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**SEO STRATEGY - MAXIMISING RESULTS
THROUGH CONTENT MARKETING & DIGITAL PR**



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INTRODUCTION

Time after time the same message resonates – ‘content is king’ – the problem is the king becomes nothing but a pauper if you can’t get it to the right audience.

Over the years we have produced extensive coverage on the importance of [content marketing](#) and how it should be, and can become, the central point of your [search marketing](#) strategy.

If you are writing effective copy that gets across a clear message you want it to be seen. After all building the brand is as big a part of growing a business as explaining and promoting your services.

You want to ensure that you are posting regularly, and by that I don’t necessarily think that there has to be a set time period. If you are breaking news to your audience you may post several times in the space of a few hours but another part of your team may be working on long form projects.

For all businesses to succeed the need to have a certain amount of luck but they also need to have a good public image. By building a brand identity, companies can grow quickly and in the age of [social media](#) this is even truer.

The information that you put out can dictate the pattern of growth for your business. You want to appear reputable whilst also holding true the values of your company.

Customers or potential customers put trust and faith in what you release, they want to see that you are leading the way and that you are putting something back. Over the last few years the digital voice has become increasingly more important as it is a rapid fire way of communicating with your audience not only quickly but on a large scale.

One of the most important thing is to get right when it comes to this digital voice is not only communicating with your current customers but extending your offering and sending a message that we resonates with potential new customers. This eBook will look at exactly how you can maximise this strategy and get the most from your content marketing.

GENERATING THEN MAXIMISING GOOD ROI (RETURN ON INVESTMENT)

In a recent study, content marketing came out as one of the highest-return on investment (ROI) marketing strategies businesses can adopt, coming in 4th overall out of 10 marketing strategies. This is in part due to the fact that content marketing is one of the longest lasting things a business can produce. Simple adverts or short terms campaigns can garner instant support and in a landscape dominated by social media can even go viral but the web copy, ebooks, whitepapers and how to guides, as well as FAQ sections of a website are almost timeless, (note here that resources should be treated as 'live' documents and should change as and when the industry does.)

The true test of anything that a business releases is the ROI. This is the calculation of how much, time effort and resource was put into a particular piece of work and the value that a business can attribute to it.



According to Forbes: "You don't want to settle on just a 'positive' return. No, you want to maximise the potential return you get from your content marketing strategy."

First, you need to think of content marketing ROI as depending on two dimensions:

- **Your ultimate results.** This is what most people consider when they think about improving content ROI; it includes getting better results in terms of traffic and conversions.
- **Your overall input.** Most people neglect this side, but it's almost as important; it's all about making sure every dollar and every minute you spend on your campaign is spent efficiently.

There are four main areas that can be considered as 'quick wins' both in terms of ROI and as part of your wider content marketing strategy. If you look to make improvements in the following areas then you are sure to not only improve the quality of your work but the performance.

The first thing to do is to evaluate your audience and communicate with them in the appropriate way. Look at your offering and if you are a business that is online only then this is obviously the area to concentrate on. If however you have physical stores then make sure that you work in tandem with them. This may be in the form of promotions or offers, or it could be that you are giving the relevant information that will lead to a purchase in store.

The goal will be to generate all of your sales online as we are increasingly seeing more and more business shift sales. This is a 'no brainer' as it further increases the ROI if you don't have to pay rent and rates on a commercial property. Don't get too caught up on last click marketing though, because after all a sale is a sale. If you see something that is working particularly well look at how you got to that point and make notes so that you can replicate the successes in the future. In a similar vein also note down failures and make sure that your staff are using their time wisely and producing the very best content.

Once you have identified the audience that you wish to target and engage with the next stage is to make sure you are doing it in the right way. You should look at all of the platforms and tools that you are using and look hard at the social media schedule and look at what is performing. If you can remove or limit the use of platforms that don't bring in the results then you will be in a far stronger position in the long term.



In the case of social media it is important to use a wide selection of platforms. Look at the engagement you get from them, the followers you have and the levels of interaction. If you are a food and drinks business that relies on a lot of imagery then it could be that Instagram is the tool for you. If newsjacking is part of your strategy and you want to share links on the back of another story then Twitter could be a good option and if you are using video then Facebook/YouTube and even Snapchat might be best.

An important factor to consider when it comes to the social media side of your PR and content is to actively encourage sharing. Make sure that you have social share buttons on your content and don't be shy when it comes to asking followers and others in the business to promote your work across their accounts. This is a quick way to spread good news, latest offers or to just boost impressions.



Of the other social media platforms, LinkedIn is another to consider, here you can connect and interact with people on the basis of their role or profession which can lead you to working with those who know your trade best and can build further partnerships and boost reputation. It is perhaps from this platform and the relationships formed that you get the offer of guest posts and user generated content.

