



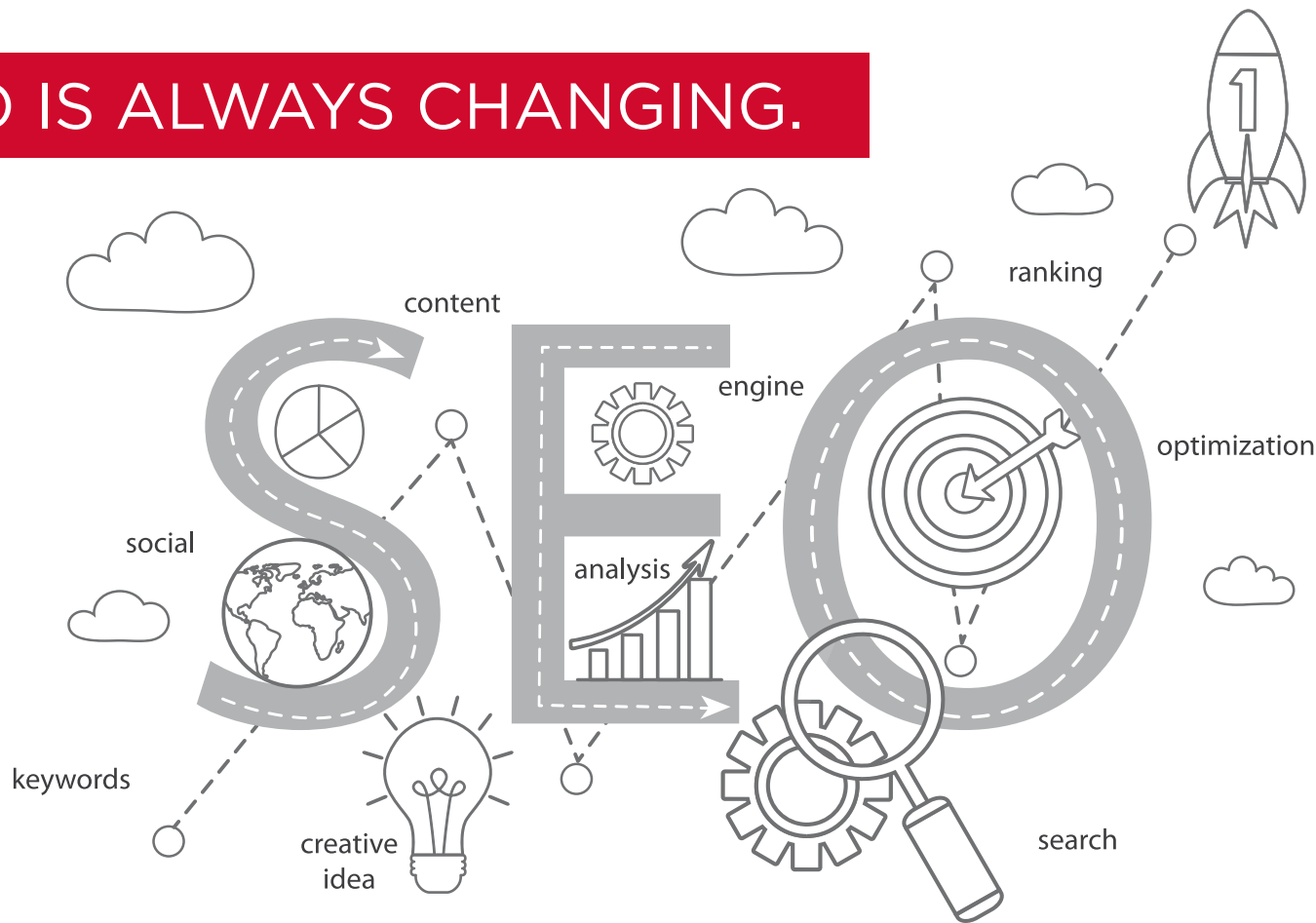
EIGHT **SEO**

Drivers You Are Missing
in Content Marketing



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SEO IS ALWAYS CHANGING.



WHICH MEANS

your content strategy – what you
create and how it is found – is
ALWAYS CHANGING AS WELL.

**BUT WHY IS SEO
ALWAYS CHANGING?**



BECAUSE THE WAY
WE ~~INTERACT WITH~~
RELY ON TECHNOLOGY
IS CHANGING.

CHANGE

is tough, and Google wants to get it right so that it can meet our needs when we search.

