8 SEO drivers you're missing in your content marketing
MOWER

SEARCH ENGINE OPTIMIZATION

Noun

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine such as Google, Bing, Alexa, Siri, etc.

CONTENT MARKETING HAS CHANGED A LOT OVER THE YEARS.

Today, the content you create only matters if it effectively reaches your target audience.

SEO is one sure way to guarantee that happens.

But SEO is always changing too.

There's deep science involved, most often dictated by the latest ranking algorithms developed by each search engine.

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

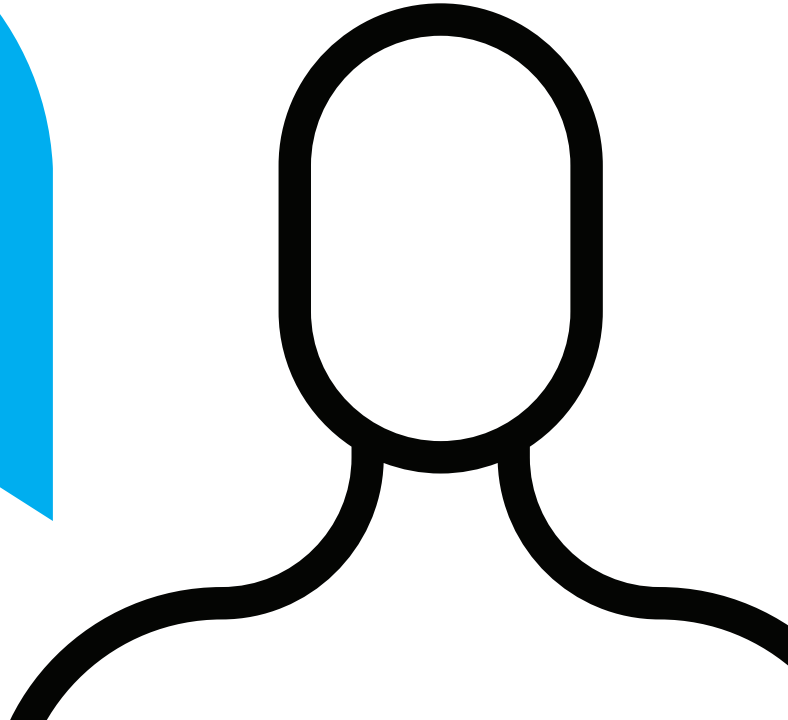
SEO 2011 THE RANKING ALGORITHM USED TO FEEL LIKE THIS:

I need to show **Google** that I'm using all the right **keywords.***

**Keywords are words or phrases that someone might google to find you or your competitors. e.g., places to eat, engine manufacturer, etc.*

SEO NOW THE SEARCH ENGINES HAVE GOTTEN IT RIGHT:

I need to show **people** and **Google** that I'm an **authority on this topic.**



So, to win at SEO, all content marketers need to do is make their content topically authoritative.

Easy, right?
Not so much...

of marketers believe their content marketing has low to no effectiveness.

HOW CAN WE MAKE IT BETTER?

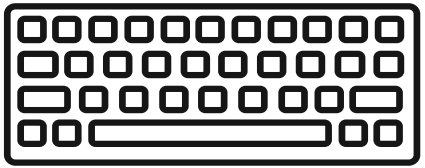
SEO makes content marketing more effective. Period.

But it has to be done right. Infuse your content marketing with these 8 SEO drivers and watch its effectiveness soar. You'll be rewarded with more traffic, more amplification and content that consistently delivers, year after year. Talk about ROI.

LET'S GO!>>

#8SEODrivers | @MowerAgency

Keyword Relevance



KEYWORD RELEVANCE

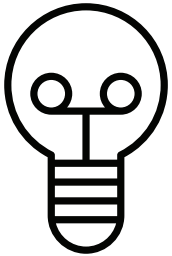
Google once cared about matching keywords in a search to keywords on your site.

Now it cares about natural language: synonyms, related words, the context, meaning over wording.

If you're writing about "kitchen remodeling," your users and Google would expect your copy to include related words such as countertops, appliances, flooring, etc.—as opposed to the phrase "kitchen remodeling" repeated over and over and over again. In other words, don't stuff keywords into your copy. Write naturally.