This content is invaluable as you are able to tap into a larger network of those that understand your offering. You are also able to generate not just guest posts but reviews and this user generated content (UGC) can help you to build trust. Reviews, hopefully positive are a written tick to what you are doing and cost nothing so the ROI, although difficult to track, is very high.

The final thing that you should be doing is to use automation. This is something that we have covered quite a bit and is something that is really picking up speed in terms of being a leading industry development.

If you automate parts of your content marketing strategy you will not only save time but will be able to invest that time back into other areas. When it comes to automation in social media, you can use platforms such as Hootsuite to schedule posts, this is a quick and easy way of managing the same piece of content quickly across multiple profiles and what's more it allows you to respond to 'live' developments in between.

Research suggests that there is also a real, positive correlation between [automating your daily, weekly or monthly reports](#) and the performance of content. If you can gather data on the performance of a particular piece and can run automation to compare this performance to other content you can identify the best practices for future content.

QUALITY V QUANTITY

This is one of the fiercest debates that rages in the content marketing industry. There are many copywriters out there who will feel frustrated that they put so much effort into their work, producing huge pieces of text that includes the very best research and which covers many of the questions surrounding a topic, only for it to have a rather short shelf life.

In a similar vein there are those that produce endless streams of content and who yearn to write more in depth pieces. They write in this way because they might have a large social audience and know that the content here has a short shelf life also.

The key learning here really is that in a truly digital age, where changes can be made in an instant, where news can spread in the form of PR across social media in the blink of an eye and where edits can be made to develop a story is that the search for quality brings about quantity.

If you only have a certain amount of time to produce content then instead of dividing this into 10 average pieces why not make three or four really good ones? Allocating your resources here will tend to generate more coverage and from an SEO perspective better links. Looking at the Domain Authority (DA) of those that are referring to your site can help massively here. If you see what those with the highest DA are linking to then you can incorporate this into your forward strategy, and look to target them.

TARGET KEYWORDS

In the world of SEO and search marketing one of the most important things that we talk about is keyword research. If you are able to look at not only what works well for you but for your competition you can identify further opportunities that centre directly around your business model.

We are always stating the importance of keyword research for businesses and in fact it is one of the first and largest tasks that we take on for clients when they come to us. This strategy allows us to build a base from which the content will be produced. It is important that you are using language that is audience and industry appropriate but be careful not to over egg the pudding and stuff your content with keywords just for the sake of it.

The very best keywords for your industry (the ones with the highest search volume) are crucial to overall SEO performance but if you are able to drill down on niche keyword you will be able to not only boost your rankings quickly across the marketplace but will be able to exploit gaps left by competitors. The key learning with this strategy is that you will gain a few highly targeted audience members as opposed to the much wider reach of the broad match keywords, but importantly the select few are more likely to be further down the buyer's cycle and are therefore more likely to convert.

This is a prime example of maximising return for very little effort; in fact after you've front-loaded your strategy to look at keywords, you will have a solid platform to which you can add further key terms. Again as we have mentioned, keyword research documents should be another of those 'live' documents that a business has in order to constantly adapt.



MAKE IT RESPONSIVE

As you will no doubt be aware, [Mobile First](#) is now a real, live thing. [Google has announced](#) that they have moved to indexing pages this way and there has been an upward trend in mobile searches compared to those on desktop, where mobile overtook traditional search. With this in mind if you are to get the very best of your content it makes sense that it is produced with mobile at the front of your mind.

Mobile content consumption is rising so dramatically if brands aren't providing users with a satisfactory experience through mobile, they may lose their audience to competitors who are. All content needs to respond to whatever screen size it is being viewed on and image sizes need to be small enough to not affect page load speed. It is also vital that all of the call to action (CTAs) maintain functionality.



COMPETITOR ANALYSIS

Like we said in the last section, [competitor analysis](#) is another key factor if you are to streamline your digital PR and content marketing strategy. By looking at their successes and failures as well as the frequency, quality and shareability of their posts you can gain valuable insights as to what to do and not to do. You can also pick up further details of the audience and open yourself up to new and emerging marketplaces that you may have missed previously.

THE IMPORTANCE OF EMAILS

In theory emails should be the best way to get your message across to your audience and should harbour the greatest ROI for businesses insofar that the marketing lists with which emails go to are highly personal to the company.

Unlike SEO searches on the search engine results pages (SERPs) and on social media platforms, the marketing list that company emails are sent from will be those email addresses and customers who have actively signed up to receive correspondence. This is especially true with the GDPR rules introduced on May 25th 2018.

Once you have an email list you should look to create an email marketing campaign around your bespoke content. You can put them on a marketing track and make sure they are getting regular pieces of content that are not only highly personalised but which are given to them as they interact with your website or previous emails. You are able to send those that are just researching a product more information at the same time as rewarding someone who has already made a purchase with a discount or other offer.