Google delivers accurate answers





THERE'S DEEP SCIENCE INVOLVED, MOST OFTEN DICTATED
BY THE LATEST GOOGLE SEARCH ALGORITHM.

Google's current algorithm considers **MORE THAN 200 UNIQUE SIGNALS** when choosing what to serve as a search result

ALGORITHM

HOW IT WORKS

- > Website content
- > Content quality
- > Your physical location
- > Your browsing behavior
- > And dozens of other factors

Content marketers need to care about these algorithms, and must use SEO as the starting point to maximize their programs.



WHY?

READ ON.

SEO 2011: THE RANKING ALGORITHM USED TO FEEL LIKE THIS

stuff
keywords
in my content } Get Links } Launch a blog

RANKING

**SEO
2011**

SO THE MINDSET WAS: I WANT TO RANK FOR
THESE KEYWORDS.



AND THE OUTCOME BECAME:

- Page 1. What is Epsom salt
- Page 2. What is Magnesium sulfate
- Page 3. Uses of Epsom salt
- Page 4. Uses of Magnesium sulfate
- Page 5. Health benefits of Epsom salt
- Page 6. Health benefits of Magnesium sulfate

RESULT

SEO 2017: NOW IT'S MORE LIKE THIS

Keyword Relevance

Link Earning

Quality Content

- + Mobile Friendliness
- + Social Signals
- + User Experience

Technical SEO

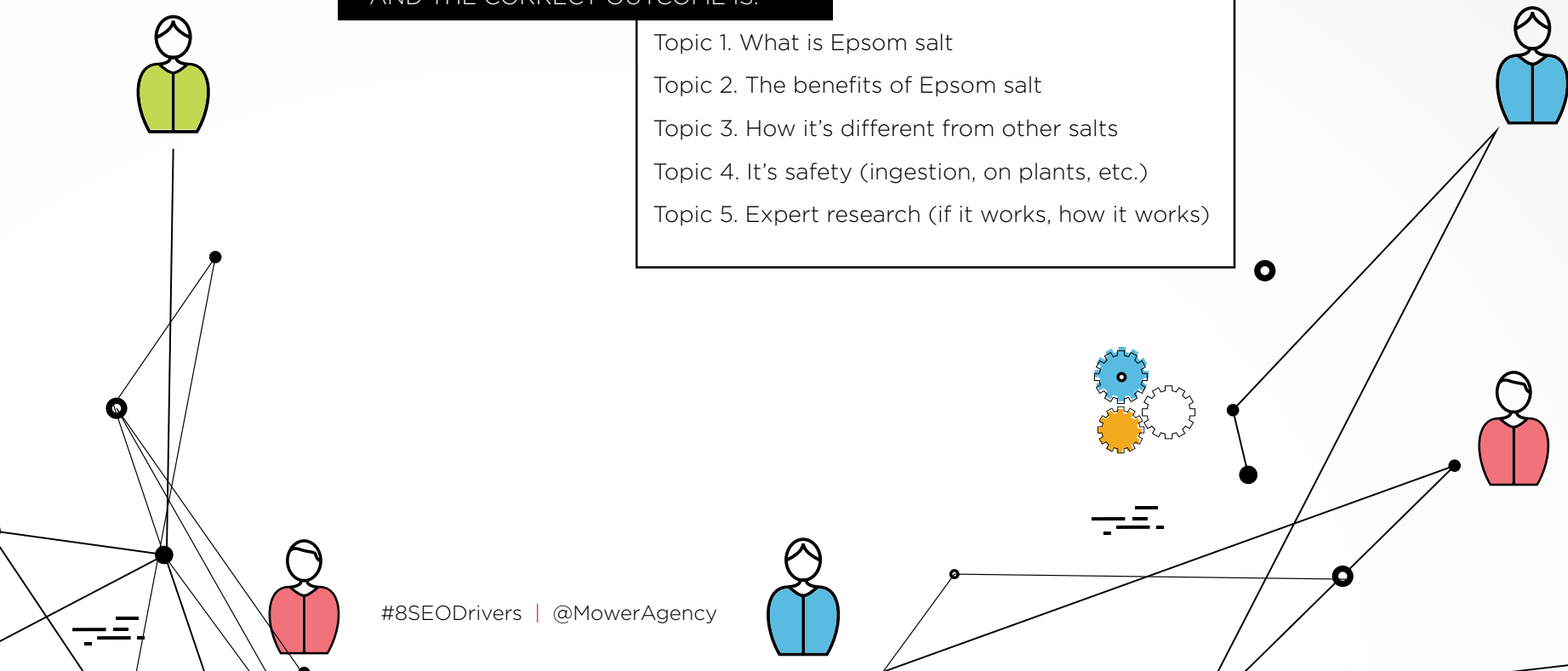
HTTPS (securing user info)

