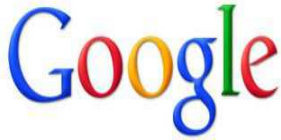


## Content Marketing: Today's Key to Getting Found on the Internet/Google



diywebjem.com

## Outline

*Google Overview*  
*Definition and Purpose*  
*Target Marketing Research*  
*Types/Examples of Content Marketing*  
*Ideas and Resources*  
*Optimization Factors/SEO Primer*  
*Promotion and Distribution*  
*Test, Measure and Repeat Successes*

diywebjem.com

The World  
Has Changed  
In A Relatively  
Short Time Period



diywebjem.com

## comScore Search Engine results February, 2013

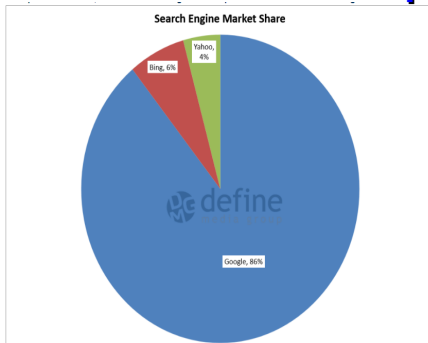
comScore Explicit Core Search Share Report\*  
February 2013 vs. January 2013  
Total U.S. – Home & Work Locations  
Source: comScore qSearch

Core Search Entity	Explicit Core Search Share (%)		
	Jan-13	Feb-13	Point Change
Total Explicit Core Search	100.0%	100.0%	N/A
Google Sites	67.0%	67.5%	0.5
Microsoft Sites	16.5%	16.7%	0.2
Yahoo! Sites	12.1%	11.6%	-0.5
Ask Network	2.8%	2.6%	-0.2
AOL, Inc.	1.7%	1.7%	0.0

**Aug. 2013**  
**66.9%**  
**July 2014**  
**67.6%**

Source: [www.comscore.com/Insights/Press\\_Releases/2013/3/comScore\\_Releases\\_February\\_2013\\_U.S.\\_Search\\_Engine\\_Rankings](http://www.comscore.com/Insights/Press_Releases/2013/3/comScore_Releases_February_2013_U.S._Search_Engine_Rankings)

## Larger Share to Google (86%) per Define Media Group



Source: Define Media Group  
<http://www.definemg.com/2014-mid-year-digital-traffic-report/>



## Percentage of Google Traffic by Results Page



Data Driven by Chitika Insights June 2013  
Data is representative of Google search traffic within the U.S. and Canada only

## Hummingbird announced Aug. '13



*Major change  
to Algorithm  
by Danny Sullivan*

*Hummingbird is paying more attention to each word in a query, ensuring that the whole query – the whole sentence or conversation or meaning – is taken into account, rather than particular words. The goal is that pages matching the meaning do better, rather than pages matching just a few words.*

## Definition and Purpose

diywebjem.com

### Content Marketing per Wikipedia

*“the technique of creating and distributing relevant and valuable content to attract, acquire and engage a clearly defined target audience in order to drive profitable customer action”*

### Content Marketing per Wikipedia

*“the technique of creating and distributing **relevant and valuable** content to attract, acquire and engage a clearly defined **target audience** in order to **drive profitable customer action**”*

## What Google Says About Content

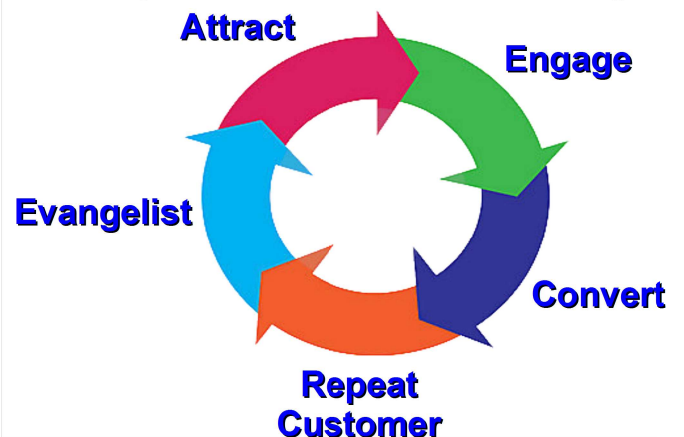
**PROVIDE USEFUL CONTENT AND KEEP IT UP TO DATE**

*Your website is like a virtual storefront. You wouldn't leave a store unattended for 6 months, right?*

*Keep your site fresh by starting a **blog**, announcing new products, sales, and special offers.*

*Remember to put yourself in your customer's shoes and make sure you provide them with the information they need. (**Content Marketing.**)*

## Purpose of Content Marketing



## Research - Target Marketing

diywebjem.com

## Focus On Your Customers and Prospects

*"Find something that will teach us,  
move us, improve us, change us,  
then ship."*

