

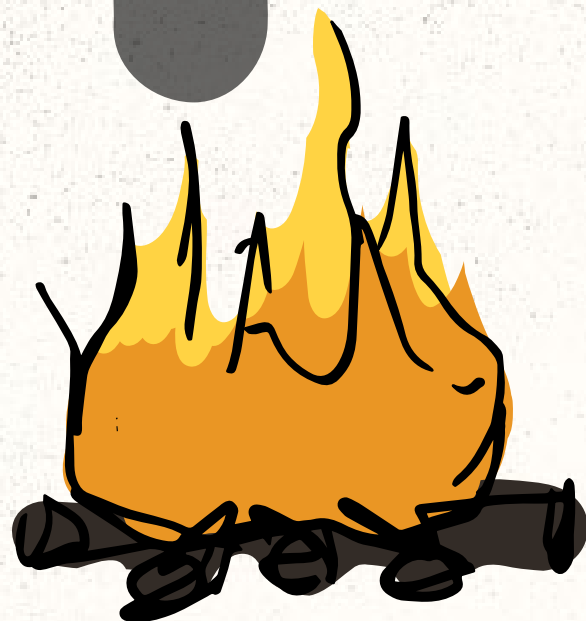
SEO

CONTENT FOR GOALS

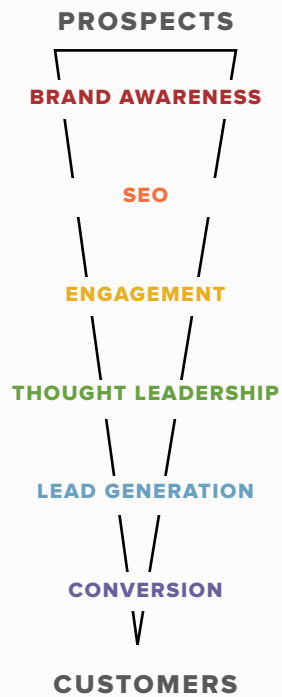


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INTRO



DEAR MARKETER,

SEO is how brands build a web presence; as more customers search with questions to guide their purchases - at every stage of the sales journey, businesses need to provide answers that help them appear in search engine results pages. If this is your goal, your content should be designed for SERP appeal.



WHY YOU MIGHT MAKE THIS YOUR TOP PRIORITY

BRAND AWARENESS by appearing in SERPs, consumers get to know your business.

TRUST 81% of people form opinions about a brand based on what they find in a related online search.

CONVERSIONS & SALES While many think SEO is a top-of-funnel marketing goal, people search throughout their purchase journeys, and desktop search clicks have up to 10% conversion rates depending on the query.



57% OF BUSINESSES DON'T CURRENTLY HAVE THE TOOLS OR RESOURCES TO CREATE A SEARCH MARKETING STRATEGY.

KEY PERFORMANCE INDICATORS



MORE ORGANIC SEARCH TRAFFIC:

Lifts in unbranded keyword impressions and clicks (Webmaster Tools).



LINKS FROM CREDIBLE SOURCES:

Traffic to particular landing pages, resource centers or blog posts that stand out as answering user queries.





BETTER KEYWORD CLICK-THROUGH RATES

(Webmaster tools) More repeat organic traffic - showing you appear more in customers' searches.

CONTENT STRATEGY

SEARCH RESULT PAGE ANALYSIS:

 Search for variations on keywords to see which formats, context and brands are currently rewarded with top search spots. Look for patterns that reveal whether videos, graphics, etc. best map to different longtail key phrases.

NEWS JACKING: If appropriate,  incorporate commentary on industry updates into an ongoing content approach. This fuels consistency AND turns your brand into an updated resource that keeps crawlers and users coming back.



**88% OF MARKETERS SEE
SUCCESS INTEGRATING
CONTENT STRATEGIES
WITH SEO EFFORTS**

CONTENT STRATEGY

QUESTION MAPPING & TARGETED



TITLES: Searchers want answers.

Content recognized as the best results (by users and Google) addresses the right queries. Get cross-department insight on prospect AND customer questions throughout purchase cycles.

