



# Write Content for SEO & Users



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### Expertise:

- Digital Marketing
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## UniK SEO

Created in 2016  
based in PT

# Full Service SEO Agency

- Mainstream  
(Tourism, Travel, Restaurant, Medical, e-Commerce, Finance, Health, etc.)
- iGaming
- Marijuana
- Adult
- Crypto
- Google Certified Agency
  - Shopping
  - Search



# Content for SEO & Users



# Main Process

1. Find ideas for Effective Content
2. Create Content
3. Promote Content



# Finding ideas for effective content

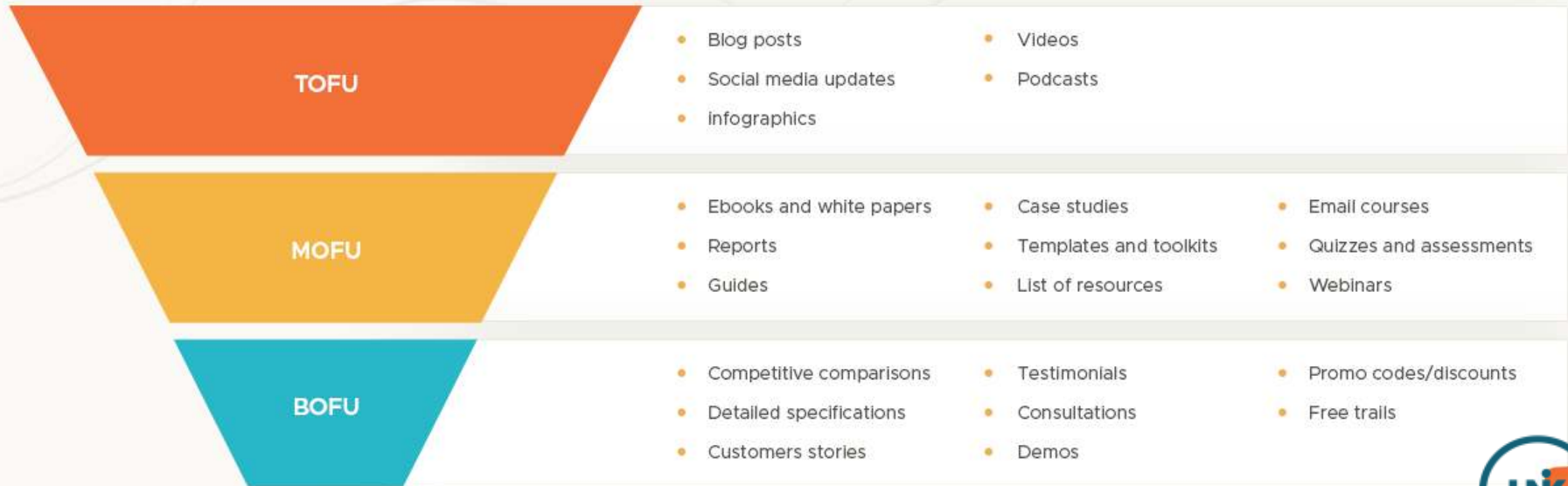
## To Consider

- Personae
- User Intent (guide, problem, review, etc.)
- Themes / Topic / News
- **Content Format**
- Use KW Research
- Marketing Funnel



# Right Content for Each Stage of the Marketing Funnel

## 3 Stages Funnel







# Finding ideas for effective content – Useful Tools

Topic Research: content marketing

[Order content writing](#)

[Export topic to XLSX](#)

Content Ideas Favorite Ideas

content marketing × United States ▼

Search content on domain

[Get content ideas](#)

☰ Favorite Ideas 1

**Cards** Explorer Overview Mind Map

🔥 Trending subtopics first 🔴

Prioritize topics by: Volume ▼

## Youtube Videos

Volume: 1.2m

- 📺 YouTube Marketing: The Ultimate Guide
- 📄 NGDATA
- 📄 The Complete Guide to YouTube Marketing In 2019

[Show more](#)

## John Deere

Volume: 301.0k

- 📺 The History of Content Marketing [Updated Infor...
- 📄 John Deere's 'The Furrow'
- 📄 Is John Deere The Original Content Marketer?