*Seth Godin*

## Uncover Your Customers' and Prospects'

*Needs*

*Wants*

*Wishes*

*Desires*

*Emotions*

***Don't Overlook Your....  
Competitors***

## Research Does Not Guarantee Success



Research often  
overlooked by  
SBO's

Maximize Success  
Opportunities

Minimize Chance of  
Failure

## Types and Examples of Content Marketing

diywebjem.com

## Different Types of Content

Videos

Photos

Audios

E-Books

White Papers

Infographics

Podcasts

Industry Research

Calculators and Tools

Templates

Games

Quizzes

Contests/Give-a-ways

Interview Experts

## **Additional Types of Content**

Case Studies	Webinars
Customer Exp.	PDF's
Employee Exp.	Recipes
FAQ's; Non- FAQ's	Images
Book Reviews	Quotations
Site Reviews	Checklists
Templates	Holidays

## **Examples**

Realtor: Decorating Ideas  
Restaurant: Recipes  
Pet Store: Dog Trimming  
Handyman: DIY repairs  
Hair Salon: Nail Polish Techniques  
CPA: Tax Savings Tips

## **Aggregate or Curate (Use Other People's Work)**

Link/Comment (i.e. Twitter)  
Write Abstract (Executive  
Summary)  
Write Longer Commentary  
Summary of Resources

## **Generally Works Best**

*eNewsletters*  
*Educational Videos*  
*Social Media*  
*Articles/Blogs*

## **Levels (from top down) of Expertise/Production/Expense**

*Podcasts*  
*Professional Videos*  
*Infographics*  
*Photos/Images*  
*Copy Writing Skills*

## **Entry Level – Blogging Platforms**

*Blogger*  
*TypePad*  
*WordPress*

**5 times more  
traffic blogging 10-  
15 times monthly**



Source: <http://brandongaille.com/23-online-internet-presence-tips-for-small-business/>

## Ideas and Resources for Content Marketing

diywebjem.com

### Often Overlooked Primary Sources

*Advisors  
Employees  
Customers  
Prospects  
Competition*

### Use Secondary Research Sources

*Google  
Library Business Resources  
Public Documents  
U.S. Census  
Wikis (i.e. Wikipedia)*

### Answer Sites

*Yahoo.com  
Answers.com  
Quora  
LinkedIn*

### Aggregators – Curators

### Social Listening Tools

### Look for Popular Topics

*LinkedIn  
Alltop  
Google.com/Trends*

### Outsourcing

*Fiverr.com*

# Optimization Factors

- Show Pages That Delight Humans:
- Use Visual Content
- Craft a Compelling Message
- Make It Shareable
- Include a Clear Cut CRA (Call to Action)
- Have a Personality

diywebjem.com

# SEO - Search Engine Optimization

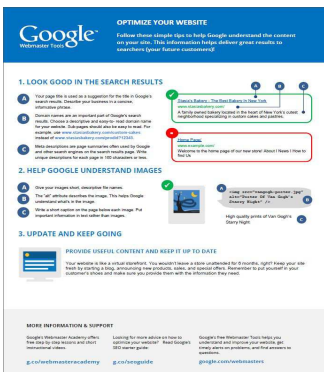


The process of improving the number and quality of visitors to a web site from "organic" (natural, free) search results.

YAHOO!



# Google's "First Steps Cheat Sheet"



Download at:  
[bit.ly/WfjYXX](http://bit.ly/WfjYXX)

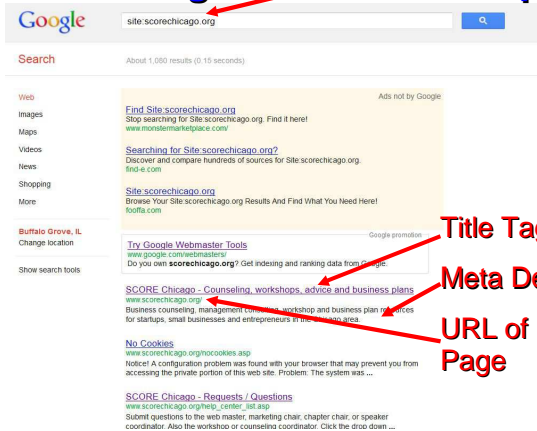
# Directly From Google Cheat Sheet

Your page **title (tag)** is used as a **suggestion** for the title in Google's search results. Describe your business in a concise, informative phrase. (about 60 characters, can be 50-70)

Domain names (**URLs**) are an important part of Google's search results. Choose a descriptive and easy-to-read domain name for your website.

**Meta descriptions** are page summaries often used by Google and other search engines on the search results page. Write unique descriptions for each page in 160 characters or less.

# Title Tag and Meta Description



Title Tag  
Meta Description  
URL of Landing Page

# 32 Page "Starter Guide"



Download at:  
[bit.ly/d29DIE](http://bit.ly/d29DIE)

**Promote  
through  
Social Media  
(Distribution  
Channels)**

diywebjem.com

**Guest Blogging  
Email  
Newsletters  
Press Releases**

**Test,  
Measure  
and Repeat**

diywebjem.com

**Do Something,  
It's Better Than  
Doing Nothing!**



**Free Analytics Sources**

*Google Analytics  
Google Webmaster Reports  
Web Host Stats  
WordPress Stats*

**Compliments of:  
Michael Yublosky**



*Let me help grow your business.  
We do three things exceedingly well:  
LinkedIn B2B Marketing  
Google/SEO Results  
WordPress Websites & Blogs*

*DiyWebJEM.com  
847-634-6535*

*Connect on LinkedIn  
<http://linkedin.com/in/michaellyublosky>*

diywebjem.com