

This is video 5.1 in the online course:

Learn SEO Copywriting

Module 5:
SEO blogging and content marketing



Marketing
Strategy
Solution
Customers

SUCCESS

Communication

Business
Marketing

STRATEGY

CONTENT MARKETING

To Do LIST:

- 1) SO MANY
- 2) MANY
- 3) THINGS

What we'll cover in this session

- What is content marketing?
- SEO and content marketing
- Content marketing cycle

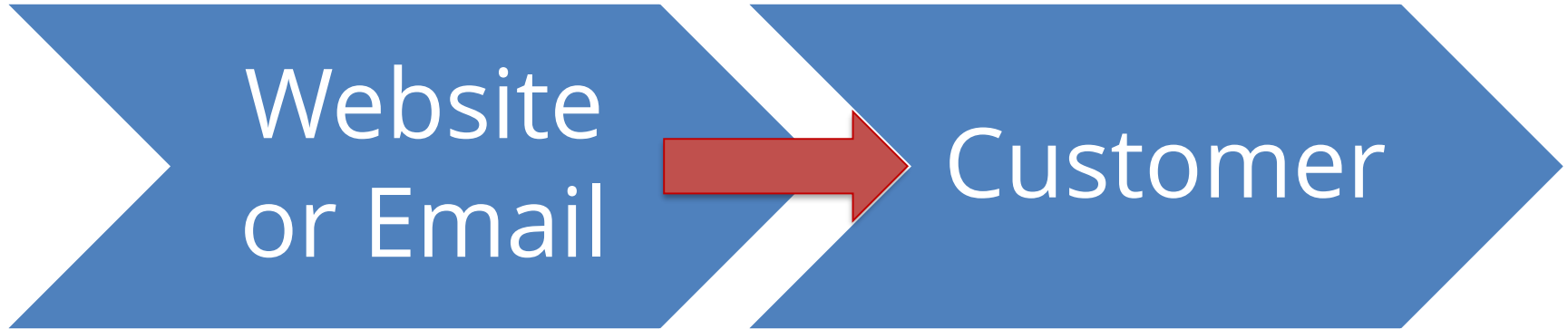


What we'll cover in this session

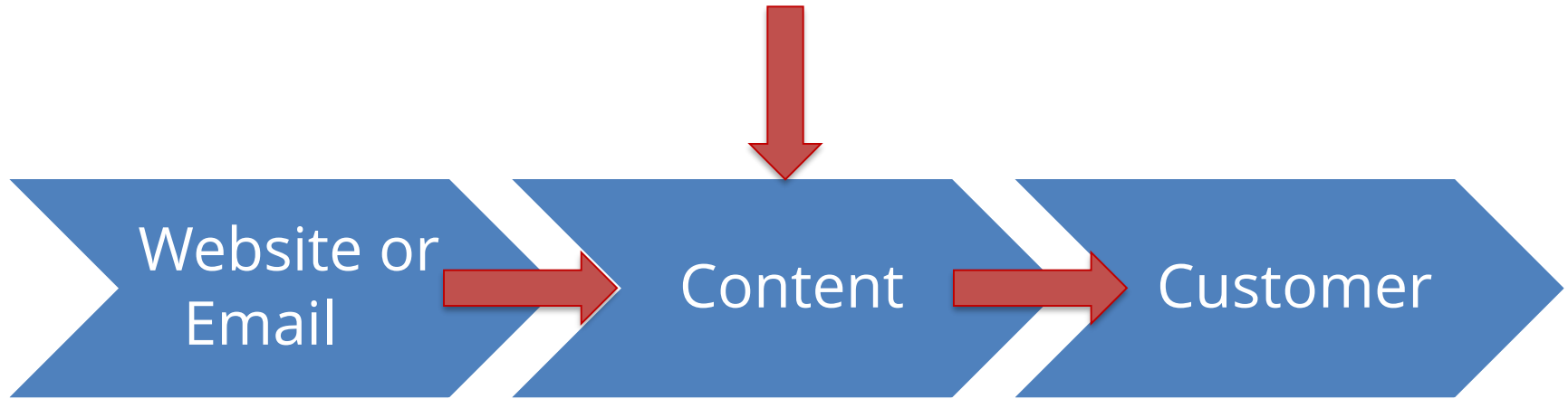
- Content repurposing
- Choosing topics
- Measuring activity



