

Driving Search Visibility & Conversions with Targeted Content Marketing

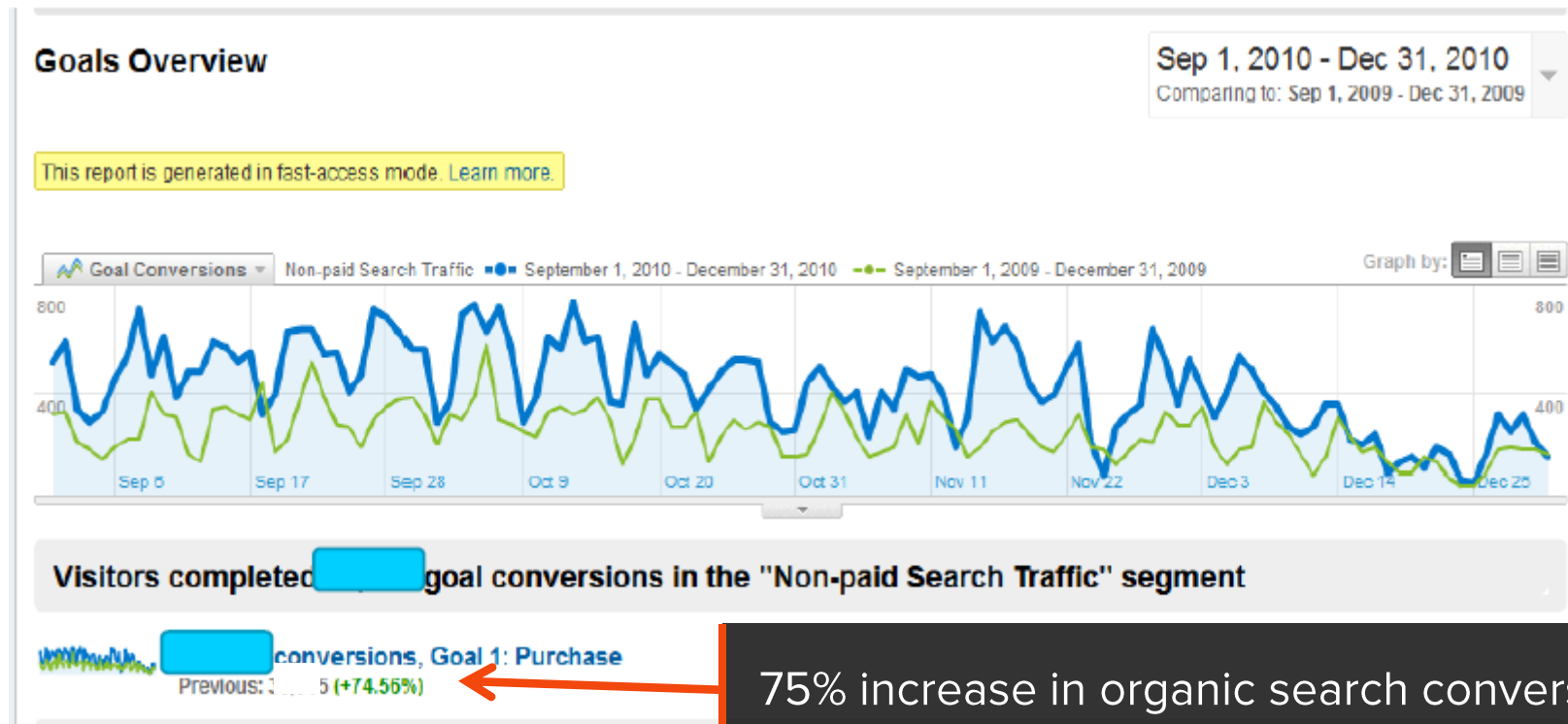
Fall 2011



Success story: SEO content correlates with conversion

Party supply ecommerce business

- ▶ 2009: Company had limited content (beyond product pages) on website
- ▶ 2010: Industry news content (~50 updates per month) was the one major change to the company's internet marketing campaign



Creating content to support SEO conversions

- ▶ Why content marketing?
- ▶ Content for search
- ▶ Content for engagement
- ▶ Targeting tips
- ▶ Aligning content with a purchase funnel



Why content marketing?

B2C?

You need content marketing.

61% of consumers are more likely to buy from companies that offer custom content

B2B?

You need content marketing.