VISUAL CONTENT:



Stand out from the text in SERPs with visuals. 63

percent of Google image search clicks turn into site traffic.

KEYWORDS:



Use phrases that mirror searches, and map to search intent.

Hummingbird and semantic search make keywords LESS important than they used to be - but they can still find their way into titles, metadescriptions and subheads.



AT BRAFTON, WE USE QUESTION-MAPPING TO BUILD TOPIC CALENDARS FOR YOUR STRATEGIES AS PART OF A [CREATIVE BRIEF](#).

CONTENT FOR SEO

LANDING PAGES FOR CORE KEY

PHRASES. Highly informational pages that can be built into resource centers with links to other info-rich content.

HOW-TO VIDEOS. Demonstrative video content that shows the step-by-step process.

DAILY BLOG POSTS Articles that cover relevant news and fresh topics.

CASE STUDIES. “Reviews,” “success rates,” etc. appeal to lower-funnel searchers looking for answers.

INFOGRAPHICS. Visuals that show up prominently in search results and drive clicks by giving answers in an unexpected format.



63% OF GOOGLE IMAGE
SEARCH CLICKS TURN
INTO SITE TRAFFIC.



SUCCESS STORY

INDUSTRY: Business Software

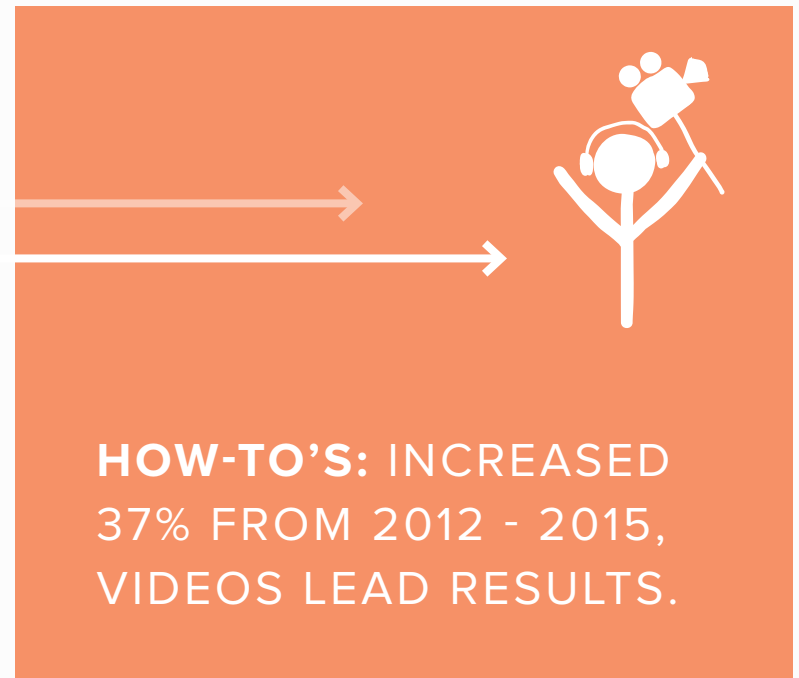
GOALS:

- Increase visibility in search results
- Better engage search traffic

STRATEGY: Produce studio video blogs that hit trends, “Short Takes,” & animations describing industry use cases across verticals

RESULTS:

- Increased overall search traffic 309%
- Increased total time on site by 93%

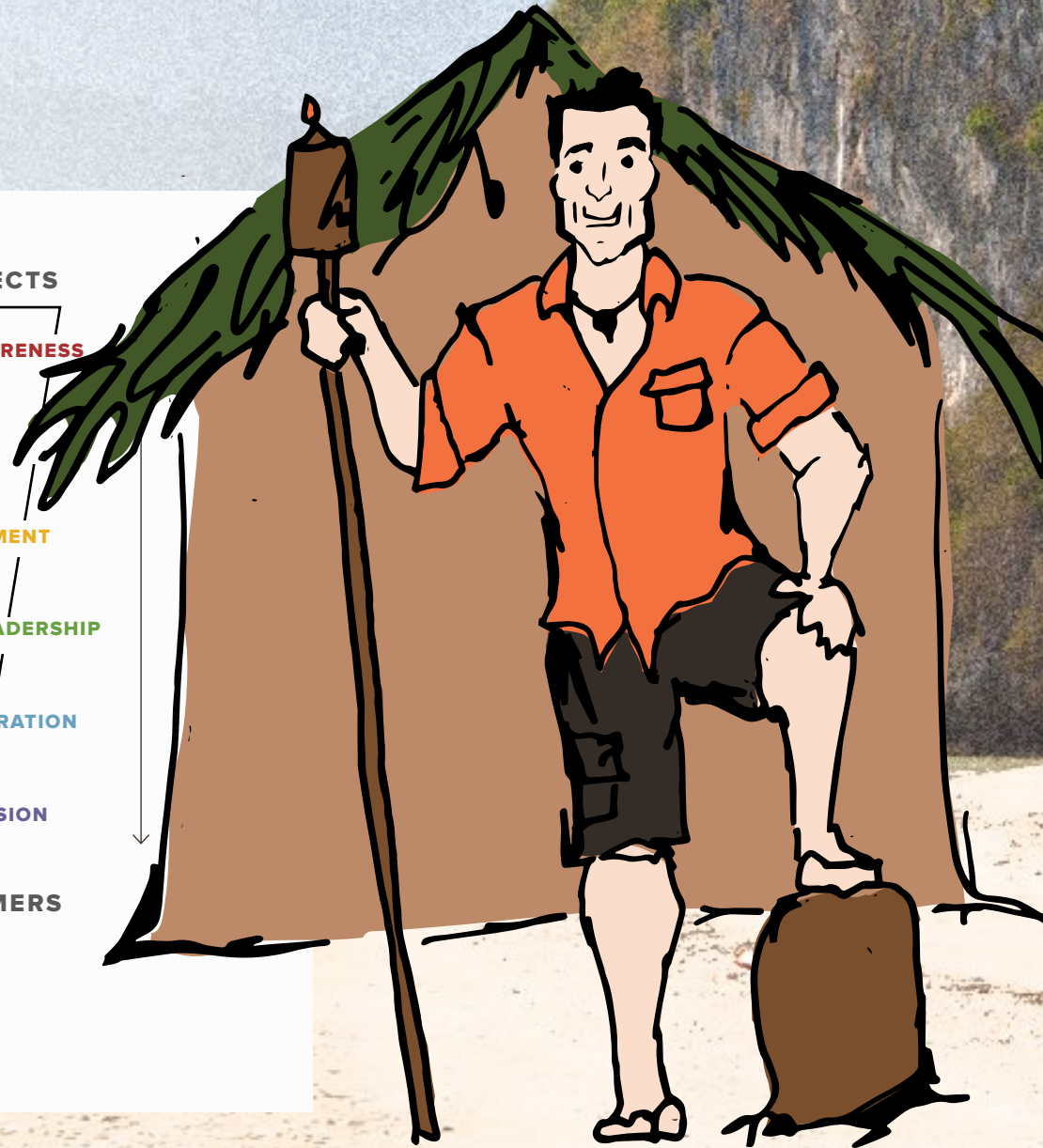
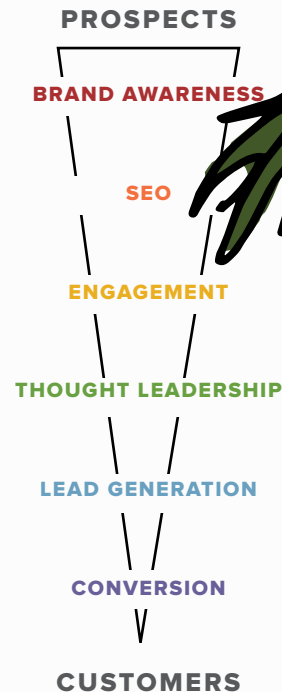


CLOSING

DEAR MARKETER,

Now that you've made it through this second marketing challenge, SEO, you have the skills you need to get found online with your growing brand presence and your SEO strategy.

You're ready to move onto the next stage:
ENGAGEMENT.





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