Content marketing



Content marketing

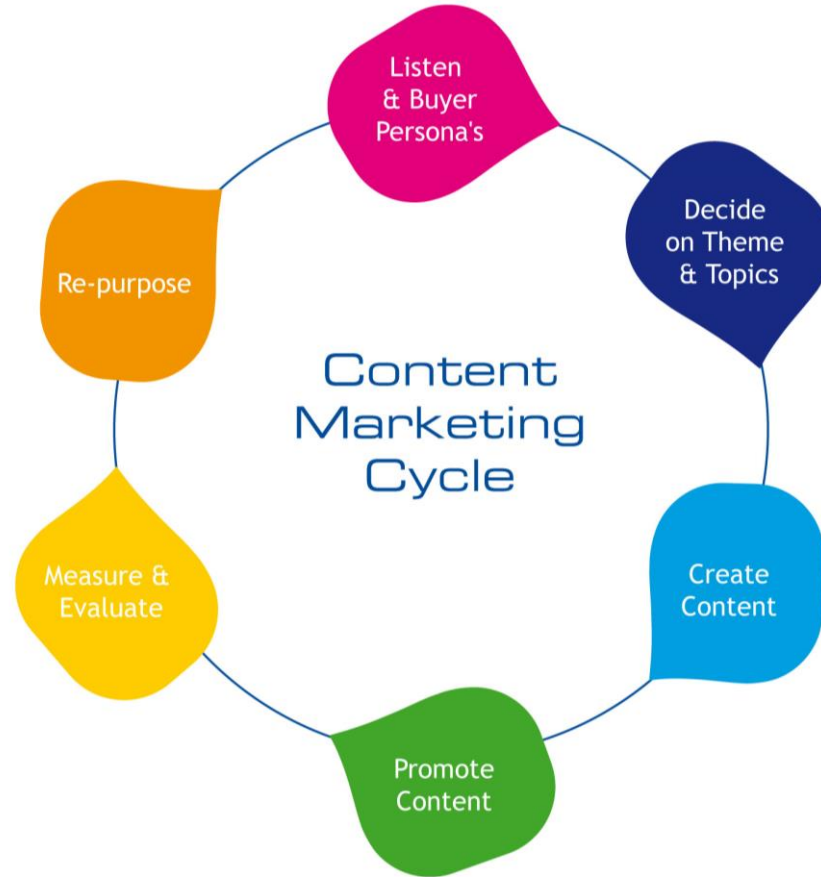


Content is king

- There is no such thing as SEO without content
- You need words, articles, substance, keywords



Putting it all together



Content marketing pyramid



Only 2 rules for content

- This will be useful
- This will be entertaining



What is content marketing?

- All marketing activities that focus on creating and sharing information
- It should be part of every SEO strategy
- Creating 'shareable' content is a great way to attract an audience and build a brand



SEO and content marketing

- SEO makes demands
- Content marketing fulfils those demands
- SEO demands content
- Content marketing provides content



SEO and content marketing

- A fundamental component of SEO is keywords - researching them, utilising them, and tracking your ranking of them in the SERPs



What is content marketing?

- Content marketing consists of high quality content, written for humans, using the keywords that you're targeting
- Need to insert keywords strategically throughout your content



SEO and content marketing

- SEO demands backlinks
- Content marketing introduces backlinks
- SEOs 'dream' about backlinks
 - 'a huge DA 89 linking to your site from the Huff Post'



Domain Authority (DA)

root domain ▼ huffpost.com



 You entered the URL huffpost.com which redirects to www.huffingtonpost.com. [Click here](#) to analyze www.huffingtonpost.com instead.



Domain Authority ⁱ

 89

Linking Domains ⁱ

66.1k

Discovered in the last 60 days 9.8k

Lost in last 60 days 1.5k

Inbound Links ⁱ

72.5m

Ranking Keywords ⁱ

81



Power of backlinks

- Backlinks are especially valuable for SEO
- They represent a 'vote of confidence' from one site to another
- Backlinks signal to Google that others vouch for your content



Power of backlinks

- The best way to build links is by publishing fresh, quality content, and letting high authority sites link back to it
- This is the strategic, sustainable pathway to ongoing SEO success



SEO and content marketing

- Fresh content gets rapidly indexed
- Registers higher in the SERPs than older, low-value content
- Fresh content plus historic authority boosts SERPs



SEO and content marketing

- Content marketing is an ongoing task
- You don't just do it, and then stop
- Great business opportunity for content writers

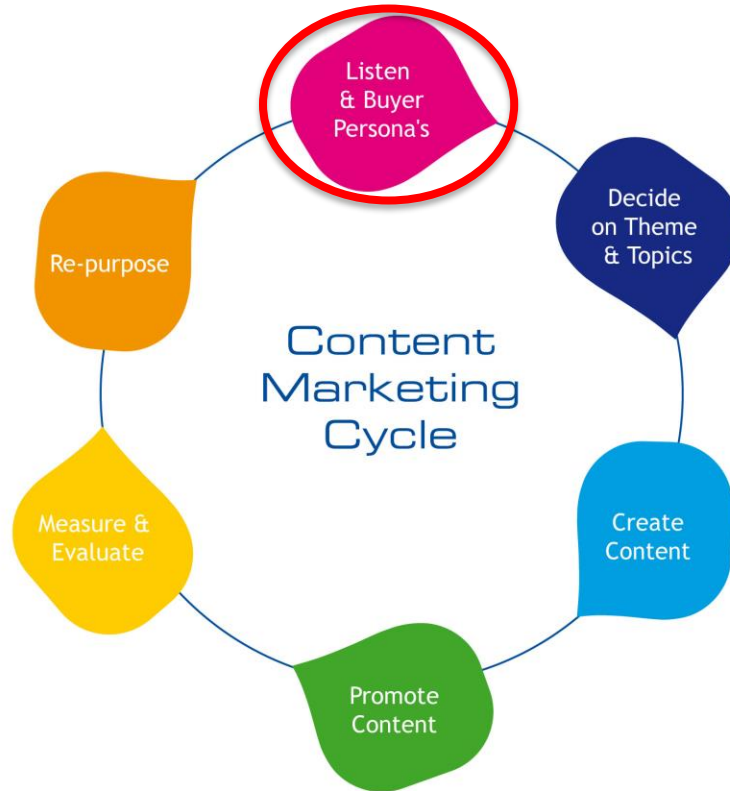


SEO and content marketing

- SEO is actually all about content marketing
- And content marketing is all about SEO
- The two elements work hand in hand



Recap: The SEO copywriting process



Segment your audience

- What are you selling?
- Establish user intent – stage of purchase?
- What are they looking for?
- Keyword analysis



Segment your audience

- What pages do you want to direct them to?
- What do you want them to do when they get there?
 - Opt in, download, take a quiz



Buyer intent – what is the user wanting?

THE BUYER'S JOURNEY AND CONTENT



- Analyst reports
- Research reports
- eBooks
- Editorial content
- Expert content
- Whitepapers
- Educational content

Prospect is experiencing and expressing symptoms of a problem or opportunity.

- Expert guides
- Live interactions
- Webcast
- Podcast
- Video
- Comparison whitepapers

Prospect has now clearly defined and given a name to their problem or opportunity.

