit with your brand? (Check their previous designs)

- Is the designer passionate about discussing your vision and your brand?

How to Format and Publish an Infographic on Your Site

Add a HTML embed code so people can put your infographic on their own sites, with a link back to yours.

How to Generate the Embed Code

Before you generate the embed code:

a) upload the full resolution image of your infographic to your blog post or web page.

b) Resize the infographic to fit your webpage or blog post, and set it to open in a new

browser window – so that the reader can stay on your infographic page.

You can use the Siege Media's online embed code generator to create your embed

code. Fill in the following blank spaces:

1. Site Name:
This is your domain name (www.yourdomain.com). When people share your infographic post, they will need to attribute it.a

2. Post URL:
This is simply the URL where your infographic is located. This is the page people will link to when they start to share your awesome design.

3. Image URL:
Go to the post, right click on the infographic and click, "copy image URL". Copy and paste the address here.

4. Image Alt:

This is important for SEO purposes. Simply type the name of your infographic e.g. How to increase your sales.

5. Width of image:

As a default, 650px will work for most blogs, but readers can also resize the image if they need to.

6. Height of image:

Don't make your infographic too long, because it could reduce engagement.

7. Embed box width:

You may decide to make this smaller than the infographic width. If the width of your infographic is 650px, you could make the embed code box 450px. It's up to you.

8. Embed box height:

Leave this set to default and it will automatically adjust to the width you specified above.

When you're done, copy the embed code generated and paste it into the html panel of your blog post/web page editor where you want the code to appear. Add it beneath your infographic to make copying and sharing easier. Include a call to action (like "share this image on your site" above the embed code.

Pro tip: It's important you let your readers view the infographic in its original size so they can follow it easily. To do this, grab the URL to the full image and add a link below the infographic that says: "click here to enlarge image".

Distributing Your infographic

You can promote your infographic in number of ways.
Here are some of the effective techniques:

 # Submitting to Infographic directories

1) Hire someone from Fiverr to submit your infographic.

2) Submit your infographic yourself, using these lists as a starting point: 100 sites to submit your infographics.

3) Upload your infographic to document sharing sites like docstoc.com, 4shared.com,scribd.com and killerinfographics.com for an extra traffic boost and inbound links.

 # Using Wordpress Plugin

You should also make WordPress sharing easier by using a social sharing plugin like Digg Digg. You can also install the Lightbox Plus plugin. Itt makes it easy for people to view a larger version of your graphic, and get more excited to share it.

Others

You can get your [infographic noticed](#) through other methods like blogger outreach, guest blogging and press release distribution.

Helpful Resources:

1) Case Study: How I have [leveraged infographics to generate over 300,000 readers to the KISSmetrics blog every month](#).

2) [List of 8 types of infographics](#) you probably should create at some point in your marketing career

3) Resources to Create Infrographic Free:

- [infogr.am](#)
- [visual.ly](#)
- [easel.ly](#)
- [piktochart.com](#)
- [venngage.com](#)