[Show more](#)

## Search Engines

Volume: 110.0k

- 📺 Content
- 📄 5 Trends to Know in SEO & Content Marketing
- 📄 Google and SEO In 2019

[Show more](#)

## Digital Marketing

Volume: 49.5k

- 📺 What is Digital Marketing?
- 📄 What is content marketing?
- 📄 Digital Marketing Strategy - How to Save Yours

[Show more](#)

## Youtube Channel

Volume: 33.1k

- 📺 YouTube Marketing: The Ultimate Guide
- 📄 11 YouTube Channels for Digital Marketing
- 📄 The Complete Guide to YouTube Marketing in 2019

[Show more](#)

## Social Media Sites

Volume: 18.1k

- 📺 How to Build Your Social Media Marketing Strategy
- 📄 Social Media
- 📄 A guide to social content marketing

[Show more](#)

## Bottom Line

Volume: 14.8k

- 📺 What is Content Marketing?
- 📄 How Content Marketing Impacts Your Bottom Line...
- 📄 9 Top Content Marketing Tips To Increase Your Bot...

[Show more](#)

## Return On Investment

Volume: 14.8k

- 📺 Measuring the return and ROI of content marketing
- 📄 A Simple Guide to Marketing ROI [Formula & Exam...
- 📄 How to Explain Content Marketing [Digital Whiff...

[Show more](#)



# Finding ideas for effective content – Useful Tools

content English / United States Search

## Content Ideas: content

Filters

<input type="checkbox"/> PAGE TITLE URL		EST. VISITS	BACKLINKS	f	p
<input type="checkbox"/> What do Experts Mean by 'High Quality <b>Content</b> ' for Your Website? bannerview.com		0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	36.7m	0
<input type="checkbox"/> Bombay Sapphire gin recalled for having almost twice the labelled alcohol <b>content</b>   C&C News cbc.ca		2 <input type="text" value="Keywords"/>	19 <input type="text" value="Links"/>	577,196	5
<input type="checkbox"/> What It Really Means When You Like or Share <b>Content</b> from Britain First costaconnected.com		0 <input type="text" value="Keywords"/>	6 <input type="text" value="Links"/>	280,768	10
<input type="checkbox"/> A bottled sangria with 13.9% alcohol <b>content</b> is getting people so drunk that it's being called the 'new Four Loko' thisinsider.com		900 <input type="text" value="Keywords"/>	10 <input type="text" value="Links"/>	170,175	6
<input type="checkbox"/> David Byrne: 'The internet will suck all creative <b>content</b> out of the world' theguardian.com		90 <input type="text" value="Keywords"/>	376 <input type="text" value="Links"/>	160,555	155
<input type="checkbox"/> Stray Dog Shocks The Whole Country by Doing A Miracle [Warning: Graphic <b>Content</b> ] urdogs.com		0 <input type="text" value="Keywords"/>	15 <input type="text" value="Links"/>	153,654	37
<input type="checkbox"/> FDA Monitors C2 Tea Drink for Alleged Excessive Lead <b>Content</b> newsfeed.ph		0 <input type="text" value="Keywords"/>	0 <input type="text" value="Links"/>	138,482	0
<input type="checkbox"/> Where to find social media <b>content</b> for free - The Optimized Web theoptimizedweb.com		0 <input type="text" value="Keywords"/>	4 <input type="text" value="Links"/>	39	135,797

# Create the Content

**CREATE  
AWESOME  
CONTENT!**



# Create the Content

## Textual

- Create a Draft (title & sub-titles)
- Intro is **KEY**
- Use Questions, Urgency & **Emotions**
- Actionnable Content
- Facts / Research / Original Content
- Short Sentences / Paragraphs – Easy to Read
- Write how your readers talk
- No Spelling Mistakes (there are tools for that...)