REPURPOSE

Repurposing content is one of the best ways to maximise not only the value of a piece of work but at creating time saving opportunities. If you are able to use a piece of content or parts of it across multiple locations and for different segments of the audience the benefits can be enormous.

Econsultancy have covered this and they said:

“Instead of racking your brain for multiple different pieces of content to create each day, think about how you can work with one blog post or white paper and really push the boundaries to get the most out of it.”

“The average blog post actually takes more than five hours to produce from ideation to publication, and bigger pieces of content like white papers, eBooks, and infographics taken even longer than this, so it’s important to have a strong content distribution plan in place and to understand the different ways in which you can repurpose your content to really make the most out of it.”

By repurposing your content in a range of different formats, you are maximising its visibility and getting the best results from your content marketing efforts. A good example of this is that once a video has been published, it’s a good idea to transcribe it, as this will help search engines to read it, and you could also turn it into some other audio based content, like a podcast.



IT'S NOT JUST ABOUT SEO

Reaching the top of the SERPs is done through effective SEO but you shouldn't just limit your business options to organic search. [Paid search \(PPC\)](#) is also a great area to focus on paid channels can harvest some fantastic results.

Social and native ads can play a really important part in your content distribution process. A native ad is a method of advertising which seeks to provide content in the context of the user's experience. It is a form of media that's built into the actual visual design and where the ads form part of the content.

Stats surrounding native ad use show:

- 62% of publishers currently offer native advertising, followed by 41% of brands and 34% of agencies
- 66% of brands say they create their own content for native ads
- The most popular forms of native advertising are blog posts, accounting for 65%. With articles at 63% and Facebook at 56%
- Brands are most likely to use Facebook to publish native advertising

Econsultancy also looked at the importance of paid channels saying:

“There are many different options when it comes to paid promotion, including advertorials, sponsored stories, and promoted posts.

“Paid media is good for both content discovery and brand awareness and can really help drive traffic to your site and build a larger audience for your brand.

“Social PPC platforms like LinkedIn, Facebook and Twitter are very effective and therefore rapidly growing in popularity.

“They offer detailed targeting and ensure your content is seen by your target demographic, down to the region they live in and their hobbies.”

NEWSJACKING

Newsjacking is perhaps one of the fastest growing methods used by content marketers and PR teams if they are to generate, real time viral content and if they are to build brand reputation as they appear to have their 'ear to the ground'.

The practice of newsjacking is when a business responds to a piece of news and manages to tie their own content into it. This is a great way of generating links and exposure and the benefits of appearing on a social media thread quickly can be immeasurable. In essence businesses are stealing the thunder of another by intercepting their announcement and tying it into their own content.

According to marketing expert, David Meerman Scott, the right time to newsjack is just before the story gains momentum and journalists start searching for more information. He said:

“In a 24/7, second-by-second news environment, savvy operators realise there are new ways to generate media attention.

“The rules have changed.

“The traditional PR model—sticking closely to a preset script and campaign timeline—no longer works the way it used to. Public discourse now moves so fast and so dynamically that all it takes is a single afternoon to blast the wheels off someone’s laboriously crafted narrative through newsjacking.

“If you are clever enough to react to breaking news very quickly, providing credible second-paragraph content in a blog post, tweet, or media alert that features the keyword of the moment, you may be rewarded beyond expectation.”



Some of the best examples of newsjacking can be seen below:



This example from U.S megastore Sears, may be a touch sensitive but in actual fact they reassured the victims of a devastating hurricane that they were open and had everything under one roof. The post was responsive and meant that they received global attention and PR.



Another good example followed Brad Pitt and Angelina Jolie's breakup. The story was picked up by a Norwegian airline company who chose to offer any flight to Brad's home city of Los Angeles from Europe at a low cost. This was a great way of using the news to promote their sale.



For those thinking that this is a sure fire way to boost your content, be warned, you have to be selective with which news you can 'jack'. If you choose the wrong subject then you risk tarnishing reputation such as this example by PETA, who many thought were insensitive.

FINAL THOUGHTS

In much of the information that appears in this eBook it is clear that getting your message out at the right time, to the right audience and in the correct format are vital. It is also worth considering the use of paid search, social media and newsjacking as genuine angles with which to release your content.

What's more important however is that you as a business owner or senior decision maker need to fully optimise content and make sure that it will rank well for SEO. This gives you best chance to generate sales and boost you ROI. By using a multifaceted approach to content and drilling down on the specifics of it you are able to maximise results with little effort, thus growing performance.

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ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on all aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

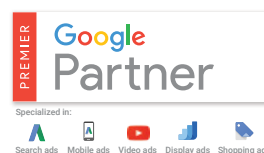
Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

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