RANKING

**SO THE MINDSET IS: I WANT TOPICAL AUTHORITY.
I WANT TO BE AN AUTHORITY ON THESE TOPICS.**

AND THE CORRECT OUTCOME IS:

- Topic 1. What is Epsom salt
- Topic 2. The benefits of Epsom salt
- Topic 3. How it's different from other salts
- Topic 4. It's safety (ingestion, on plants, etc.)
- Topic 5. Expert research (if it works, how it works)



**How is all this relevant to your content strategy,
and how does it impact your content marketing?**

70%

of marketers believe their
CONTENT MARKETING
has low to no effectiveness

Source

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HOW CAN WE MAKE IT BETTER?

The first two steps to effective
content marketing are:

STEP 1

**CREATING CONTENT
PEOPLE ACTUALLY
CARE ABOUT**

STEP 2

GETTING FOUND

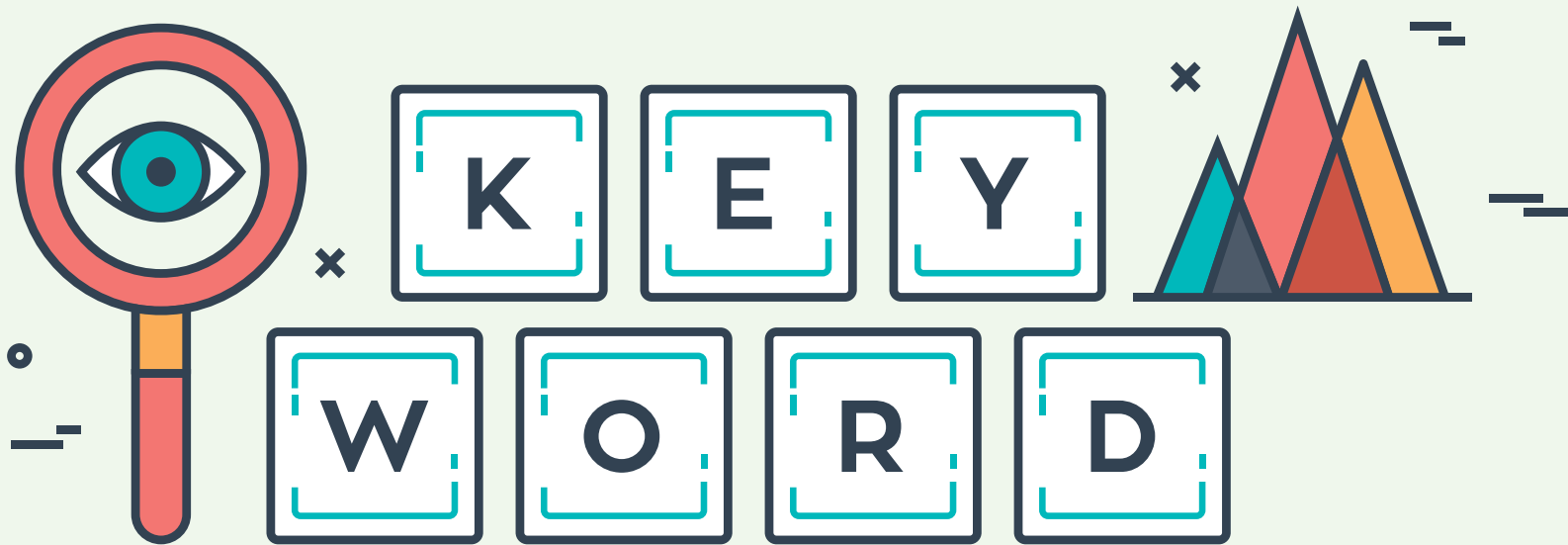
The following pages tell you how
to make your content marketing
program more successful by
following **8 SEO best practices.** >

#1

KEYWORD RELEVANCE

(hint, it's the relevance part that matters)

8 DRIVERS FOR CONTENT MARKETING

**GOOGLE ONCE CARED ABOUT MATCHING KEYWORDS IN A SEARCH TO KEYWORDS ON YOUR SITE.**

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Now it cares about natural language: synonyms, the context, meaning over wording. So don't stuff keywords in. Do good research. Write naturally.