- Vendor comparison
- Product comparison
- Case studies
- Trial download
- Product literature
- Live demo

Prospect has now decided on their solution strategy, method, or approach.



Recap: The SEO copywriting process



Choosing topics for content marketing

- In the past we created individual blog posts that rank for specific keywords
- The result?
- Hard for the user to find the exact information



Choosing topics for content marketing

- When you produce multiple blog posts about similar topics it creates competition
- Own URLs competing against one another in search engine rankings
- Cannibalises existing content



Old way



New way: topic cluster model

- Choose the broad topics for which you want to rank
- Create content based on specific keywords related to that topic
- All link to each other and create authority



You know what keywords to use

You know what keywords to use

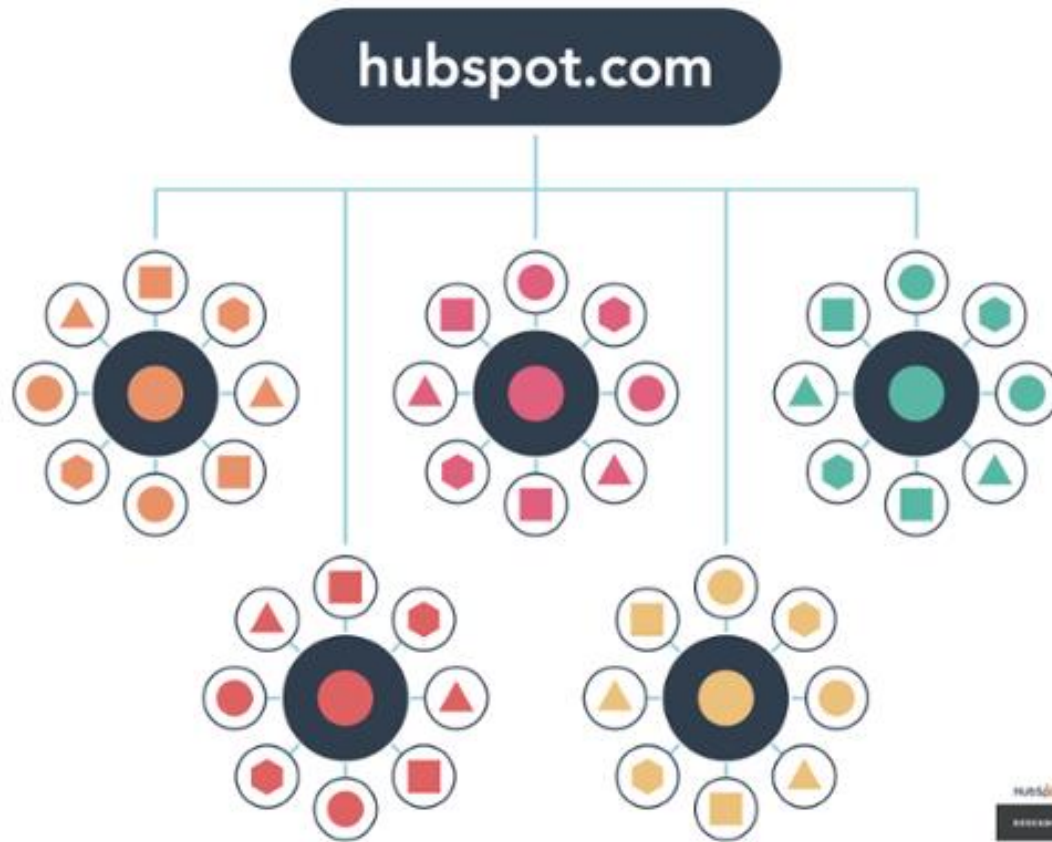


New way: topic cluster model

- Specific topics surrounded by blog posts related to the topic
- Connected to other URLs in the cluster via hyperlinks
- Uses a more deliberate site architecture to organise and link URLs together



Topic cluster model



Topic cluster model

- Helps more pages on your site rank in Google
- Helps searchers find information on your site more easily
- Helps avoid different blogs competing with each other



Topic cluster model

- This architecture consists of three components:
 - pillar content
 - cluster content
 - hyperlinks



Topic cluster model

Topic Clusters



Example - 3 pillars of content

1. Email marketing
2. Viral video marketing
3. Podcast marketing



Pillar 1 – cluster content

- Pillar 1: Email marketing
- Cluster content:
 - 5 ways to write a subject headline
 - 3 mistakes people make with opt-ins
 - Best email software for fintech start-ups



Pillar 2 – cluster content

- Pillar 2: Viral video marketing
- Cluster content:
 - How to make your video go viral
 - 3 critical elements of all great viral videos
 - 7 questions to ask your video viral producer