# Create the Content

## To Consider – cont.

- Unique & Great Visuals / Design
- Compelling Title & Meta Description (Click Bait)

website.com › blog › blog-post ▼

**This is the title tag**

28 Jan 2020 - This is usually where Google shows the meta description—but not always. Sometimes they choose a different snippet to show here.

- Easy to Read, KW Rich & Short URL
- Structured Data



# Create the Content

# Rich Snippets

how to do content marketing

All Videos Images News Maps More Settings Tools

About 3,540,000,000 results (0.68 seconds)

**Here are 9 ways to make your content marketing more effective:**

1. Have a plan. ...
2. Know your audience. ...
3. Know when and where to post. ...
4. Quality over quantity. ...
5. Mix up **content**. ...
6. Experiment. ...
7. Focus on people, not search engines. ...
8. Optimize your **content**.

[More items...](#) • Nov 16, 2016

www.seo.com > blog > 9-ways-to-make-your-content-marketing-more-e...

[9 Ways to Make Your Content Marketing More Effective | SEO ...](#)

About Featured Snippets Feedback

People also ask

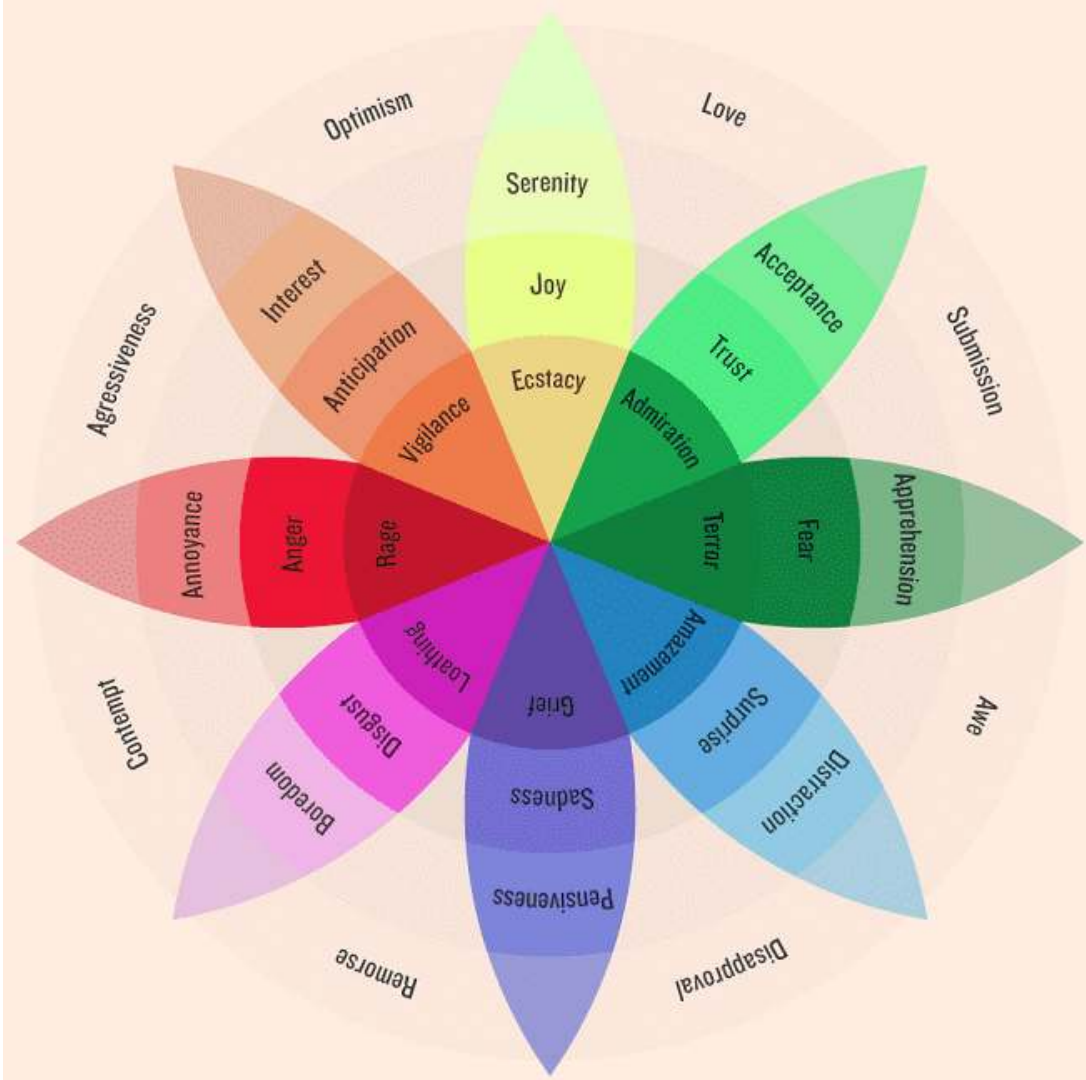
What are content marketing methods? ▾

How do I do content marketing in SEO? ▾

How do you write a content plan? ▾

Feedback

# Create the Content



# Create the Content

## The Anatomy of Top Performing Articles



### H1 length

Articles with **long headlines** (14+ words) get:

2x traffic 2x shares 5x backlinks

than articles with **short headlines** (7-10 words).

### Content length

**Long reads** of 3000+ words get:

3x traffic 4x shares 3.5x backlinks

than articles of **average length** (901-1200 words).