60% of business decision makers say branded content helps them make better purchase decisions



COMPETITIVE MUST: Budgets dedicated to content marketing exceed \$12 billion in 2011

Content fuels search optimization

CHALLENGE: 42% of marketers are struggling to set a sustainable strategy for SEO

92%

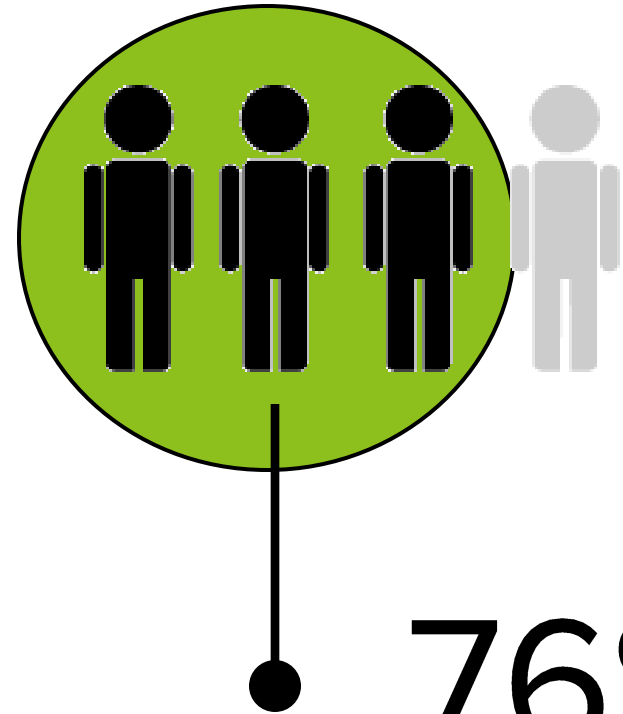
of markers say content creation is effective for **SEO**



50% say web pages enhance SEO

46% say webinars boost SEO

40% say whitepapers fuel SEO

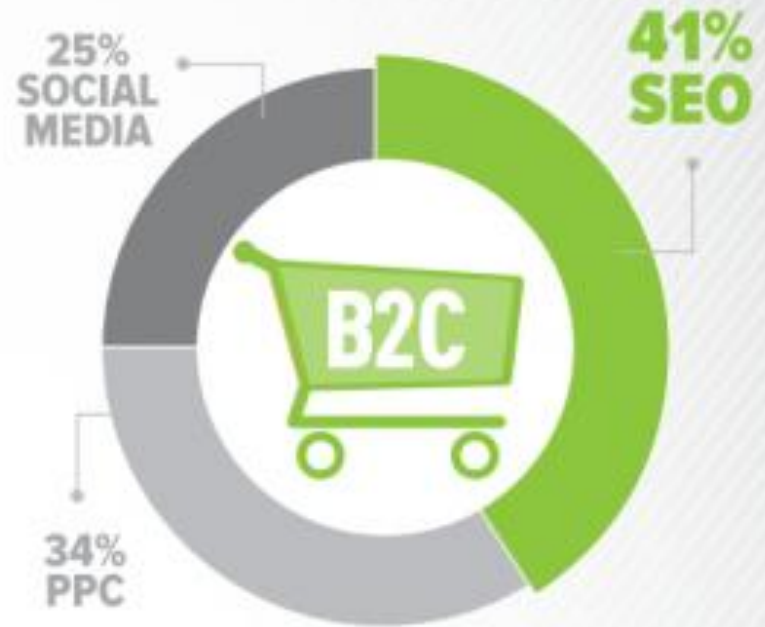
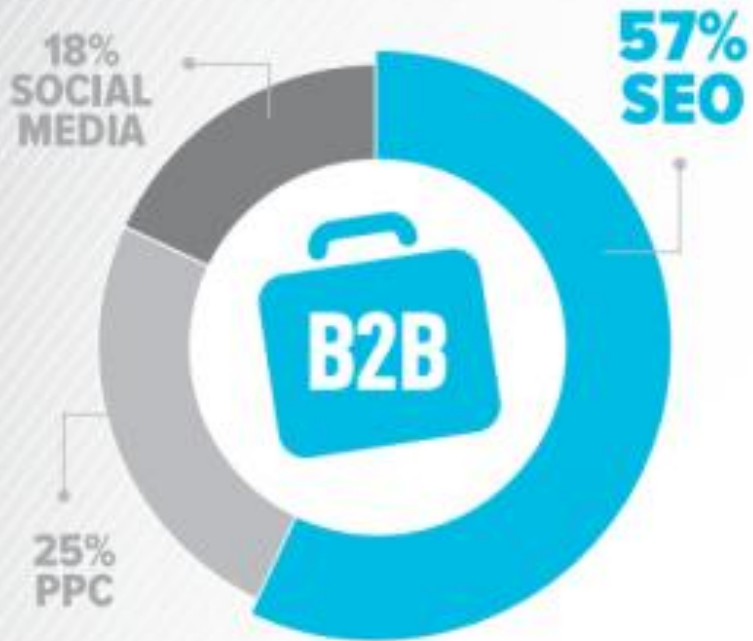


76%

of markers in the “strategic” phase of SEO invest in content creation

Content fuels lead generation

WHAT MAKES THE BIGGEST IMPACT ON YOUR LEAD GENERATION GOALS?



Content drives sales

52%

of consumers say blogs impact purchase decisions

60%

of business decision makers say branded content helps them make better purchase decisions

57%

of businesses have acquired new customers via blogs

61%

of consumers are more likely to buy from businesses offering custom content

42%

of consumers turn to articles and blogs for info about purchases

19%

of beauty buyers have made purchases based on blogs stumbled on in search (SEO)



617.206.3040



www.brafton.com



High-quality content: A must for search



CHALLENGE: Panda Updates

Initial roll out impacted 11.8 % of searches

“Our site quality algorithms are aimed at helping people find high-quality sites by reducing the rankings of low-quality content.”