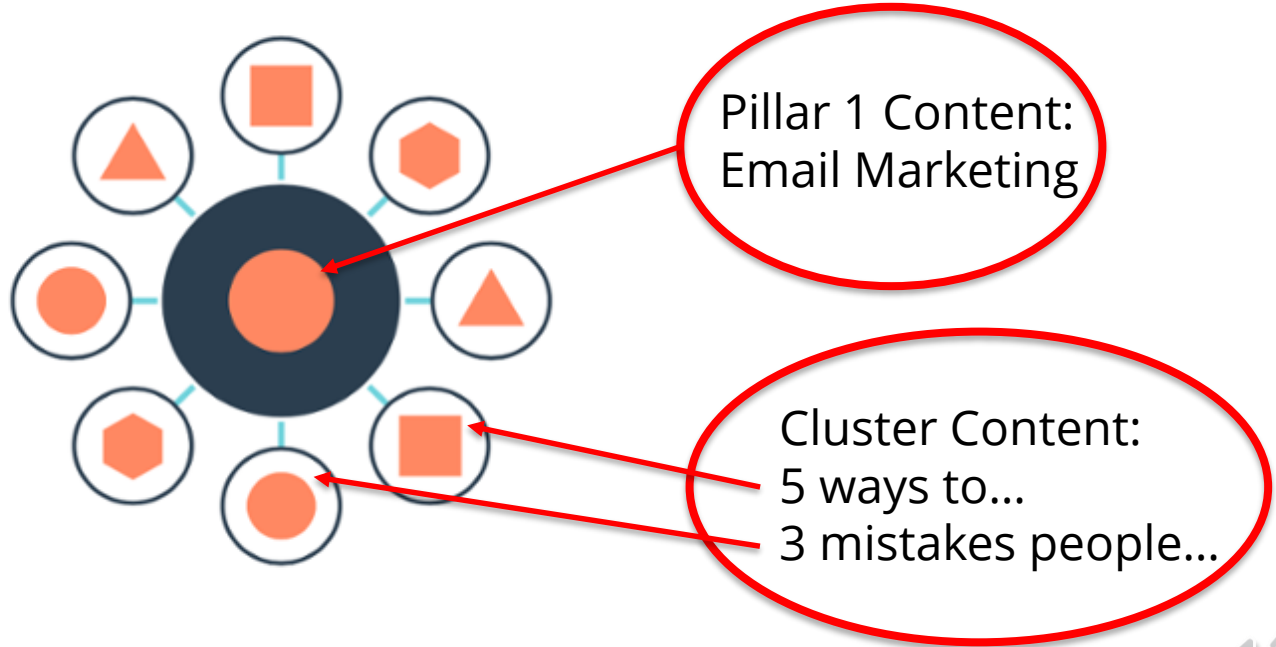
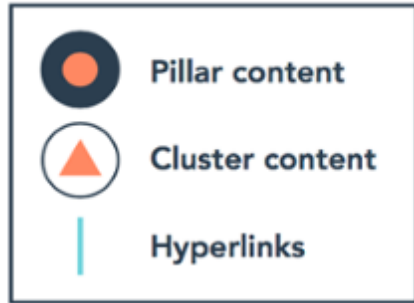
Pillar 3 – cluster content

- Pillar 3: Podcast marketing
- Cluster content:
 - 3 quick and easy ways to find podcast guests
 - How to write show notes that people read
 - Top software the pros use to record podcasts



Pillar 1

Topic Clusters



Blog idea generator

HUBSPOT'S BLOG IDEAS GENERATOR

WANT MORE BLOG POST IDEAS? LET US THINK OF IDEAS FOR YOU.

"I don't know what to write about." It's a thought that has crossed every blogger's mind. But let us let you in on a little secret: There's no such thing as running out of blog ideas.

Fill in the fields with terms that you'd like to write about, and we'll come up with a week's worth of relevant blog post titles in a matter of seconds!



Noun 1

Noun 2

Noun 3

GIVE ME BLOG IDEAS!



Blog idea generator



public speaking

presentation skills

nerves

GIVE ME BLOG IDEAS!



Blog idea generator

A WEEK OF BLOG TOPICS, JUST FOR YOU

- 1 Think You're Cut Out For Doing Public Speaking? Take This Quiz
- 2 The History Of Presentation Skills
- 3 Why We Love Nerves (And You Should, Too!)
- 4 The Ultimate Cheat Sheet On Public Speaking
- 5 15 Best Blogs To Follow About Presentation Skills

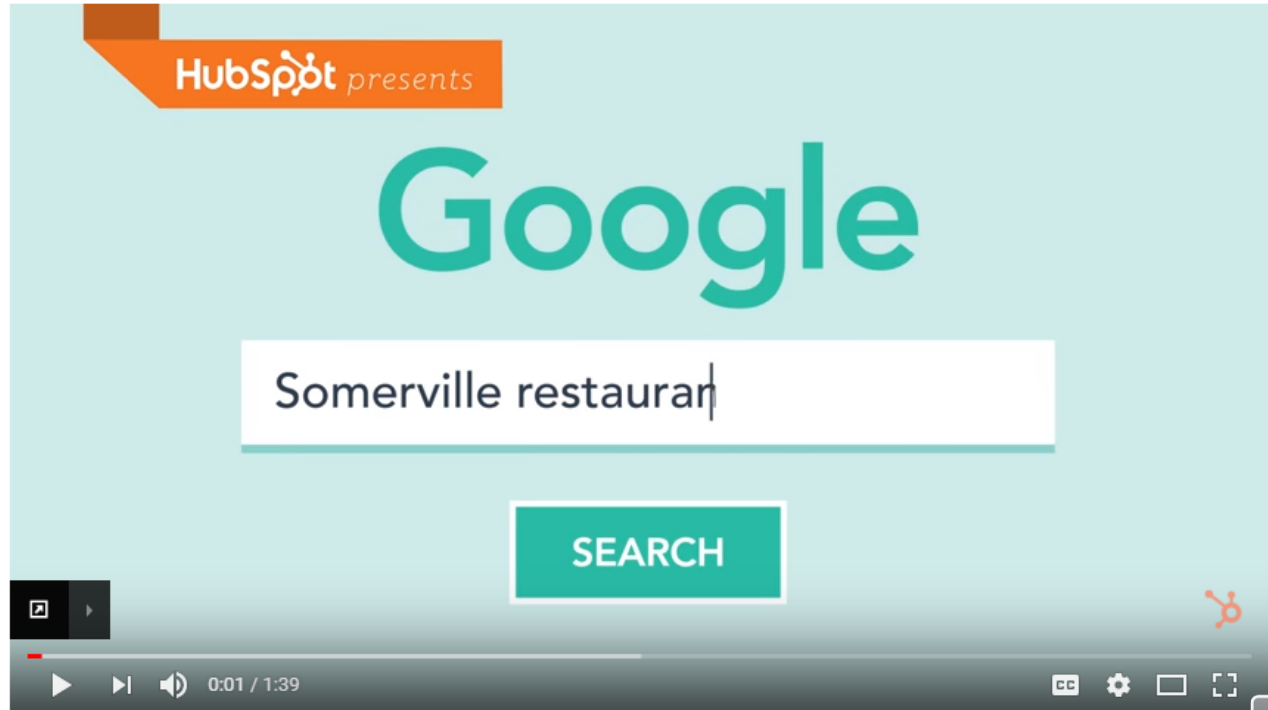


TRY AGAIN

Share this tool with a friend!



