



KILLER CONTENT FOR IMPROVING SEARCH VISIBILITY



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INTRODUCTION

One of the most overused phrases in the digital industry is that ‘content is king’. The sentiment behind it is correct and whilst it used to be a common practise (although not always advocated) to fill websites with as much content as possible. The big difference in the last few years however has been the fact that Google has chosen to go down the relevancy route.

Google wants to ensure that the results that they deliver to the user are the most relevant possible - in essence the content needs to be ‘quality’.

‘Quality’, by its nature, is generally qualitative – there’s something ephemeral and subjective about the definition. However, in a field which – rightly or wrongly – prides itself in being predominately data-driven, such a non-specific term is virtually useless to us.

For that reason, what we need to do is to break down this ‘quality’ that is much discussed in to quantitative terms. Measuring the immeasurable is not as much of a losing battle as it may first seem, however, as the ‘quality’ we are looking to define here is a series of machine translatable aspects of a larger whole.

Because we are looking at quality as it could be understood by an algorithm, we can bypass the quality of the writing – beyond structural, grammatical and accuracy measurements (spelling, punctuation etc.) and we can look at elements of a piece of content or a web page which an algorithm could easily understand.

We’ve covered some of these in greater depth in the aforementioned eBook, but rather than focus on the more advanced aspects of this ‘quality’ that we deal with there specifically for YMYL (your money or your life) queries, we’re going to start from the ground up.

Can the content be reached?

Firstly and importantly, the ability for the data to be discovered by search engines has to be the first point in any checklist. This means that you should ensure your content is not blocked by robots.txt or any in any other way out of the reach of search engines.



IS THE CONTENT QUICK FOR USERS TO ACCESS?

With the shift to mobile devices, search also developed the need for low demand, high speed pages. In order for your content to be considered 'quality', it will need to load quickly – so you will need to avoid render blocking scripts, loading too many animations, images or excessive numbers of fonts to ensure that the content is fast loading.

IS THE CONTENT WELL WRITTEN?

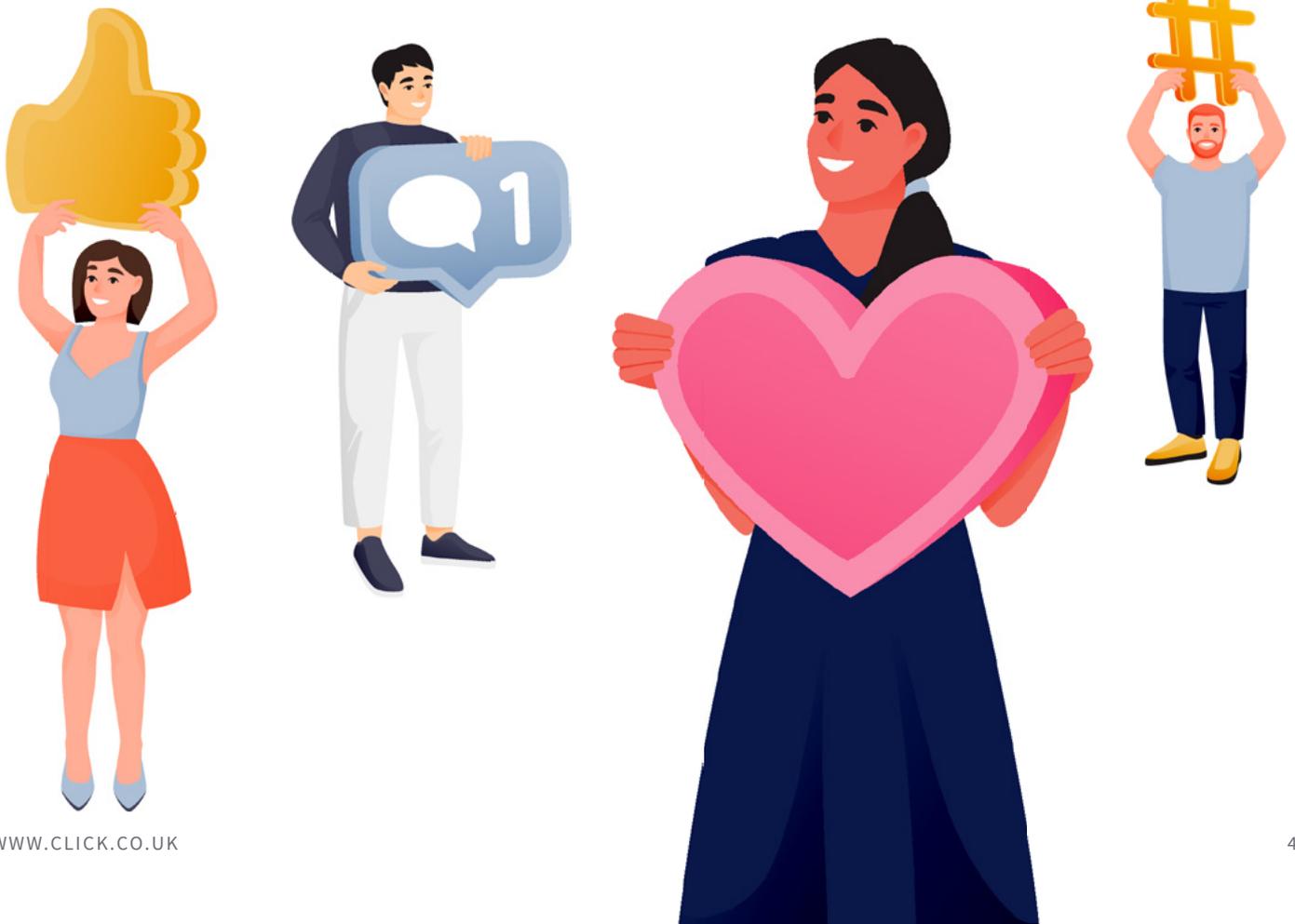
This is not a measure of literary value, it simply refers to the use of correct spelling, punctuation and grammar. As far back as 2011, Matt Cutts was advising that such things were already a ranking factor (though presumably of low weighting), so ensure you're running your copy through a spell checker.