**Shorter articles** (300-900 words) have **zero shares** 4.5 times more often than long reads of 3000+ words.

### H1 type

The most **attractive headline** types are:



**Lists** 2x traffic 2x shares  
**Guides** 2x traffic  
**How-tos** 2x traffic

### Heading depth

**36%** of articles with **H2+H3** tags have higher performance in terms of traffic, shares and backlinks.

### List presence

Articles with **5 lists** per 500 words compared to articles with no lists get:

4x traffic 2x shares





# Create the Content - Video

## The ROI of video marketing

How do marketers feel about the return they get on their investment in video?

**87%** of video marketers say video has increased traffic to their website.



**81%** of video marketers say video has helped increase the average time their visitors spend on page.



**95%** of video marketers say video has helped increase user understanding of their product or service.



**83%** of video marketers say video has helped them generate leads.



**80%** of video marketers say video has directly helped increase sales.



**43%** of video marketers say video has reduced the number of support calls they've received.



**89%** of video marketers say video, in general, gives them a good return on their investment.



# Create the Content

And 72% of consumers say that they now "prefer videos" over text-based content.

[Source: hubspot.com](https://www.hubspot.com)

## Video

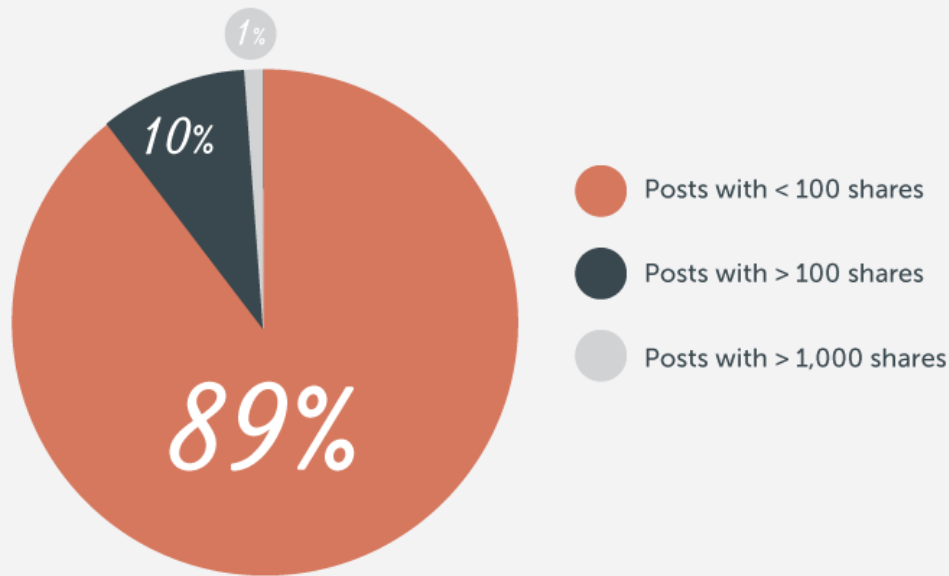
- Common types of Videos
  - Explainer
  - Presentation
  - Testimonial
  - Sales
  - Ads
- Focus on YouTube (if not adult)
- First 15 sec. are Crucial
- Intro / Description is Important for SEO
- Transcript / Sub-title