Video to watch – see handout 5.1



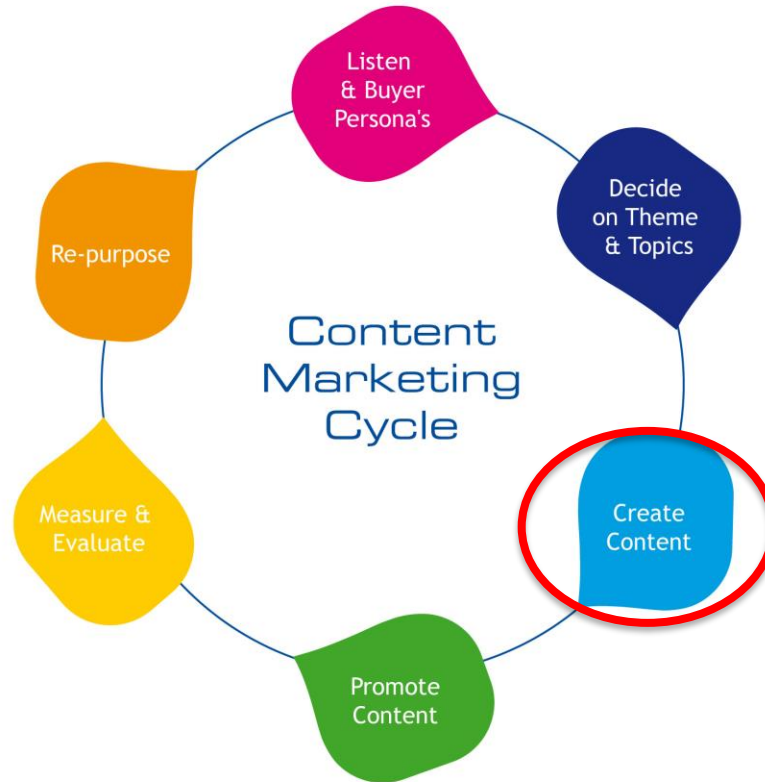
Topic Clusters: The Next Evolution of Content Strategy

208,120 views

👍 182 💬 3 ➦ SHARE ⋮



Recap: The SEO copywriting process



What content should you create?



Content marketing pieces

15 CONTENT TYPES THAT ARE NOT BLOG POSTS



WHITEPAPERS



HOW TO
GUIDES



CHECKLISTS



SHORT RANTS



WEBINARS



SHORT FORM
VIDEOS
(E.G. VINE)



LONG FORM
VIDEOS
(E.G. YOUTUBE)



MEMES



INFOGRAPHICS



CASE STUDIES



GIFS



SOCIAL MEDIA
POSTS



PODCASTS



PHOTOGRAPHIC
IMAGES



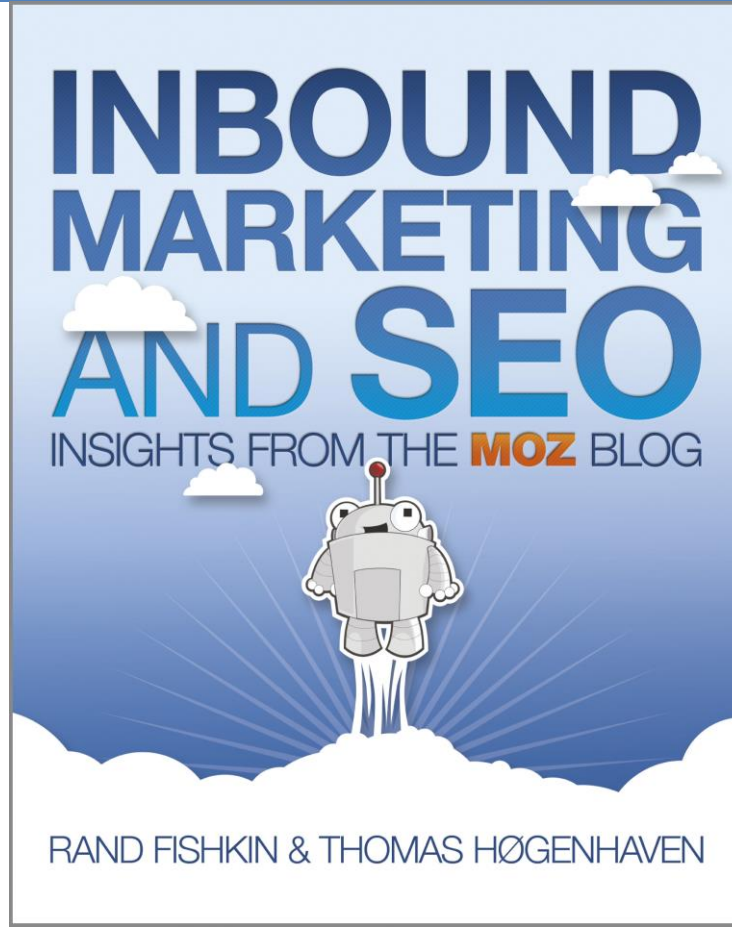
ANIMATIONS



1. eBooks



2. Blogs



3. Videos



126,744 views

348 63



4. Podcasts

SECRETS OF ONLINE ENTREPRENEUR PODCASTS



How to make money from blogging: Darren Rowse, ProBlogger

Everyone wants a blog but most of us don't quite know why. In this podcast, one of the world's most successful bloggers reveals the secrets to building a blog that makes money. Darren Rowse's blogs attract over 5 million readers per month and he makes a tidy living from it. So how did he do it? And more importantly, how can you do it?