But, writing naturally doesn't mean not using keywords at all. Here's how content marketers can be Keyword Smart...

2 Be Keyword Smart

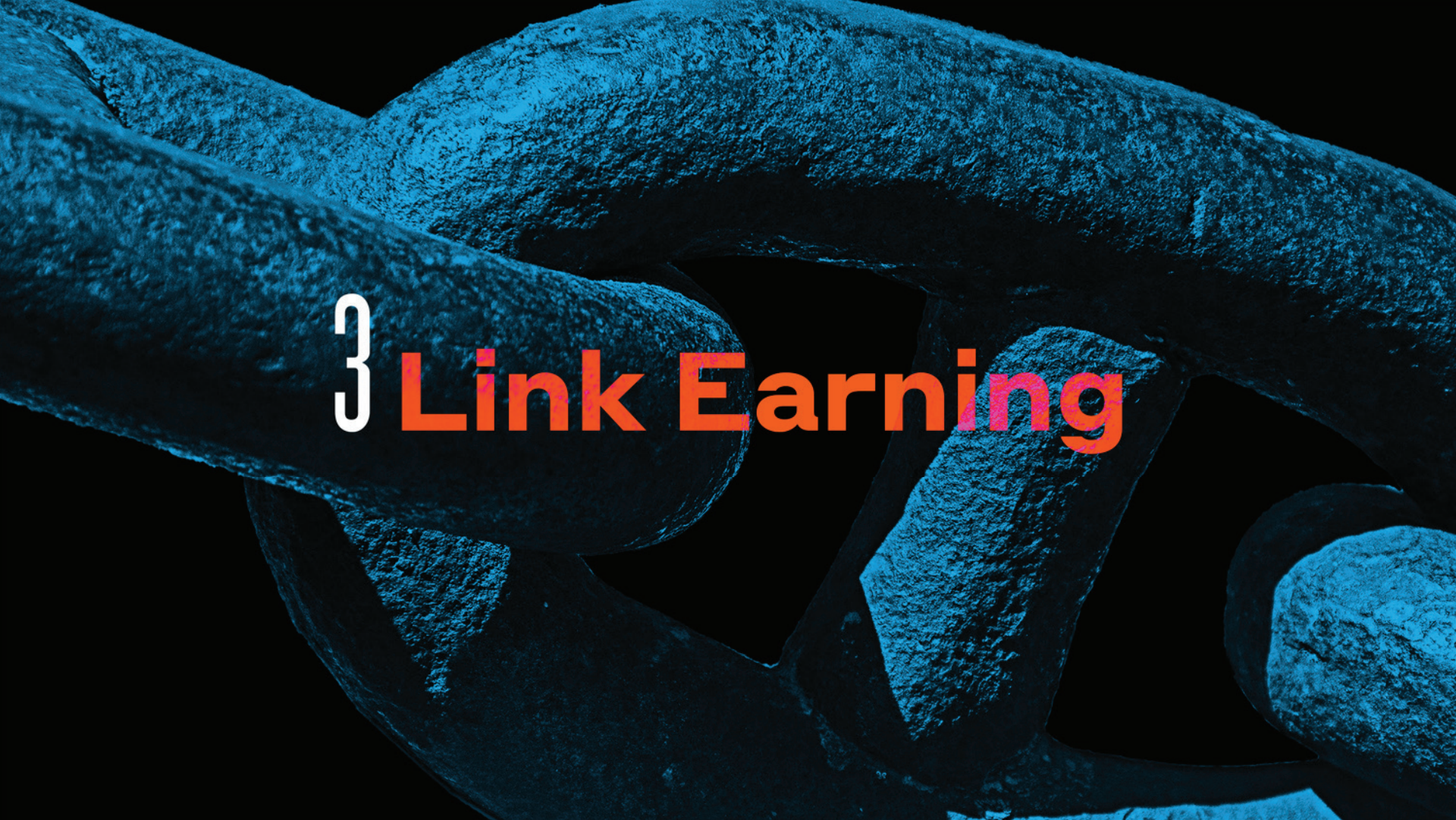


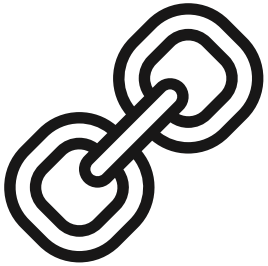
2 BE KEYWORD SMART

Search engines still care about using keywords, but the keywords don't need to be exact phrases repeated over and over again.

