DEVELOPING CONTENT FOR SEARCH

TOBY EBORN AND TONY PASSEY

DIGITAL STRATEGY

marketing hacknight

2/25/21

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

DIGITAL STRATEGY
marketinghacknight

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.

DIGITAL STRATEGY
marketing hacknight

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)

DIGITAL STRATEGY
marketinghacknight

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?

DIGITAL STRATEGY
marketing hacknight

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>

DIGITAL STRATEGY
marketinghacknight

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!

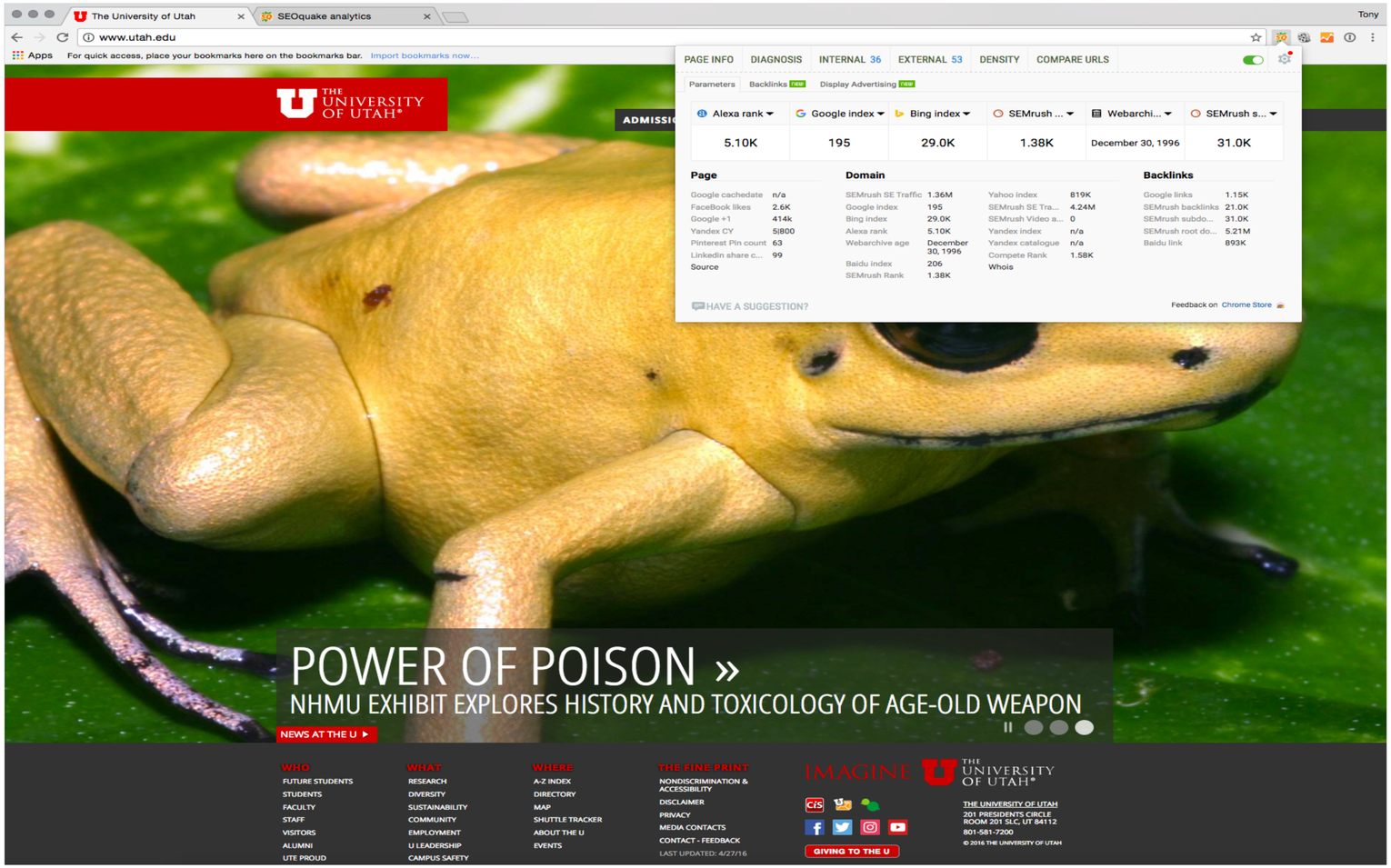
DIGITAL STRATEGY
marketinghacknight

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

