




SEO + Content: The Perfect Match to Generate Revenue

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Overview

- Basics of SEO
 - Keyword research
 - Content creation
 - Content distribution
 - Linking and back-linking
- Debunking SEO Myths
 - White hat vs. black hat
- How SEO fits in with Marketing Automation

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Basics of SEO

- Search Engine Optimization is the practice of increasing web traffic to your website by ranking high on Search Engine Results Pages (SERPs)
 - Google, Yahoo, Bing, etc.
- Why practice SEO techniques?
 - Increase authority and trust
 - Strengthen competitive standing
 - Attracts organic traffic
 - Inbound marketing that drives new business, leads, and conversions
 - Increased engagement

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Basics of SEO

- What is a keyword?
 - A search term that your audience would use to search your product or service.
 - Long-tail keywords, branded keywords, competitive keywords
- Keyword research
 - Google Analytics
 - Moz
 - SEMRush
 - Keyword Planner
 - Brainstorm keywords based on personas
 - Google related search
 - Solve



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Basics of SEO

- Search term: how to become CPA certified

Searches related to how to become cpa certified

how to become a cpa **without a degree in accounting**
 cpa salaries
 how to become a cpa in ca
 how to become a cpa in texas

Long-tail keyword

how to become a cpa in florida
 steps to becoming a cpa
 cpa requirements by state
 cpa india

Goooooooooooooogle >
 1 2 3 4 5 6 7 8 9 10 Next



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Basics of SEO

- SEO + Content Strategy
 - Create content that resonates with your buyer persona
 - Create content for each stage of the Buyers Journey:
 - problem-based keywords and content,
 - solution keywords and solution oriented content, branded keywords
 - content that specifically talks about your organization.
- The Buyers Journey



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Basics of SEO

- SEO + Content Distribution: Inbound Marketing Strategy
 - Once you have created a blog post or landing page, promote the link across social media
 - Drives traffic back to the blog or landing page and the website
 - Reaches audience at different stages of the buyers journey
 - Has the opportunity to be shared by credible sources – get recognition from the experts in your field that have large and engaged audience
 - Have a content distribution strategy in place
 - Use social channels that make sense for your audience
 - Use short links and trackable links (Bitly)



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Basics of SEO

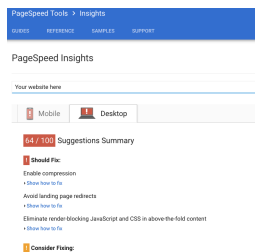
- Creating content for search engines and your audience – best practices
 - Be consistent and pick a cadence to post new content to your website
 - Use meta descriptions and keywords to further signal to search engines what your content is about
 - Choose a primary keyword to rank for per page
 - Link out to credible sources
 - Influencer marketing: Incorporate a strategy for credible sources to link back



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Basics of SEO


- Technical (and often overlooked) tricks
 - Avoid placing tracking codes at the top of the page (above the fold content)
 - Run a page speed test using Google PageSpeed tool
 - Optimize image sizes
 - Avoid landing page redirects



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SEO + Marketing Automation

- What's the difference between SEO and SEO + MA?
 - It combines the manual process of lead generation that is SEO and the automation of lead generation that is Marketing Automation for optimal ROI
 - It's easy to create a fully optimized landing page workflows that are optimized for search engines and prime for distribution through email, Google ads, and social media
 - All social media channels can be connected in one place to be able to distribute content
 - Workflows can be set up to be able to trigger content that is relevant to the user



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