When it comes to including keywords in your copy, do you know some areas of your site are better than others?

- Use keywords within the first two sentences of your copy. The earlier the better.
- Use keywords in your headlines.
- Use keywords in your subheadlines.
- Use keywords in your page titles and descriptions.
- Use keywords throughout your copy whenever relevant.
- Remember, there's flexibility in how you use your keywords. For example, if your keyword is "project management" you can freely use "managing projects" and other variants. Don't lock yourself in. Search engines understand human language a lot better now.


3 Link Earning

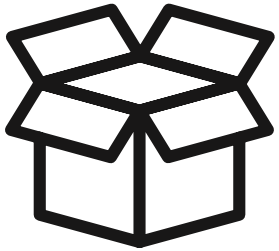


3 LINK EARNING

Link-building once involved getting links placed anywhere and everywhere you could to stuff the link basket.

Now, **link-earning** is the goal for content marketers. Like earned media, Google wants you to earn links, not acquire them. How do you make sure your content naturally earns links from others? Create 10x Content. Learn how on the next page.

4
10x Content



4 10X CONTENT

10x Content is content that's 10 times better than the best result that can currently be found for a given search query. To outrank content that's dominating Google, your content needs to be significantly better than the top result—in fact, it should be 10x better.

Criteria for 10x Content:

More thorough
It's considerably different in scope and detail from other works on similar topics. For this reason, 10x content tends to be longer than its peers.

More up to date
It's relevant for today, not last year. In fact, in general, SEO-focused content marketers should revisit and update their content each year.

Better designed
It provides a uniquely positive user experience through the user interface, use of headlines, visuals, etc. Think: content is laid out to be easily digested and not at all overwhelming.

Technically sound
It loads quickly and is usable on any device or browser.

5 Point Your Technical SEO in the Right Direction

5 POINT YOUR TECHNICAL SEO IN THE RIGHT DIRECTION

Technical SEO refers to technical requirements that often happen behind the scenes to give your content the best chance of ranking.

- Use meta tags, intuitive site structure, readable file names and readable URLs.
- Create links within your content to drive readers to other internal pages of your website. Do not use “click here” as the link text.
- Set up domain canonicalization.
- Maximize site speed.
- Fix “Page Not Found” errors, if you have any.
- Compress image file sizes so they don’t bloat your site and cause long load times.

6 Be Secure with HTTPS

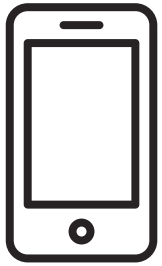
6 BE SECURE WITH HTTPS

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.

So, it's in your best interest to use HTTPS.

Not convinced? See this official statement from Google from 2014 about HTTPS as a ranking factor.

7 Mobile-Friendly

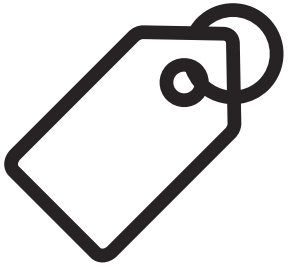


7 MOBILE-FRIENDLY

Build with the mobile user in mind first. Then if need be, adjust for desktop users.

Mobile should make you think about how you write: shorter paragraphs, smart use of headlines and subheadlines to break up the text, great visuals—really everything we talked about under “10x Content.”

8
Schema
Markup



8 SCHEMA MARKUP

Schema markup is a layer of tagging you add to your website to tell search engines what the elements on your website *mean*—not just what they say. You can tag elements such as your corporate address, phone number, team members, services/products, hours of operation—and the list goes on.

Schema markup is the genius behind voice search and rich search results. But only 30% of websites currently use it. Consider it your SEO secret weapon for surging traffic to your website.

THE WORLDS OF SEO AND CONTENT MARKETING OFTEN INTERSECT.

After all, what good is content if no one can find it?

Knowing the SEO factors that can impact your content's ability to be effective is a critical lesson for all brands and their content creators.

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