# Promote the Content

## Why?

**MOST CONTENT**  
Doesn't Get Shared All That Much



# Promote the Content

## How?

- Social Media
- Influencers
- Internal Linking
- Link Building / Broken Link Building / SEO
- Email Marketing / Lists
- Transform / Transcript
- Press Release
- Industry Partnership



# Promote the Content – Useful Tools



Features ▾

Use Cases ▾

Resources ▾

Pricing

Login

Get Started

Features

Content Discovery

Content Research

**Influencers**

Monitoring

API

## Find Influencers

Look past vanity metrics to uncover truly influential leaders.

Identify authors and creators with engaged audiences and genuine authority on Instagram, Twitter, Facebook and the web.

Try BuzzSumo



# Promote the Content – Useful Tools



socialbakers

Solutions ▾

Platform ▾

Pricing

Resources ▾

Company ▾

🔑 Login

Start a Trial

## Find Influencers Your Audience Trusts

Before you get started with a complete influencer discovery platform try out a free Instagram influencer search tool. Select what should be the influencer's interests and location to find the right people in seconds.

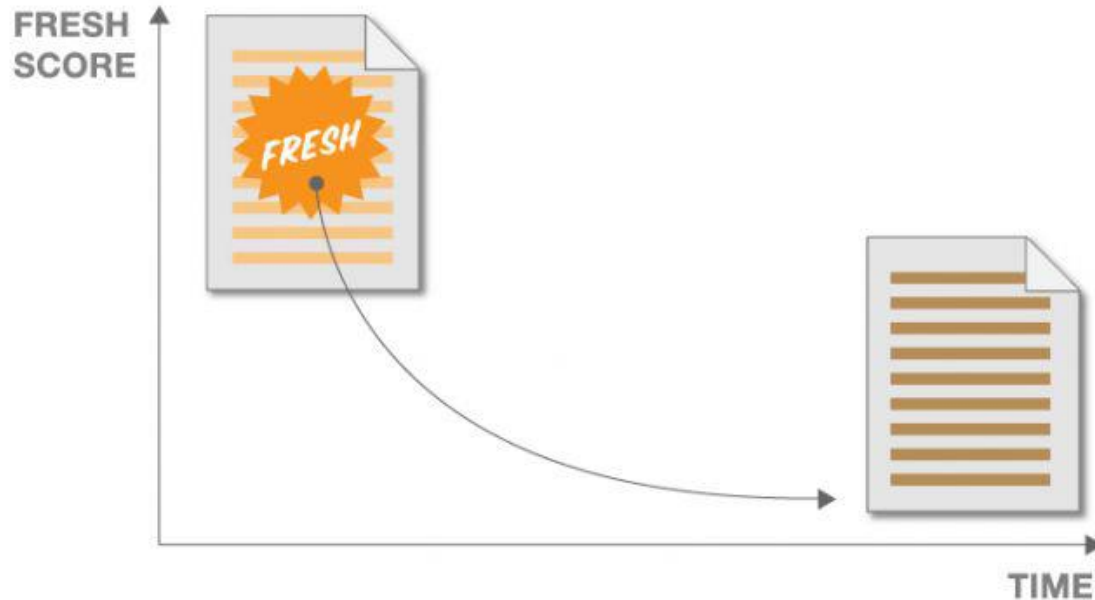
Select a Region ▾

Select an Interest ▾

Find Influencers



# Promote the Content - Update Old Ones



-  Fresh Content
-  Stale Content

All other factors being equal, fresh content degrades over time and is less successful for certain queries.