[Listen Now](#)



How to profit from the Internet of Things: Kevin Bloch – Cisco

If you'd like a beginners' guide to the Internet of Things, this episode is for you.

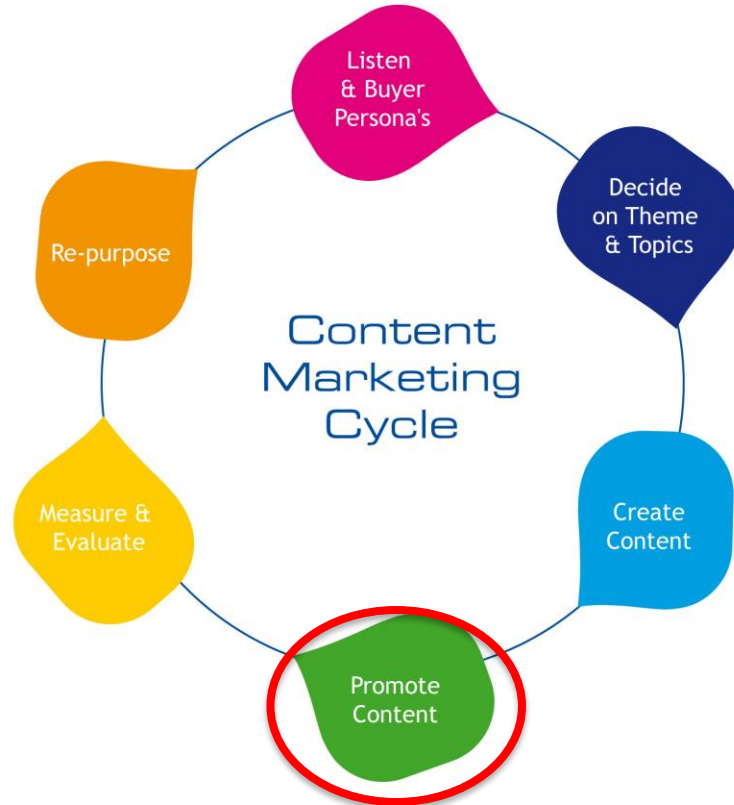
Kevin Bloch is the Chief Technologist at Cisco (Australia and NZ). He knows more about the Internet of Things (IoT) than most because his company builds the circuits and sensors that underpin it. Few industries will escape disruption so if you have a vested interest in keeping your business ahead of the IoT curve, you should listen to this podcast.

[Listen Now](#)

[Contact us!](#)



Recap: The SEO copywriting process



Your website is the mothership



Your website is the mothership



All roads lead back to your website

HOW CONTENT MARKETING PIECES TIE TOGETHER

Blog Posts

Visitor finds your blog content when researching symptoms to a problem.

STEP
01



CTAs

Visitor sees a CTA (call-to-action) for additional content offer related to the blog post.

STEP
02



Landing Pages

Clicking the CTA directs visitor to a landing page dedicated to the additional offer.

STEP
03



Forms

Visitor fills out form to obtain access to offer. This visitor is now a lead.

STEP
04





Emails

Turn your leads into sales through lead nurturing via email and great content!

STEP
05



Manage it with templates

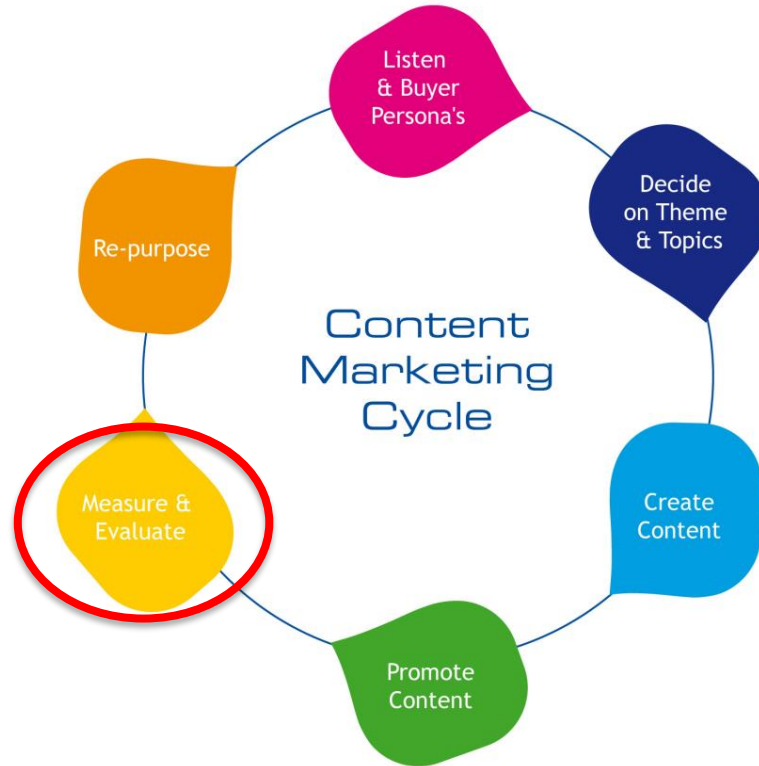
		TOPIC/TITLE	CONTENT/DETAILS	KEYWORD(S)	TARGET PERSONA(S)
MONDAY					
		12 Revealing Charts to Help You Benchmark Your Business Blogging Performance [NEW DATA]	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Owner Ollie, Mary Marketer
TUESDAY					
		Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips through expert advice while promoting complete guide	search engine optimization, SEO	Owner Ollie, Mary Marketer
WEDNESDAY					
		How to Craft the Right Questions for Your Next Marketing Survey	Use an exceptrt from the Marketing Surveys ebook to provide readers beneficial survey best practices	marketing surveys, survey marketing	Owner Ollie, Mary Marketer
THURSDAY					
					