Is your data using the right structured data types?

Schema helps to add machine readable context to your content, so ensure that you're employing the various schema types that are available to your content and your industry.

ARE YOU ATTRACTING THE RIGHT LINKS?

There has been an over reliance on DA as an indicator of quality as far as links are concerned – but in reality, we should be looking at industry relevant domains to build our authority in order to serve as a frame of reference for our content.



EXAMPLES OF CONTENT MARKETING

There are so many different types of content that it can be difficult to keep up. Below however is a definitive list of the types of content you can produce based on your audience. It is really important here to remember that it is one thing to be found in search results but another to actually engage with your reader. Depending on your business and the goals you set it is vital that you choose a content strategy that engages, informs or entertains. Here are our recommendations:

BLOGS

Blog content can take many different formats—how to, list, question, why, etc.—and usually serves to educate prospect customers. According to the Marketing Academy Blog posts are usually at least 1,500 words long and help your audience solve a problem on their own, empowering them to become amazing at what they do (and subsequently give them more reason to use the product or service you're selling). Studies have found those who blog regularly are most likely to reach their goals.

A blog is a great platform to share content for either yourself or your business and create an online audience, who view you as an authority and reliable source within your industry. One of the best ways to promote your blog and build your following is via social media. Being able to combine your blog with your social channels provides you with the solid foundations to really promote the message you are trying to deliver.

CASE STUDIES

A case study shares a customer's success story they experienced when using your product or service. These can take multiple different formats like video or written word, and are a robust testimonial that encourages prospective customers to consider your business as they look to resolve similar challenges.

This type of content is great for highlighting previous success stories and showing that you as a business are the right fit for the customer.

EBOOKS

eBooks are a type of downloadable longform content that are filled with useful information that is useful, problem-solving tips and information for your target audience, and positioning you as an authority and a thought leader on a topic relevant to your brand.

EMAIL/INBOUND MARKETING

Email marketing is one of the most effective ways to consistently reach your audience. In its simplest definition, this tactic involves curating and sending valuable content to your subscribers.

Email marketing is perhaps the single most important method of communication that any business operating in the digital sector can have. It is a proven way of not only building trust in a brand but staying in touch and leading potential or current customers back to your website.

The beauty of an email marketing campaign is that you can communicate a vast amount of information to a targeted, engaged audience in an instant. You can place a variety of resources, information, messages, images and links and in truth can offer something for everybody in the same message.

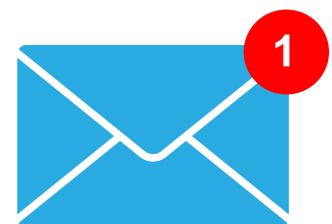
Personalising your messages offers the chance to boost click through rates and visitors become leads and many eventually find their way further along the buyer's cycle to become converted leads.

It is an essential tool for business, and has been ever since the introduction of the Internet. According to Crossware, in its broadest sense, every email sent to a potential or current customer could be considered email marketing. However, the term is usually used to refer to:

Sending emails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business.

