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# DEVELOPING CONTENT FOR SEARCH

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DIGITAL STRATEGY

**marketing** hacknight

# CONTENT DEVELOPMENT PROCESS

- Pick a niche topic
- Build a list of target keywords
- Write engaging content that features your content
- Promote and syndicate your content

# PICK A NICHE TOPIC AS YOUR FOCUS

- Look at sub topics and decide on something that has the following characteristics
  - Long tail keywords aren't too competitive
  - Reasonable search volume
  - Find something that is trending on google
  - Or, something that has search appeal
  - Choose something you can be an expert in.

# KEYWORD RESEARCH

- Developing a target list of keywords
  - Use a tool such as Google's Keyword Planner or Bing's Search Query Report
  - If you need to review this, refer back to the lecture on the Keyword Planner
- Select words that infer the correct search intent
  - Security guard vs. security guards (job search)

# KEYWORDING

- Export a list of keywords around the targeted keyword that you would like to use.
- Work them in NATURALLY!
  - Its better to write something that is readable by human than something that is readable by search engines.
  - Why is that?

# KEYWORDS IN THE CODE

- You want to make sure you use keywords in the code
  - In the URL directory `domain.com/your-keyword/`
  - In the URL domain `keywordphrase.com/`
  - In the meta description
    - Google has publicly stated that descriptions are not evaluated for search rankings. However, it affects CTR!
- HTML Title `<title>Keyword Phrase</title>`

# KEYWORDS IN THE TEXT

- Use keywords in the H-Tags
  - H1, H2, H3
- Use keywords and synonyms in the body of the text
- Keyword density is important!
- Use a tool like SEOquake to grade your work!

# TOOLS FOR CONTENT

- SEOquake.com – add the plugin to your browser
- SEO Site Tools – sitexy.com for chrome
- SEO for Wordpress
- SEO for Drupal or Joomla



# SEO QUAKE EXTENSION IN CHROME

The screenshot shows a Chrome browser window with the URL [www.utah.edu](http://www.utah.edu). The page features a large image of a yellow frog and a text overlay that reads "POWER OF POISON » NHMU EXHIBIT EXPLORES HISTORY AND TOXICOLOGY OF AGE-OLD WEAPON". The SEOquake analytics extension is active, displaying a panel with the following data:

Parameter	Value
Alexa rank	5.10K
Google index	195
Bing index	29.0K
SEMrush ...	1.38K
Webarchi...	December 30, 1996
SEMrush s...	31.0K

The extension also provides a detailed breakdown of metrics for the page, domain, and backlinks.

Page	Domain	Backlinks
Google cachedate: n/a	SEMrush SE Traffic: 1.36M	Google links: 1.15K
FaceBook likes: 2.6K	Google index: 195	SEMrush backlinks: 21.0K
Google +1: 414k	Bing index: 29.0K	SEMrush subdo...: 31.0K
Yandex CY: 51800	Alexa rank: 5.10K	SEMrush root do...: 5.21M
Pinterest Pin count: 63	Webarchive age: December 30, 1996	Baidu link: 893K
LinkedIn share c...: 99	Baidu index: 206	
Source	SEMrush Rank: 1.38K	

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# INSTANT SEO AUDIT

The screenshot shows the SEOquake analytics interface. At the top, there are navigation links for 'HOW TO USE' and 'HAVE A SUGGESTION?'. The main URL being analyzed is 'http://www.utah.edu/'. Below the URL, there are tabs for 'PAGE INFO', 'DIAGNOSIS', 'INTERNAL', 'EXTERNAL', 'DENSITY', and 'COMPARE URLS/DOMAINS'. The 'DIAGNOSIS' tab is active, displaying a 'PAGE SEO AUDIT' summary. The summary shows: Passed: 11, Error: 5, Warning: 6. A button offers to 'Get 100-pages audit for FREE in 5 minutes' provided by semrush.com. The main content area is titled 'Page analysis' and contains a table of audit items.

Category	Status	Message	Tip
URL	✓	13 characters – optimal. www.utah.edu/	Tips ▾
Canonical	⚠	No canonical tag is set for this page.	Tips ▾
Title	✓	22 characters – optimal. The University of Utah	Tips ▾
Meta description	⚠	387 characters – try to shorten description to 200 characters. Founded in 1850, The University of Utah is the flagship institution of higher learning in Utah, and offers over 100 undergraduate and more than 90 graduate degree programs to over 30,000 students. As a preeminent research and teaching institution, the University cultivates an academic environment in which the highest standards of intellectual integrity and scholarship are practiced.	Tips ▾
Meta keywords	ⓘ	0 characters, 0 words.	Tips ▾
Headings	✓	Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used. H1 (1), H2 (8), H3 (17), H4 (2), H5 (0), H6 (0) <H1>: The University of Utah View others ▾	Tips ▾
Images	✓	All images have ALT attribute.	Tips ▾
Text/HTML ratio	⚠	24.8% – not bad. We suggest adding more text to your website.	Tips ▾