- Google Fellow, Amit Singhal

Signs of a Panda-healthy site:

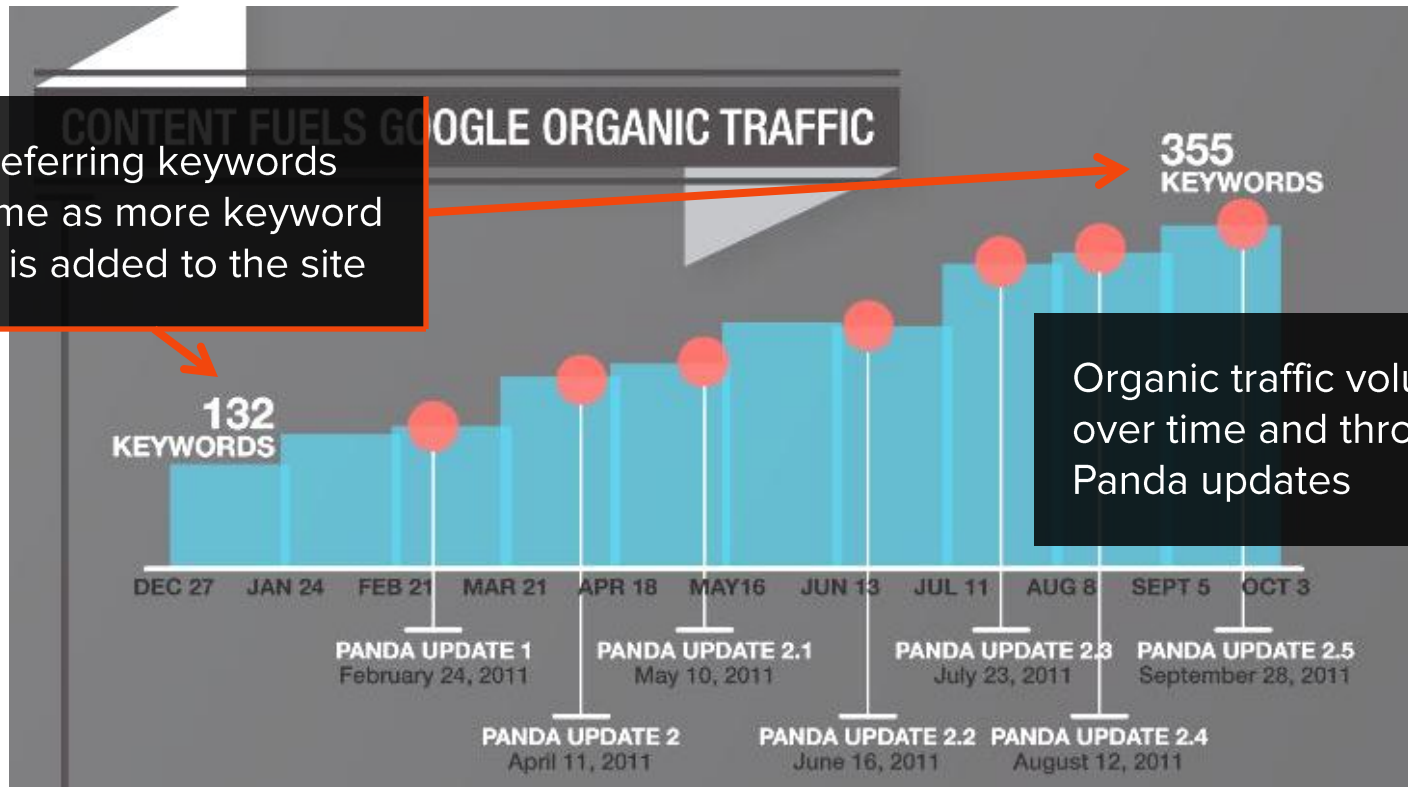
- ▶ Number of cached pages increases as you add web pages
- ▶ Organic traffic levels remain steady and/or increase
- ▶ Number of referring keywords rises over time (and throughout Panda updates)



Content powers organic search visibility

Business-to-business sales management company

- ▶ Winter 2010: Launched an industry news content marketing campaign (with qualified content writers)