Links – internal, external



Recap: The SEO copywriting process



Measuring activity



Google Analytics

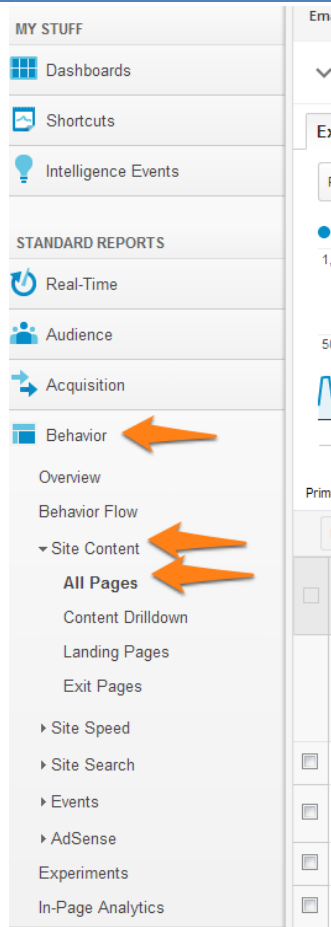


Set up Google Analytics for your website

- Log into your Google Gmail account
- Choose the time frame that you want to analyse your content creations from your calendar
- Click on the 'Behavior' tab and go to 'Site Content' and 'All Pages'



How to use Google Analytics

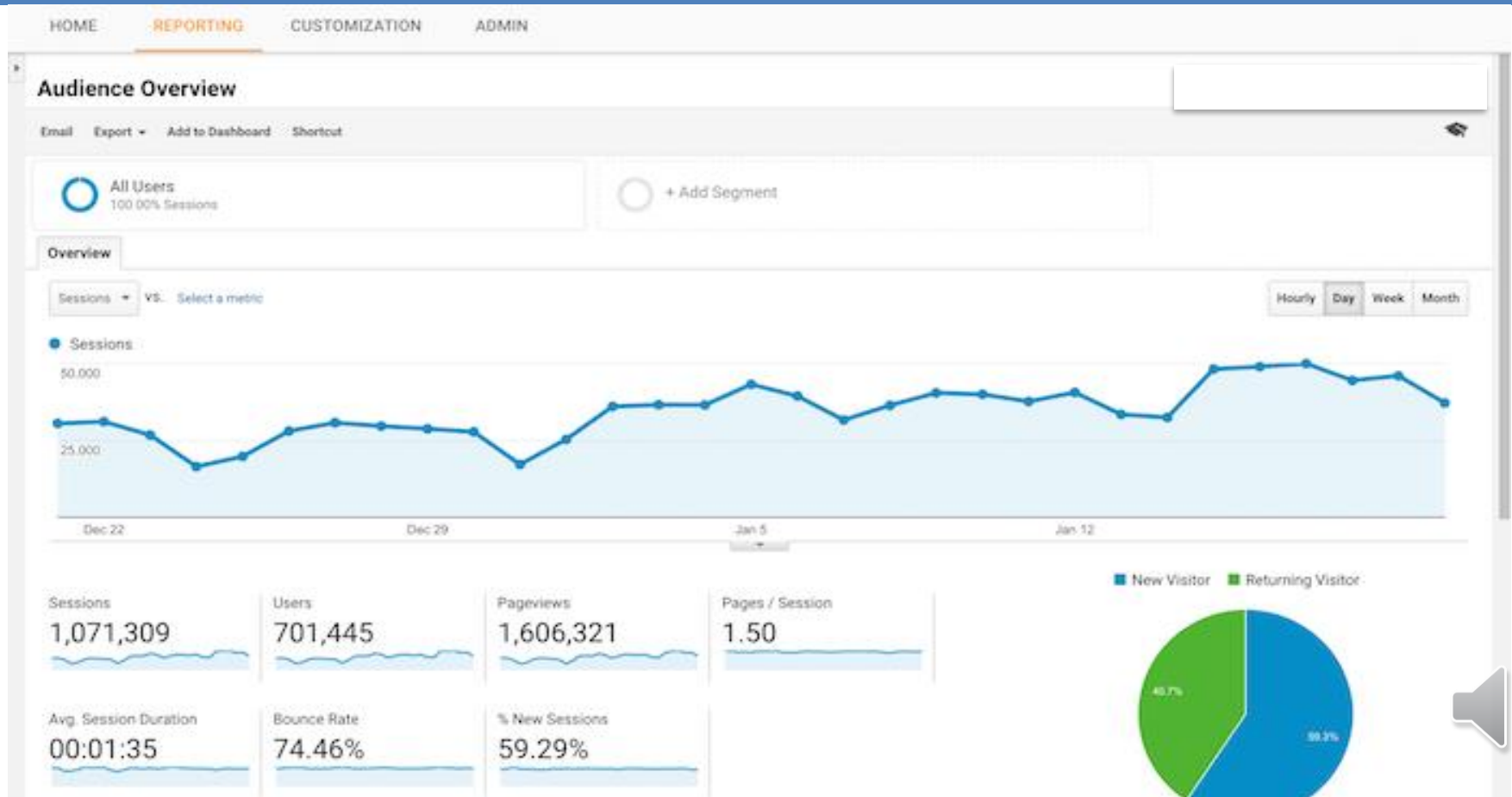


How to use Google Analytics

Plot Rows		Secondary dimension	Sort Type: Default
Page ?		Pageviews ? ↓	
		58,804 % of Total: 100.00% (58,804)	
1.	/	9,301	
2.	/10-easy-ways-to-promote-your-facebook-event-through-social-media-marketing/	4,729	
3.	/how-to-recycle-marketing-content/	1,787	
4.	/all-kinds-of-new-features-on-facebook-again/	1,412	
5.	/website-maintenance-checklist/	1,334	
6.	/simple-questions-you-can-ask-customers-any-time-year/	1,188	
7.	/the-new-4-ps-of-marketing/	1,165	
8.	/contact/	997	
9.	/michelles-review-of-sales-navigator-a-premium-paid-feature-on-linkedin/	944	
10.	/how-to-get-youtube-overlays-to-work/	938	