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http://www.utah.edu/

# PAGE SEO AUDIT

Passed: 11 Error: 5 Warning: 6

Get 100-pages audit for FREE in 5 minutes provided by semrush.com

## Page analysis


URL	✓	13 characters – optimal. www.utah.edu/	Tips ▾
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Meta keywords	i	0 characters, 0 words.	Tips ▾
Headings	✓	Good! Your page implements HTML headings (<H1> through <H3>) and only one <H1> heading is used. H1 (1), H2 (8), H3 (17), H4 (2), H5 (0), H6 (0) <H1>: The University of Utah	Tips ▾

The University of Utah x SEOquake analytics x Tony

chrome-extension://akdgnmcogleenhbcighghlkkdndkjdc/common.html?id=c8275ec3899a527cb9bfcd00c2f7998e#pageinfo

Apps For quick access, place your bookmarks here on the bookmarks bar. [Import bookmarks now...](#)

HOW TO USE | HAVE A SUGGESTION?

http://www.utah.edu/ 

PAGE INFO | DIAGNOSIS | INTERNAL | EXTERNAL | DENSITY | [COMPARE URLS/DOMAINS](#)

## PAGE INFO

Basic info:

**Title:** The University of Utah [Print](#)

**Meta keywords:**

**Meta description:** Founded in 1850, The University of Utah is the flagship institution of higher learning in Utah, and offers over 100 undergraduate and more than 90 graduate degree programs to over 30,000 students As a preeminent research and teaching institution, the University cultivates an academic environment in which the highest standards of intellectual integrity and scholarship are practiced






**Internal links:** 36 (0 nofollow)

**External links:** 53 (0 nofollow)







**Server:** Apache







Parameters:

Page:

 Cached: n/a
  L: 2.6K
  +1: 414k
  PIN: 63
  IN: 99

Domain:

 I: 195
  I: 819K
  I: 29.0K
  Rank: 5.10K
  Age: December 30, 1996
  Rank: 1.38K

 Traffic: 1.36M
  Costs: 4.24M
  Video Adv: 0
  CY: 5|800
  I: n/a
  YCat: n/a



http://www.utah.edu/

# KEYWORD DENSITY

Total words: 248 2-word phrases: 7 3-word phrases: 3 4-word phrases: 2

Save as CSV | Configure stop-word list

## All words

Keyword	Found in	Repeats	Density	Prominence
utah	<a href="#">T</a> <a href="#">D</a> <a href="#">H1</a>	5	2.02%	52.74%
campus		5	2.02%	71.37%
university	<a href="#">T</a> <a href="#">D</a> <a href="#">H1</a>	5	2.02%	53.79%
global		5	2.02%	73.63%
academic	<a href="#">D</a>	4	1.61%	62.60%
arts		4	1.61%	78.63%
events		3	1.21%	45.43%
students	<a href="#">D</a>	3	1.21%	38.58%

## Bookmarks

- [1-word keywords table](#)
- [2-word keywords table](#)
- [3-word keywords table](#)
- [4-word keywords table](#)
- [Original text](#)

## Page info

**Title:** The University of Utah  
**Meta keywords:**  
**Meta** Founded in 1850. The University of Utah is

news	2	0.81%	41.53%
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2-word phrases

Keyword	Found in	Repeats	Density	Prominence
of utah	<a href="#">T</a> <a href="#">D</a> <a href="#">H1</a>	4	3.23%	49.90%
university of	<a href="#">T</a> <a href="#">D</a> <a href="#">H1</a>	4	3.23%	50.30%
the university	<a href="#">T</a> <a href="#">D</a> <a href="#">H1</a>	4	3.23%	50.71%
pause 1		3	2.42%	50.27%
global u		3	2.42%	73.52%
academic programs		2	1.61%	75.40%
the arts		2	1.61%	80.65%

3-word phrases

Keyword	Found in	Repeats	Density	Prominence
university of utah	<a href="#">T</a> <a href="#">D</a> <a href="#">H1</a>	4	4.84%	49.90%
the university of	<a href="#">T</a> <a href="#">D</a> <a href="#">H1</a>	4	4.84%	50.30%
pause 1 2		3	3.63%	49.87%

4-word phrases

Bookmarks

- [1-word keywords table](#)
- [2-word keywords table](#)
- [3-word keywords table](#)
- [4-word keywords table](#)
- [Original text](#)

Filter

Starts with
  Contains
  Regexp

# BECOME AN EXPERT ON YOUR TOPIC

- Do your research and be careful to pick something where you can achieve your goals.
- Expert advice or an authoritative position isn't the only content we consume
  - Humor - Colbert
  - Criticism or Review – Carolla
  - Alternate Opinion or Expanded View – NPR
  - Negative Information – (Popular Disney Movie...)

# INFORMATION ARCHITECTURE

- Make sure you are following a plan on the website for where each piece content lives
- Create links within the site to point to “content hubs”
- If you don’t have the content you want to reference then only reference authoritative external sites
  - Research the site you reference
  - Make sure Google connects you only to reputable sites



# PROMOTE YOUR CONTENT

- Syndicate your content
- There are MANY places to repurpose and re-use content:
  - About
  - eHow
  - Ask
  - Tumblr
  - SlideShare The hidden gem!!

## WHAT ELSE CAN YOU DO WITH CONTENT?

- Share it on networks and sites to get exposure
- Twitter
- Reddit
- Digg
- Linked In
- Facebook

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# QUESTIONS?

2/25/21

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