617.206.3040



www.brafton.com



Updated content: Key to search visibility

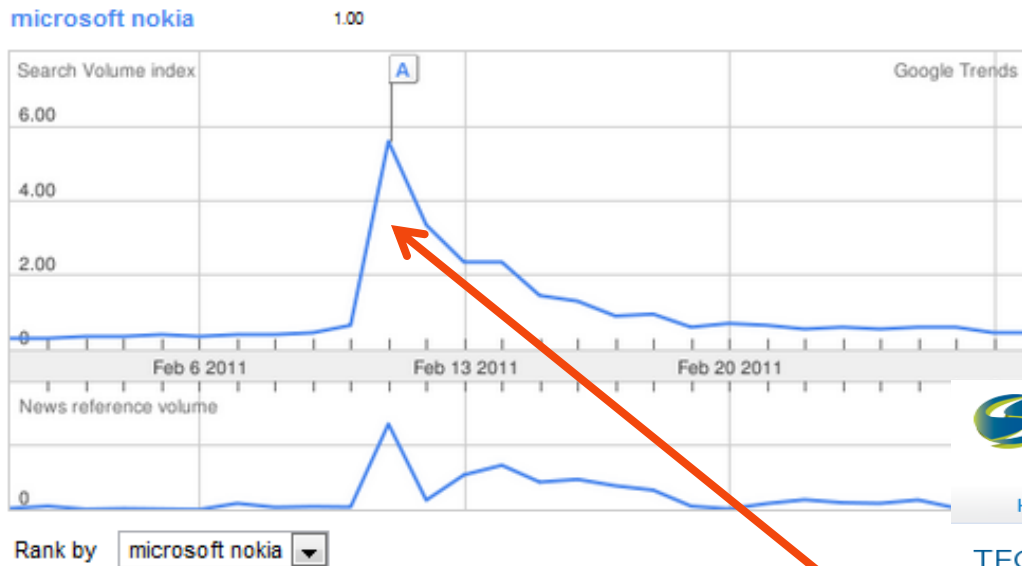
Google caffeine & the fresh factor

Google's post-Caffeine indexing system scans the web every second for new content, and a recent "freshness" algorithm update prioritizes recent results for 35% of searches

- ▶ Schedule new articles to post each day to keep search crawlers and prospective buyers coming back
- ▶ When are your audiences most active online? Schedule post publication accordingly
- ▶ Consider timely topics you can plan: Holiday shopping trends? Seasonal needs for your core services?
- ▶ Allow room for timely topics that may come up: National or industry news developments that generate demand?

Industry news content can hit search trends

- ▶ Business-to-business mobile service provider has a news content marketing campaign in place
- ▶ Content writers picked up on Microsoft, Nokia search trend in time to bring a traffic spike



Website was on page 1 as an included Google News result for related queries for several hours during search spike



CALL NOW ·
OR TOLL FRI

HOME

PRODUCTS & SERVICES

ABOUT US

TECHNOLOGY NEWS

Microsoft, Nokia Join Forces To Make Smartphone Market A 'Three-Horse Race'

By Nigel Brooks

February 11, 2011

Spetnik Technology News

Rising search volumes helped increase organic traffic once the article was posted



617.206.3040



www.brafton.com



What content for engagement?

CHALLENGES: Producing engaging content (36%); 'Wowing' prospects by meeting info needs (97%)

Online News Demand

191 million

online Americans turn to the internet to keep up on info (more than newspapers)



207 million

Americans use search engines to find news



137 million

internet users get news online at least 3x a week



*Digital Future Study by USC Annenberg & Americans Spending More Time Following the News by Pew Research Center for the People and the Press



617.206.3040



www.brafton.com



Content for niche audiences

2012 Search Marketing Benchmark suggests niche content drives average of 40% more organic traffic

People increasingly get news and timely information from niche websites

Where Do People Get News Online?

Websites used most often ...	%
Yahoo	28
CNN	16
Google	15
MSN	14
Local news sites	11
Fox	8
AOL	7
MSNBC	7
New York Times	6
Internet service providers	4
BBC	2
Drudge Report	2
ABC	2

Google News outranks The New York Times as an online news source

* Open-ended question based on those who use the internet for news. Figures add up to more than 100% because of multiple responses.

Niche blogs come up ahead of major news sources in Google News searches

The screenshot shows a Google search for "summer blockbusters" with approximately 2,450 results. A red arrow points from the text above to a search result from a niche blog: "Marvel Announces Two Summer 2014 Blockbusters" by HIRFix (blog). The result includes a snippet: "Disney and Marvel have announced that two summer blockbusters will be released for the summer of 2014, although they refused to say what those movies would ...". Other search results include "Add 'summer blockbusters' section to my Google News homepage" and "BKS Announces New Summer Movie Blockbusters For NOOK Color ...".