- Sending emails with the purpose of acquiring new customers or convincing current customers to purchase something immediately.
- Adding advertisements to emails sent by other companies to their customers.

According to Dave Chaffey from Marketing Insights all email should be 'CRITICAL' that is, they should be Creative, Relevant, Incentivised, Timed, Integrated, Copy written, Attributed and Lead to a landing page. Having full automation over you campaigns and following the below rules offer huge increases in conversions.



LANDING PAGE CONTENT

A landing page is a page consumers arrive at when clicking on an external link to your site, such as a pay-per-click (PPC) ad. They are often specifically created for visitors referred from marketing campaigns and, in this case, designed to maximise conversion; typical goals include filling in a data capture form or making a sale

To maximise conversions and reduce bounce rate as far as possible, your landing pages need to:

- Be persuasive and engaging
Use a powerful headline and only use copy if it adds value – don't be afraid of white space. Offering prospects something for free, such as a download, can be a powerful motivator
- Offer a useful and engaging user experience
Answering questions or displaying relevant products; it must also be easy to navigate.
- Develop credibility and trust in your brand
Through clear brand identity and additional information that reinforces why to choose your brand (such as facts and figures or testimonials where appropriate).
- Provide a logical and consistent journey from the referral source
For example, an organic search result, a PPC ad or a link in an email.
- Contain a clear CTA (call-to-action)
What do you want the visitor to do? Make it clear and simple for them to do it. Limiting the options on each page can be an effective technique.

Perhaps the most important aspect affecting landing page success – and a theme that runs through each of the factors – is relevancy: a landing page should always seek to provide what the consumer is expecting to see.



Q&A

Questions and answers have always been an effective form of content. Simply ask your audience what questions they have that they'd like your advice on solving, then create content that provides the answer.

A similar format is the ever-increasing-in-popularity, Ask Me Anything, that takes place on platforms like reddit and other up-vote communities. With this format, you literally dedicate time as an event to allow folks to ask questions which you answer live.

INFOGRAPHICS

Our creative teams collaborate to craft original infographic ideas that will resonate with your target audience and prominent bloggers. Our team creates a narrative for your infographic featuring relevant, up to date information, ensuring that all information is visually presented in a way that is compelling and easy to comprehend, providing your audience with informative or entertaining material. This visually enticing way of presenting data is more effective at engaging your audience and can be broken down into more succinct snippets in no time.

CHATBOTS

A chatbot (chat-bot) is a computer program with which businesses communicate with their audience in either an auditory or text-based manner. The programs are designed to offer automated responses to questions in a manner that simulates actual human conversation. Typically they are used to generate the dialogue that would surround customer service based questions or in an instance where customers are looking at acquiring information.

The chatbots are put in place by businesses, usually on the homepage of their main website in the form of a pop-up. The introductory message will usually be friendly and ask the user if they want to talk to someone, ask a question or if there is anything they need help with.

There are many benefits to incorporating chatbots on your website and using messaging apps to communicate with your audience. The most popular are:

- Chatbots speak real language – The language of apps is based on technological single-word commands like signup, login, download, click, and it lacks such social language as please and hello. Whilst this gives direct answers to the user and finds solutions based on keywords it is not very personal. Chatbots offer better user experience and are more likely to build relationships and trust.
- Better interaction – Chatbots are the best tools for keeping users on a certain platform longer and keep the content flowing by starting and maintaining the conversation. By giving small amounts of information and learning from every question the results appear more conversational.
- Chatbots are cheap to build – Building a basic chatbot is fast and, as a result, inexpensive. Maintaining one is not an issue either and if you go for the more advanced, AI friendly version

the platform grows with your customers. Businesses can use simple code and pre-load the chatbot with keywords and answers to FAQs and update them as and when they change or expand their offering.

- Chatbots are quick to build – As you may expect with the rise of mobile, many of the major websites and social media sites now offer integration with their platforms. There are variety of bot templates and ready-made software developed by Facebook, Microsoft and others that you can use for free, and they will only need small tweaks to be ready for your customers.

VIDEOS

Research (by Syndacast and Twitter) has shown that video is the most engaging and sharable content medium, making video marketing a highly effective part of any content strategy. In addition, videos have a direct impact on search results. Our video production team have a wide range of experience creating compelling video content for brands across a range of sectors.

AUDIO

Audio content can be a great way to engage with your audience if done right. Over the last few years many businesses have used podcasts as a way to explain the benefits of products and services. With easy-to-use tools like Audacity, you can record yourself reading your e-books, blog posts, and course lessons out loud.