Source: <https://torquemag.io/>

# Promote the Content

## Why

- New Industry or Internal Data
- Freshness
- Easier
- Not Relevant

### How many posts are being published?

Users produce about **70 million new posts** and **77 million new comments** each month.





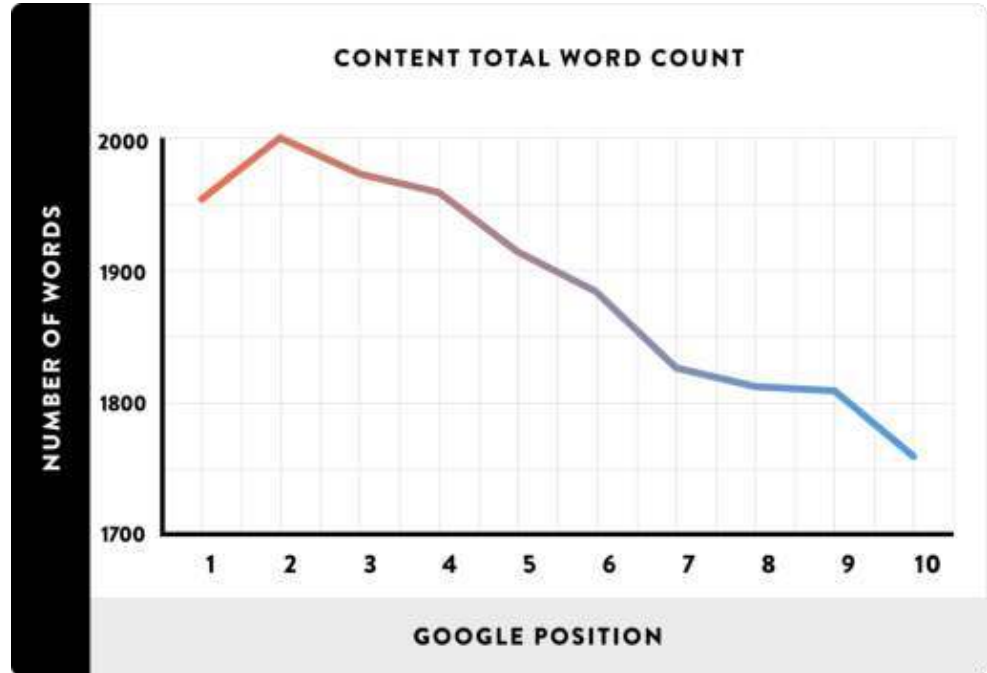
# Content Myth

## Content Size



# Content Myths

## Content Size



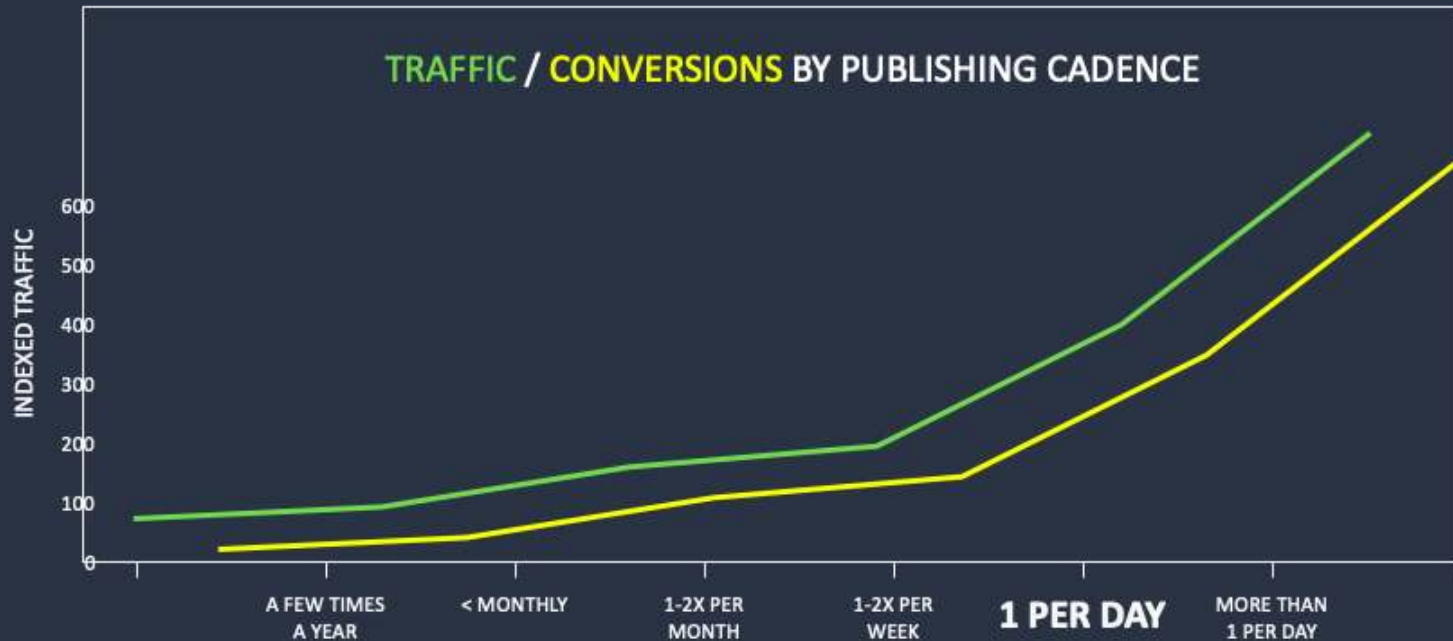
# Content Myths

Word Count	Search Result	Rank
1012 words	<p>www.unik-seo.com &gt; adult-seo ▾ <b>Adult SEO Services - SEO for Adult Websites - UniK SEO</b> We are specialised in Search Engine Optimisation for <b>Adult Websites</b>. By applying the best practices, we considerably increase your organic traffic and ranking results with a measurable impact on your ROI using exclusive <b>Adult SEO</b> techniques and processes. Let us show you why our ...</p>	#1
322 words	<p>www.saucyseo.com ▾ <b>Adult SEO Services and Escort SEO for Adult Websites ...</b> Saucy SEO specialise in search engine optimisation for the adult industry. <b>Adult SEO</b> is ALL we do. We use organic SEO for adult sites to ensure that our Adult ...</p>	#2
934 words	<p>adultseo.co ▾ <b>Adult Seo Company</b> <b>Adult SEO</b> Co provide a full range of SEO, Marketing and Web Design solutions for all types of adult websites including Escorts, XXX, porn, Adult Shops, ...</p>	#3
1259 words	<p>www.adultseomaven.com ▾ <b>Adult SEO Maven: Adult SEO &amp; Marketing Solutions for Adult ...</b> We offer a proven <b>Adult SEO</b> &amp; link building system to dominate top Google rankings through organic <b>adult SEO</b> techniques. Get a free SEO &amp; performance audit ...</p>	#4
1171 words	<p>adult-seo.com ▾ <b>Adult SEO: Specialists in boosting SEO Rankings &amp; Sales of ...</b> Professional <b>Adult SEO</b> and digital marketing solutions for adult websites. We use highly result oriented &amp; organic SEO techniques to rank your website above ...</p>	#5
2532 words	<p>www.traffic-masters.net &gt; SEO ▾ <b>11 Adult SEO Tips You NEED For Your Adult Website</b> May 10, 2018 - Increasing traffic when your site operates in an adult niche can feel tricky. Read our <b>adult SEO</b> tips and learn how to get free adult traffic!</p>	#6

**Positions #7 & #8 = 13.347 & 12.838 words**

# Content Myths - Frequency

## Weekly to Daily Content Drives Results



Source: <https://marketinginsidergroup.com/>



# Summary



- Plan / Research
- Write (for SEO & Users)
- Promote
- Follow Up



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**Thank you!**