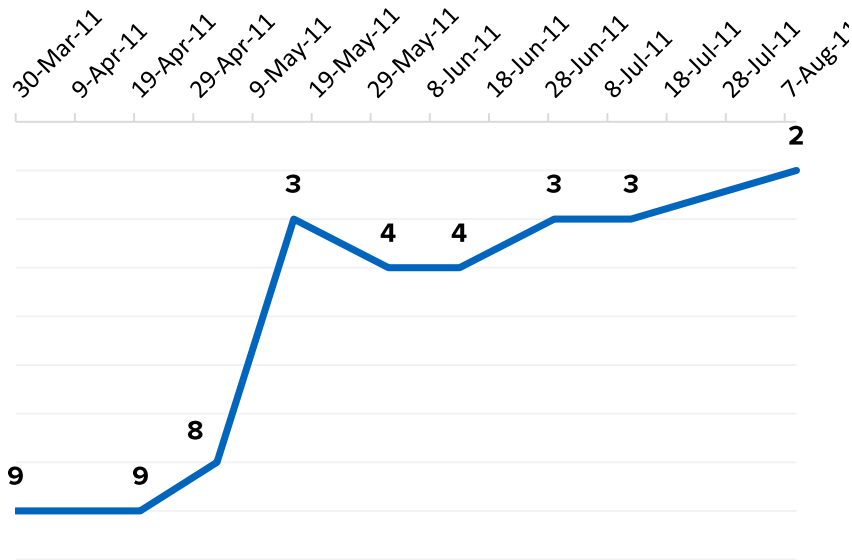
Content for niche audiences

B2C business selling niche photo preservation tools

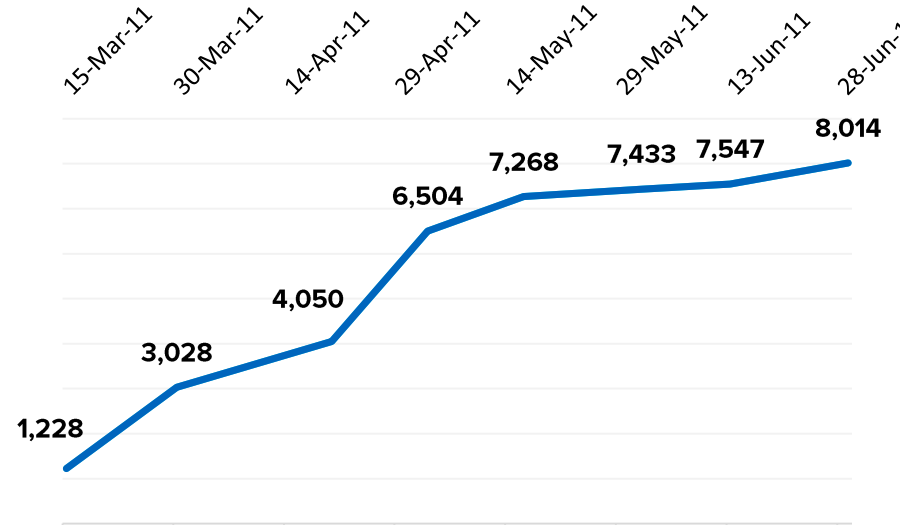
- ▶ Published 50 news-based industry blogs per month

“We’re trying to reach a **niche audience that will convert** – that’s more important than mass traffic. We’re finding success with relevant, information-driven articles.”

KW Ranking for “Archival Storage”