Google Analytics



Google Analytics videos – handout 5.2

<p>Getting Started With Google Analytics 360</p> <p>Benefits of Analytics 360</p> <p>2:20</p>	<p>Getting Started With Google Analytics 360</p> <p>Reporting with BigQuery</p> <p>5:42</p>	<p>Getting Started With Google Analytics 360</p> <p>DoubleClick Campaign Manager reporting...</p> <p>2:41</p>	<p>Getting Started With Google Analytics 360</p> <p>DFP/GA360 Setup</p> <p>2:22</p>	<p>Getting Started With Google Analytics 360</p> <p>Unsampled Reports and Custom Tables - Part 2</p> <p>6:56</p>	<p>Getting Started With Google Analytics 360</p> <p>DS Reports, Dimensions, and Metrics</p> <p>5:58</p>
<p>Benefits of Analytics 360</p> <p>6.8K views • 2 months ago</p> <p>CC</p>	<p>Reporting with BigQuery</p> <p>2.4K views • 2 months ago</p> <p>CC</p>	<p>DoubleClick Campaign Manager reporting...</p> <p>1.5K views • 2 months ago</p> <p>CC</p>	<p>DFP/GA360 Setup</p> <p>532 views • 2 months ago</p> <p>CC</p>	<p>Unsampled Reports and Custom Tables - Part 2</p> <p>1.2K views • 2 months ago</p> <p>CC</p>	<p>DS Reports, Dimensions, and Metrics</p> <p>299 views • 2 months ago</p> <p>CC</p>
<p>Getting Started With Google Analytics 360</p> <p>1:47</p>	<p>Getting Started With Google Analytics 360</p> <p>DCM/GA360 Use Case and Setup</p> <p>3:38</p>	<p>Getting Started With Google Analytics 360</p> <p>DoubleClick for Publishers reporting integration</p> <p>5:52</p>	<p>Getting Started With Google Analytics 360</p> <p>DBM/GA360 Remarketing and Setup</p> <p>5:56</p>	<p>Getting Started With Google Analytics 360</p> <p>Course Summary</p> <p>1:19</p>	<p>Getting Started With Google Analytics 360</p> <p>Unsampled Reports and Custom Tables - Part 1</p> <p>4:25</p>
<p>Register for Getting Started With Google Analytics 360</p> <p>11K views • 2 months ago</p> <p>CC</p>	<p>DCM/GA360 Use Case and Setup</p> <p>1K views • 2 months ago</p> <p>CC</p>	<p>DoubleClick for Publishers reporting integration</p> <p>557 views • 2 months ago</p> <p>CC</p>	<p>DBM/GA360 Remarketing and Setup</p> <p>893 views • 2 months ago</p> <p>CC</p>	<p>Course Summary</p> <p>568 views • 2 months ago</p> <p>CC</p>	<p>Unsampled Reports and Custom Tables - Part 1</p> <p>1.6K views • 2 months ago</p> <p>CC</p>



Recap: The SEO copywriting process



What is content repurposing?

- Take existing content (blogs, newsletters etc)
- Rework it for different purposes
- Amplifies existing content, reduces effort and duplication



People learn differently

- Not everyone likes videos, blogs, podcasts
- Make content for all learning styles:
 - Visual: videos, blogs
 - Kinaesthetic: quizzes, guides
 - Auditory: webinars, podcasts



How to repurpose content

- First, take a look at the most popular, evergreen content
- Use Google Analytics to see which posts from your archives are performing best



How to repurpose content

- Create a 'mind map' of potential ideas for new, repurposed content
- Start with your best performing blog post
- Create 'spokes' for new ideas from it



How to repurpose content

- '10 Simple Things You Can Do Today that Will Make You Happier, Backed by Science'



How to repurpose content

- New post and content points:
 - Top 5 meditation songs
 - Video of meditation breathing techniques
 - Infographic on the scientific benefits of meditation



How to repurpose content



How do you get all this done?

THE GIG ECONOMY

DEFINITION:

WORK TRANSACTED
THROUGH DIGITAL
PLATFORMS



Who will manage it all for you?



Log In

Sign Up

Post a Project

Hire expert freelancers for your online job

Millions of small businesses use Freelancer to turn their ideas into reality.

I want to Hire

I want to Work



What do you need done? Find it on Fiverr

Browse. Buy. Done.

[Find Services](#)

Logo Design
More than 20,000
services offered

TRENDING COLLECTIONS

Choose from our most popular services

PROMOTE YOUR BAND

How to market your band on a budget



BOOST YOUR RANKING

6 ways to improve your site's ranking



ENGAGE YOUR AUDIENCE

Explainer videos that sell!



WORDPRESS EXPERTS

Migration Customization Performance



I Will Sing A Happy Valentines Day

★★★★★ (16)

Fun & Lifestyle / Greeting Cards & Videos



I Will Make An Impressive Logo And Intro Video For Youtube Channel

★★★★★ (25) 1 Orders in Queue

Video & Animation / Intros & Animated Logos



Specialist virtual assistants

Podcast VA - Podcast Editing and Production



Hi all

My name is Lyndal Harris and I am the owner of Podcast VA. I offer a number of different support packages making podcasting easier!

I have a **Podcast Launch package** which includes

- Create intro/outro – including music and voiceover

- Create hosting account (eg Libsyn; Omny Studio; Podbean)



This is the end of video 5.1 in the online course:

Learn SEO Copywriting

Module 5:
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