DIGITAL STRATEGY
marketinghacknight

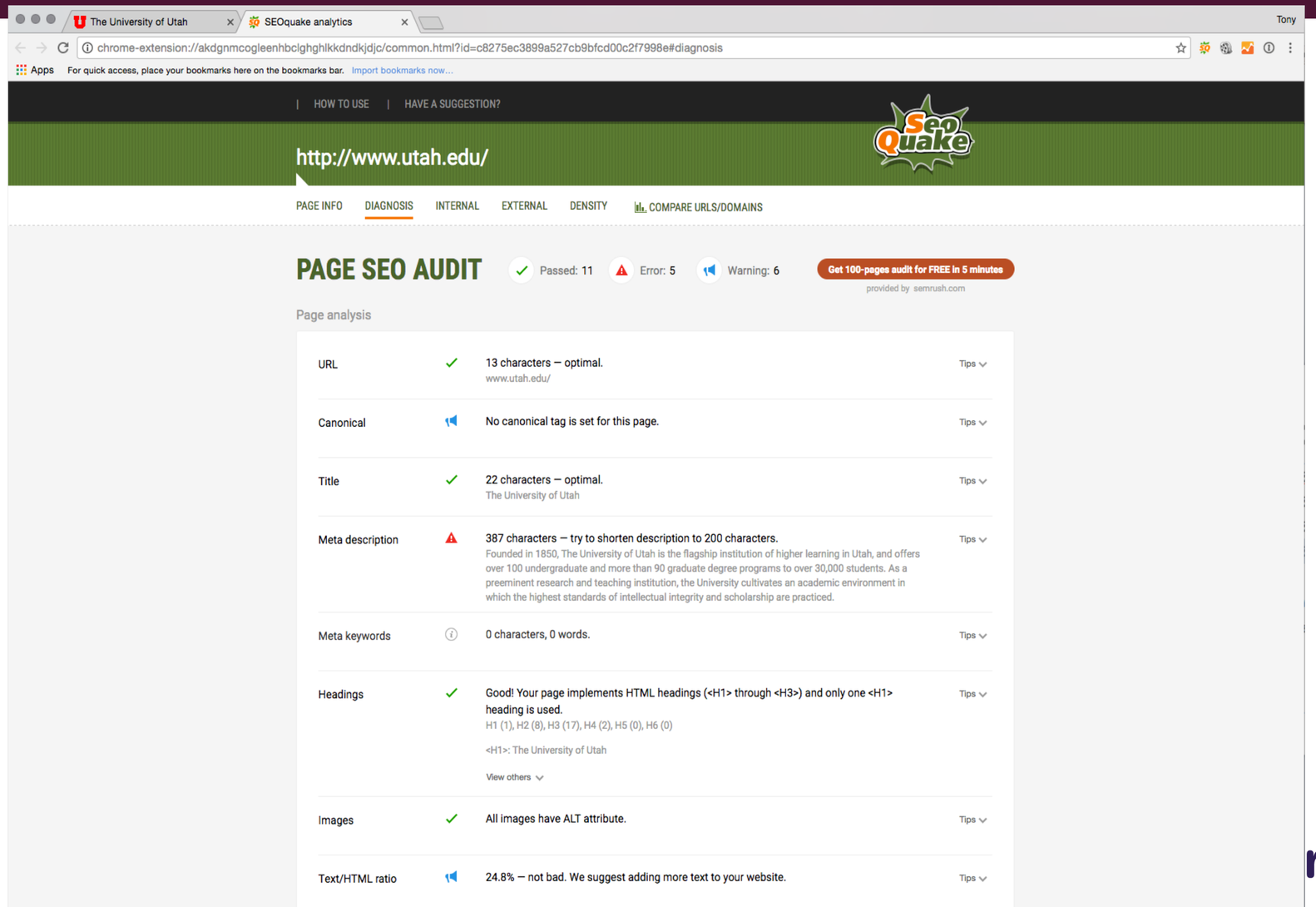
SEO QUAKE EXTENSION IN CHROME



DIGITAL STRATEGY

marketing hacknight

INSTANT SEO AUDIT



DIGITAL STRATEGY

rketing hacknight

http://www.utah.edu/

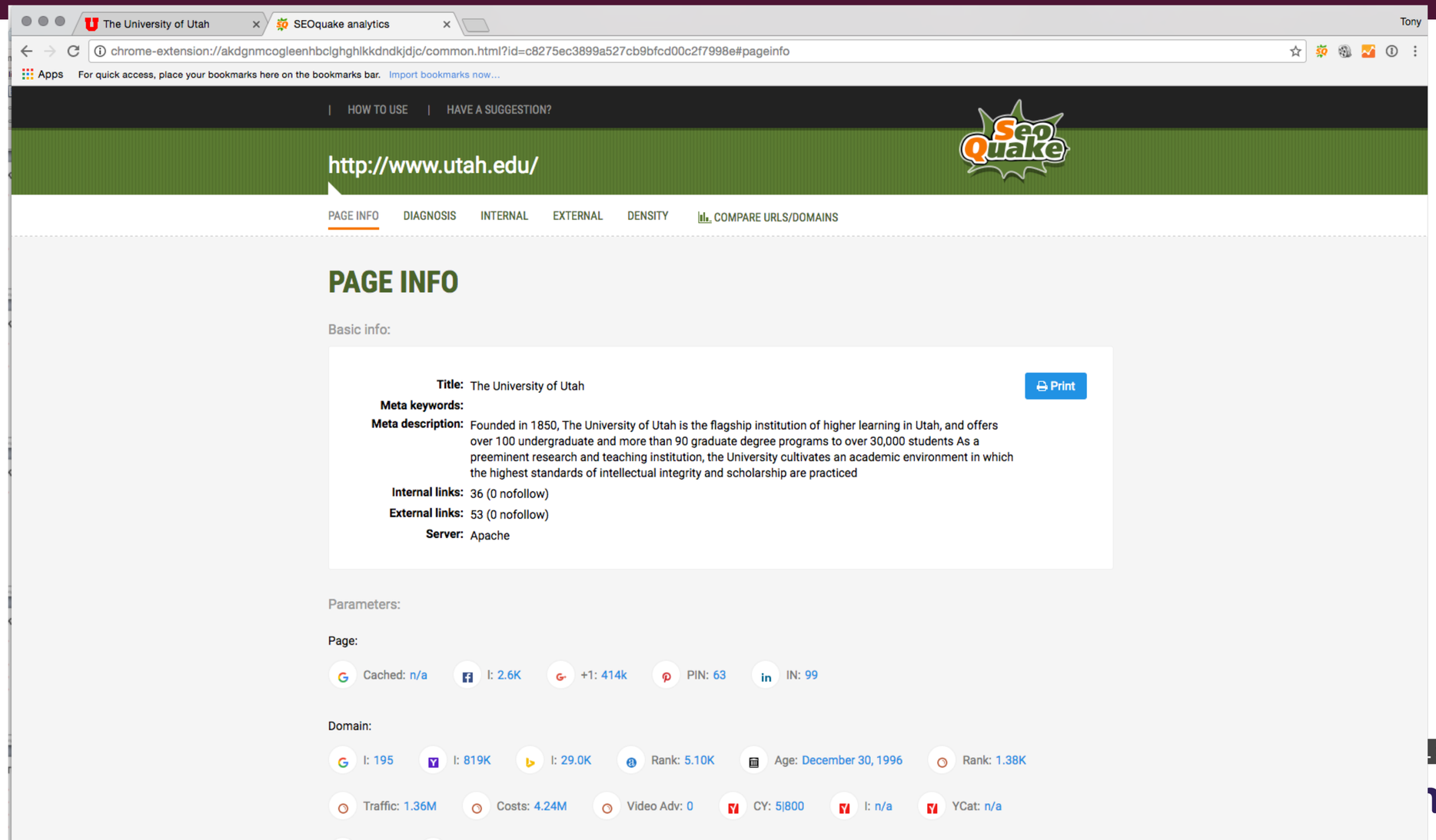
PAGE SEO AUDIT

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
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	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



STRATEGY
hacknight

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	T D H1	5	2.02%	52.74%
campus		5	2.02%	71.37%
university	T D H1	5	2.02%	53.79%
global		5	2.02%	73.63%
academic	D	4	1.61%	62.60%
arts		4	1.61%	78.63%
events		3	1.21%	45.43%
students	D	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%

2-word phrases

Keyword	Found in	Repeats	Density	Prominence
of utah	T D H1	4	3.23%	49.90%
university of	T D H1	4	3.23%	50.30%
the university	T D H1	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	T D H1	4	4.84%	49.90%
the university of	T D H1	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

Apply Reset

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…)

DIGITAL STRATEGY
marketing hacknight

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

DIGITAL STRATEGY
marketing hacknight

PROMOTE YOUR CONTENT

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

DIGITAL STRATEGY
marketing hacknight

WHAT ELSE CAN YOU DO WITH CONTENT?

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

DIGITAL STRATEGY
marketinghacknight

QUESTIONS?