Search & Social Inbound Links



617.206.3040

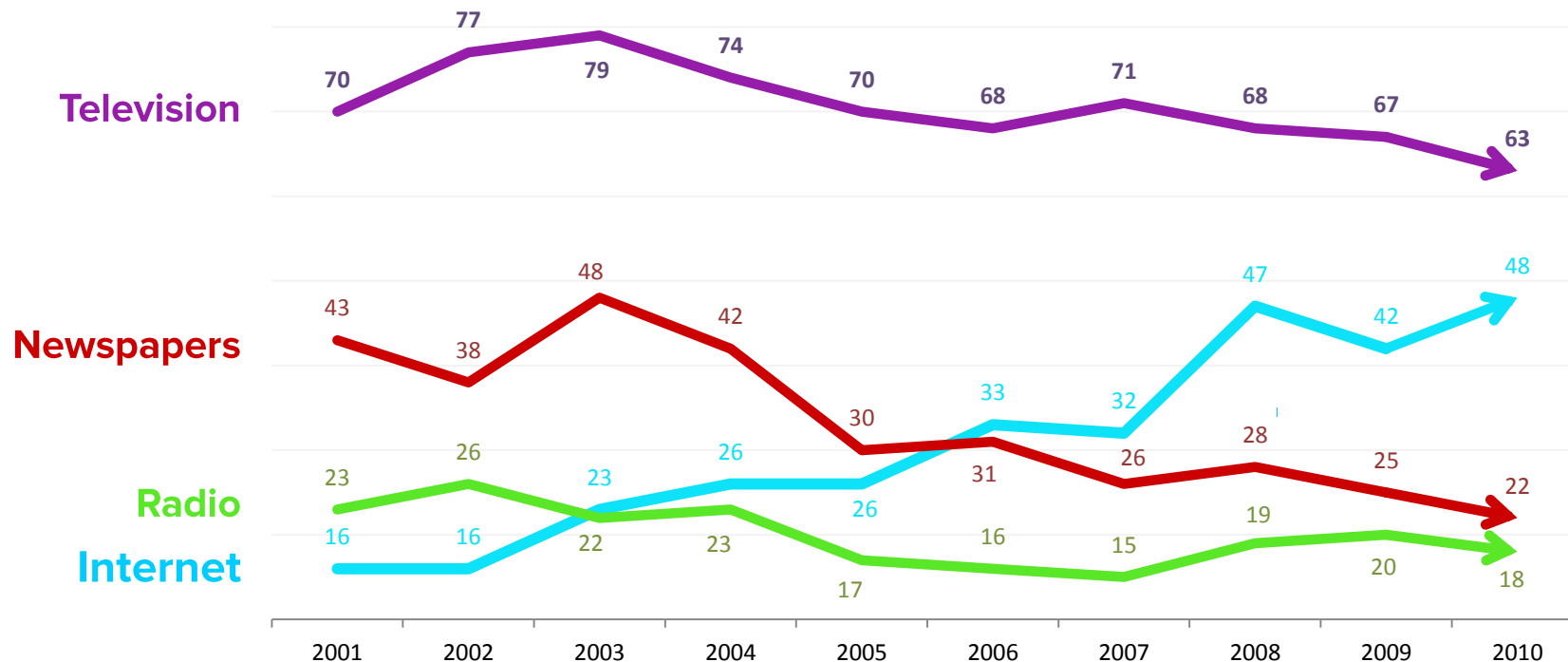


www.brafton.com



Content for baby boomers

Baby Boomers' News Consumption



Internet is a top news source for:

- ▶ Nearly half of 30-49 year-olds
- ▶ More than one-third of 50-64 year-olds
- ▶ More than 10% of Americans over the age of 65

** Pew Research Center for the People & the Press*

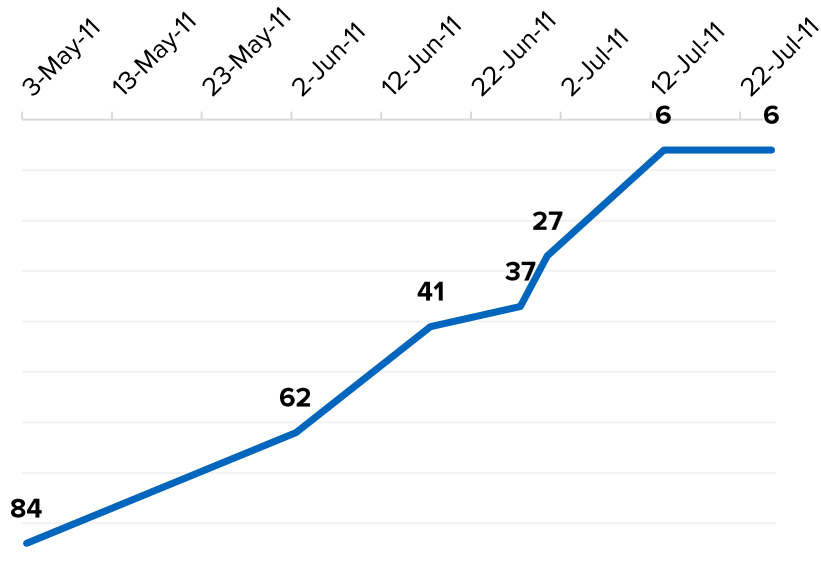
Content for baby boomers

B2C business selling homeowners' insurance, targeting baby boomers

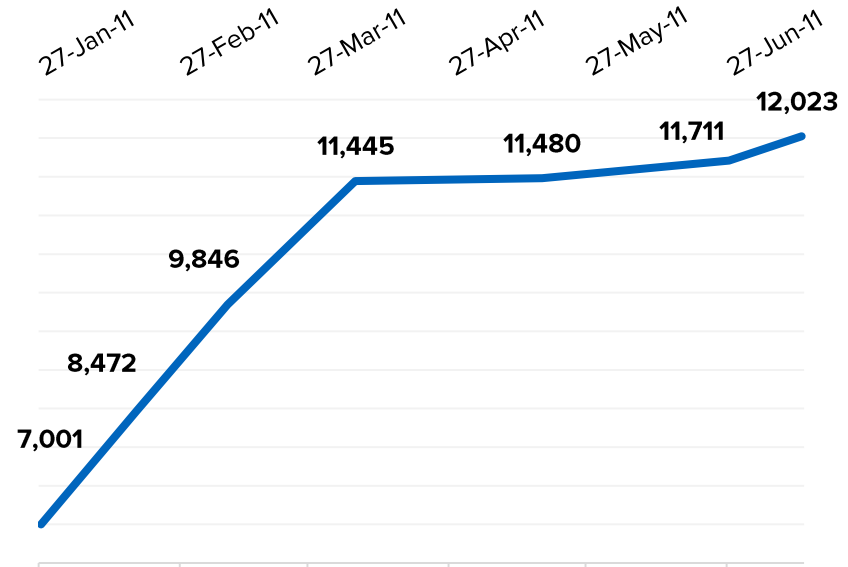
- ▶ Publishes multiple industry news articles per day

“The editorial process has helped not only steer the direction for the content that Brafton has produced for us, but has also helped us **refine the content that we produce for our website.**”

KW Ranking for “Average Auto Insurance Quotes”



Search & Social Inbound Links



Content for millennials

What do twenty- to thirty-somethings search for on the web?