SOCIAL MEDIA

The social media industry has evolved immensely over the past decade, with over an estimated 3 billion users having at least one social media account.

Gone are the days of platforms like Facebook and Twitter being the standout social channels, where people would share simple content and images with their following. Platforms like Instagram, YouTube and LinkedIn have now created their own stamp on the industry and have helped play their part in personal and business accounts being able to transform how people view their content and brand. As social media has evolved and made many technical changes to the services they offer, it has allowed businesses in particular to be able to promote themselves via the likes of Facebook advertising campaigns.

Processes like this prove how powerful social media can be for the coverage of your business and how the capabilities of social channels have evolved in such a short space of time.

USER FOCUSED CONTENT(UFC)

Whilst it's true that all content should be user focused in truth many brands still fail to grasp this concept. UFC is a great way to answer direct questions from users such as: "which laptop is best for gaming?" If you can tailor your content to answer top ten queries or comparative pieces then you are sure to climb the rankings. Think about the type of query a user may have and look at who currently ranks for these terms. Using this as a starting point will lead to further sales or genuine enquiries.

CONTENT MARKETING STRATEGY

When it comes to deciding on a content marketing strategy it is important to consider two things:

- Who forms your current market?
- Who are you trying to target?

If you are able to answer both of these then you are halfway there. Knowing your current market allows you to understand how they receive their marketing information and the platforms with which they are most receptive. Applying tactics based on these findings therefore gives you a better chance of adding to your readership by highlighting the key formats to use.

Once you have the formats decided, you can answer the second question. Understanding who you are targeting allows you to focus on the content of the material produced, eg, are they more likely to want the answer to industry specific questions or are they looking for promotions? Another consideration here could be the tone of voice, do they expect an authoritative voice that informs and that represents a thought leader or is the brand friendly and humourous looking for social shares?



HOW TO CREATE THE BEST USER EXPERIENCE (UX) WITH YOUR CONTENT

When it comes to implementing changes in order to boost UX here are some of the things that you should be mindful of:

Branding – One of the first things that you should do is to make sure that your branding is attractive and memorable. Although this may be a task for a different team, in terms of SEO it is important that you are mentioning your brand alongside all of the relevant searches and in terms of UX there is a lot to be said for reinforcing the branding message across the site and keep it front of mind. This is especially important when it comes to gaining return visits.

Layout and consistency – Keep the navigation the same for your site and make all of the buttons easily recognisable. If you are able to do this people will know where they need to go in order to find the information that they need. It will also help them to navigate to the end of the buyer’s funnel and conversions will therefore increase. You can also add in similar or partner products here to further boost revenue.

Functionality – Structure your content to fit the needs of your user and make sure that the design of the site is responsive. Speed is also important here especially in B2C sites, particularly those in retail, where a customer can be put off if images are slow to load. Always test and tweak your site speed where possible.

Mobile responsiveness – Talking of responsiveness, make sure that you are ‘mobile ready’ as an increasing number of transactions and searches are performed on mobile devices. If the appearance, speed or navigation of your site is poor on mobile then you could lose out to a rival.

Live chat – One thing that is often overlooked when it comes to UX is a live chat function. More and more websites are now using this in order to add an additional layer of customer support. If someone has a query once they reach you page or need help with the navigation then this can be a good area for them to have access to.

Data collection – What is the point in having visitors to your website if you aren’t going to see what they are doing and look at ways in which you can improve. Look at things like heat maps to see where the users are on the site and also monitor things such as where they click and how much time they are spending on your page. A quick exit from the site could be indicative of a poor UX. Make changes and learn from the data that you have.



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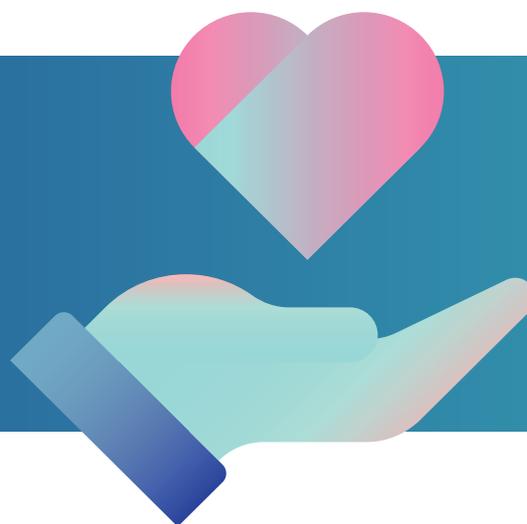
Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named Organic Search (SEO) Team of the Year 2020, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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