#2

LINK EARNING

Like earned media, Google wants you to earn links, not acquire them.

8 DRIVERS FOR CONTENT MARKETING

LINK-BUILDING ONCE INVOLVED GETTING LINKS PLACED ANYWHERE AND EVERYWHERE YOU COULD TO STUFF THE LINK BASKET.

Link-earning is now built on the tenets of great marketing: content people want to read, sharing that content, appearing in media coverage, and having other pros/experts link back to you organically.



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SEO + great content puts you on a path to achieve 10X Content

10X CONTENT is content that's 10 times better than the best result that can currently be found in the search results for a given keyword phrase or topic.



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8 DRIVERS FOR CONTENT MARKETING

CONTENT

- Provides a uniquely positive user experience through the user interface, visuals, layout, fonts, patterns, etc.
- Delivers content that is some substantive combination of high-quality, trustworthy, useful, interesting, and remarkable
- Is considerably different in scope and detail from other works on similar topics
- Loads quickly and is usable on any device or browser
- Creates an emotional response of awe, surprise, joy, anticipation, and/or admiration
- Has achieved an impressive quantity of amplification (through shares on social networks and/or links)
- Solves a problem or answers a question by providing comprehensive, accurate, exceptional information or resources.

#4

GET YOUR TECHNICAL SEO IN ORDER

8 DRIVERS FOR CONTENT MARKETING

Use meta tags, intuitive site structure, breadcrumbs, friendly URLs

Create meaningful internal links and disavow bad inbound links

Tell your developer to use schema markup and structured data

Set up domain canonicalization

Maximize site speed.



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#5

HTTPS

8 DRIVERS FOR CONTENT MARKETING



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It's safer than HTTP and Google likes safer. Safer means a better ranking, a better ranking is good for SEO, strong SEO is great for content marketing, and great content marketing attracts quality prospects, which is great for business.

#6

MOBILE-FRIENDLY

8 DRIVERS FOR CONTENT MARKETING

Mobile is the way of the future. Build with the mobile user in mind first. Then if need be, adjust for desktop users.

THERE ARE USABILITY AND TECHNICAL AREAS TO CONSIDER:

- > Improve page speed
- > Minimize pop-ups, no tiny buttons!
- > Use structured data and schema markup
- > Optimize for local search



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And mobile should make you think about how you write: shorter paragraphs, smart use of headlines and sub-headlines, great images

#7

SOCIAL

8 DRIVERS FOR CONTENT MARKETING



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Make your content marketing work harder by **AMPLIFYING IT TO REACH MORE PEOPLE FASTER.**

PLUS, SOCIAL INDIRECTLY INFLUENCES SEO.

Make **SHARE BUTTONS** prominent

Make it **EASY** for people to **SHARE KEY SNIPPETS** of your content

OPTIMIZE your content **FOR SOCIAL SEARCH**

LINK POSTS TO APPROPRIATE LANDING PAGES

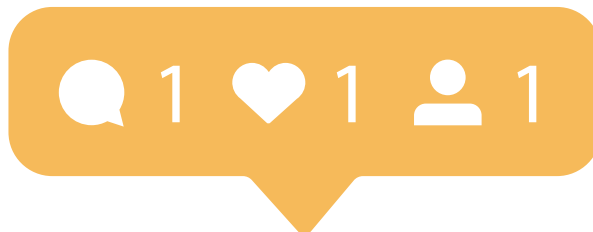


#8

USER EXPERIENCE

8 DRIVERS FOR CONTENT MARKETING

Make your site/app a place people want to visit and intuitively know what to do once they arrive



NEED TO FIND CONTENT, STAY ON SITE TO CONSUME IT AND SHARE IT

OH, AND GOOGLE CARES ABOUT POGO STICKING. POGO STICKING OCCURS WHEN A USER PERFORMS A SEARCH, CLICKS ON A RESULT, VERY QUICKLY CLICKS BACK TO THE SEARCH RESULT PAGE, AND CLICKS ON A DIFFERENT RESULT.

HIGH RATES OF POGO STICKING = LOWER RANKINGS ON GOOGLE



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Not all content marketing programs are – or need to be – this complex. But knowing how your content is served to your audience, and the factors that impact its ability to be seen, is a critical lesson for all brands and their content creators.



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To learn more, contact the smart folks at Eric Mower + Associates | [Mary Owusu, Director of Analytics.](#)