79%

of millennials look for news online

50%

read informational blogs daily
(niche blogs are as popular as mainstream)

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

* L2 ThinkTank Gen Y Affluents Media Survey



617.206.3040



www.brafton.com

in



f

g+



B

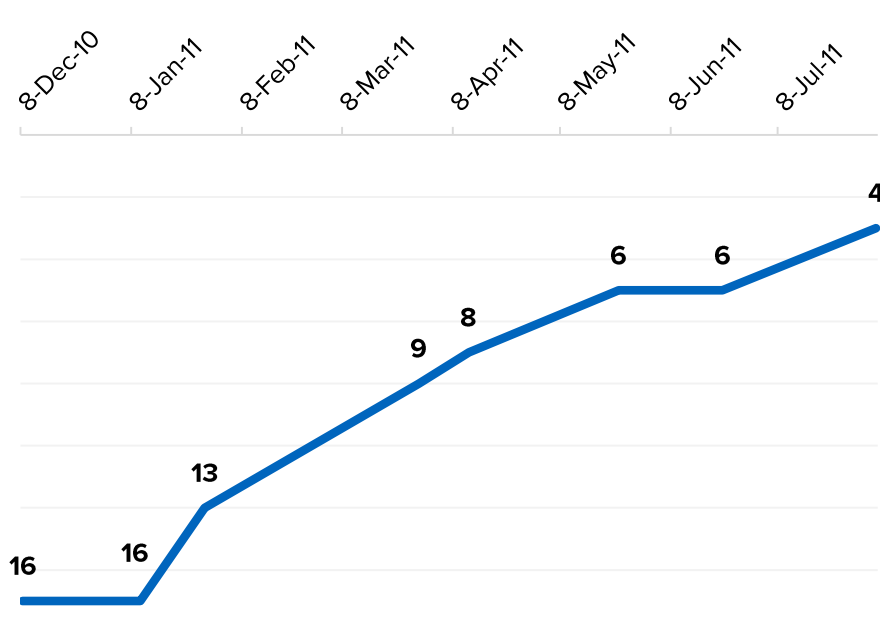
Content for millennials

B2C business selling party supplies, wanted to break in with millennial audiences

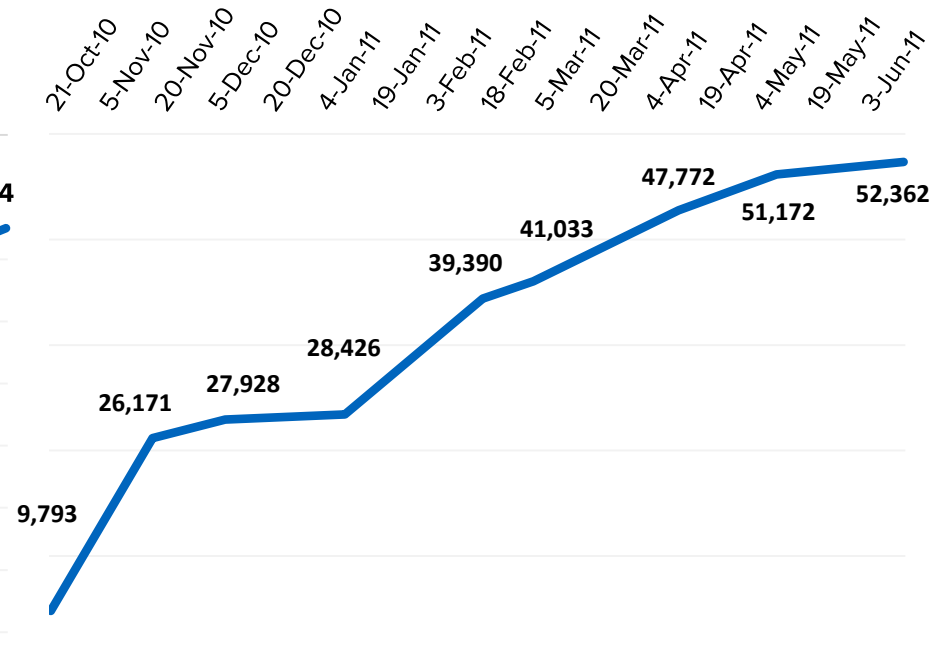
- ▶ Published 1-2 industry news articles about party trends per day

“We’ve seen our search ranking improve for core keywords, there is **more traffic** coming to our site and **conversions are increasing.**”

KW Ranking for “Bridal Shower Party Supplies”



Search & Social Inbound Links



Convert readers into customers

CHALLENGE: Aligning content with the purchase funnel (66%)



617.206.3040



www.brafton.com

in



f

g+



B

Showcase relevant products

Steven Soderbergh to work on 'The Hunger Games'

Published: 8/5/2011 6:15 PM

✓ Like  [Name] and 2 others like this.



The cast of the film adaptation of "The Hunger Games" already has an all-star cast, and now it looks like it will be getting an Oscar-nominee behind the camera as well. According to The Hollywood Reporter, director Steven Soderbergh is taking the helm for second unit shooting.


The movie is principally being directed by Gary Ross, who has been involved in critical favorites "[Seabiscuit](#)" and "[Pleasantville.](#)" A production assistant for the movie confirmed the exciting news through their Twitter account.

"Just found out that Steven Soderbergh is coming to the #hungergames to direct 2nd Unit," they posted.

"The Hunger Games," based on the popular young adult novel by Suzanne Collins, is slated for a March 23, 2012 release. Jennifer Lawrence is cast in the leading role of Katniss Everdeen, and film features other stars including Elizabeth Banks, Woody Harrelson, Josh Hutcherson and Stanley Tucci.

Anybody looking to check out some of Soderbergh's best work behind the camera should watch "[Traffic](#)" and "[Erin Brockovich.](#)"

Featured Titles:

 [Print this article](#)

 [RSS](#)

Send this article to a friend! Enter your name and your friend's email in the boxes below:

Your name:



[Erin Brockovich DVD](#)

\$6.99



[Seabiscuit Blu-ray Disc](#)

\$9.99



[Traffic Blu-ray/DVD](#)

\$15.99

This B2C company sells DVDs and shares products by the same director featured in a news article

Take visitors through a narrative


Business Management Blog

Providing advice and insights for mid-market businesses

- Why
- Products
- Industry Solutions
- Partners
- Newsroom
- Community
- Blog

Effective ERP Leadership

11/4/2010 at 12:29 pm by [The](#) [Team](#)



When asked what determines the success or failure of [ERP projects](#), ERP professionals invariably cite leadership, good [project management](#) and a strong core team as being among the factors that influence the outcome of any ERP [implementation](#).

Of course, these factors are also some of the most "human" elements of ERP projects, meaning that they carry the greatest potential for mistakes. While machines, algorithms and software programs rarely make errors, they can't compete with the direction, motivation and information that a human leader provides. Like any leader, however, ERP core teams and project managers carry an enormous responsibility. That's why choosing the right people for the job is essential.

So what's important in your ERP leadership team? There are no hard-and-fast rules, but these tips might help increase your chances for success.

Choose level-headed professionals.

In some instances, having a young, hot-headed, even inexperienced person lead a team can be a

Linked keyphrases included in the blogs take visitors' to landing pages with more information about the topic ... and information about related business offerings

ERP Solutions

- Why
- Products
- Industry Solutions
- How to Buy
- Partners
- Newsroom
- Community
- Blog

Products

- ERP MAS
- ERP Accpac
- ERP X3
- Customer Reviews

... offers one of the largest selections of scalable, integrated enterprise resource planning (ERP) software solutions available. Our ERP systems can help you improve the way you do business and reach a new level of performance:

- Integrate all business processes and accelerate performance.
- Manage growth and quickly adapt to changing market conditions.
- Reduce costs and manage risks.
- Enhance collaboration and deliver more value to customers.

ERP business solutions are designed to help your business achieve these goals.

ERP integration can support a wide variety of businesses, from start-ups to complex multidivisional organizations, with local or global operations, in the services, distribution and manufacturing industries.

[Learn more about MAS](#)

[Learn more about Accpac](#)

[Learn more about X3](#)

Blogs cover issues related to this B2B software providers' services

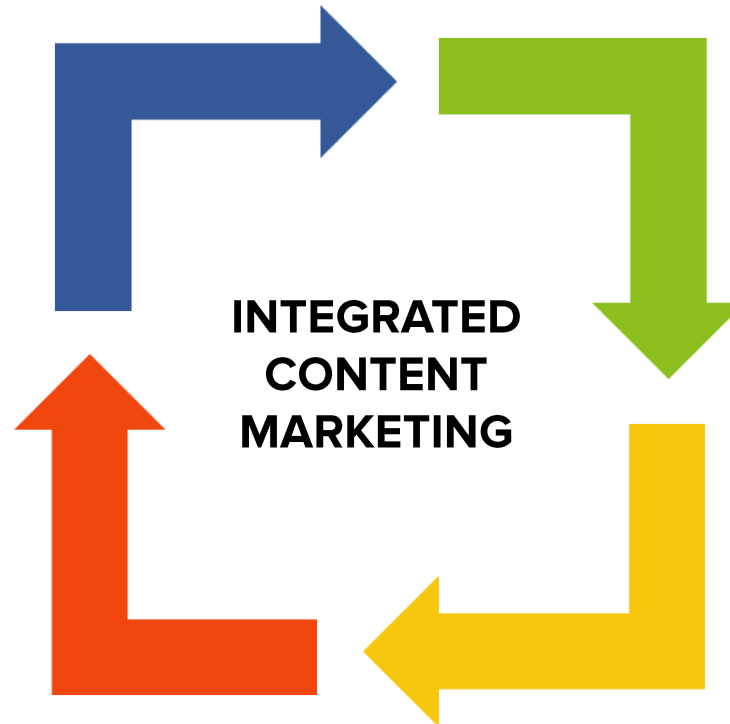
Brafton's Service

Content Marketing Consultancy

Content marketing strategists advise competitive keyword strategy & set content marketing plan

Reporting & Analysis

Account managers measure & report SEO rankings & traffic, then update your content strategy for best results



Custom Content

Full-time content writers create unique content daily & tech support engineers integrate news feed to your site

Social Media Service

Social teams enhance Facebook, LinkedIn & Twitter pages, automate content

