

Identify topics that are high volume searches that you don't have content for.

1. Enter a broad topic (e.g. fashion week).
2. Try these filters to identify the highest value terms:
 - a. Search Volume greater than 1000
 - b. Discover Long Tail Keywords
3. Review the Competition and Keyword Value to determine the best terms to use.
4. Add these terms into your content, with special focus on:
 - a. **Title:** This is the text that appears in the link in Google. Keep it short, concise and use high value keywords. If the title is going to be long, put the most compelling information first.
 - b. **Meta Description:** This is the description below the link in Google. Use other high value terms here, and have a good call to action to make someone click on the article.

Leverage the industry's largest and actionable content repository to develop winning strategies for your business.

Google US **1** fashion week

View All Results Identify High Volume Keywords Discover Long Tail Keywords Explore High Value Keywords **2** Filters

2,613 Total Suggested Keywords 33% 185% 1,410 53%
 High Competition Level Medium Competition Level Low Competition Level

Track	Columns	Keyword	Search Volume	Competition	Keyword Value	Universal Listing
4		fashion	90,500	Low	80	Images
		style	74,000	Low	88	Images, Videos
		fashion institute of technology	33,100	Low	98	Images
		moda	27,100	Low	85	Images
		mens fashion	27,100	High	88	Images
		fashion blogs	22,200	Low	92	Images
		fashion games	22,200	Medium	68	Images
		fashion week	14,800	Low	95	Images

Identify topics that you currently have content for, that aren't performing well.

1. Enter a URL from your site, such as a certain content category that you are writing for. Take a look at:
 - a. Data Cube Score – think of this as estimated organic traffic.
 - b. Total Organic Keywords – the number of keywords that this section/URL ranks on within our index.
2. Apply filters to identify keywords that are in “striking distance”. This means that they are close to performing well, but you aren't disrupting the topics that perform best. Add the following filters:
 - a. Blended Rank worse than 5
 - b. Blended Rank better than 21
 - c. Search Volume greater than 1000
3. Click on Total Organic Keywords to see the list of terms. Use these to do a search (see the first section of this sheet) to identify other terms to use in addition to these to improve the impact of the new article.

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Feb 2015 - Jan 2016 (Monthly)

Google US **1** instyle.com/fashion

Overview High Ranking Keywords Long Tail Keywords Content Strategies Site Comparison **2** Filters

Applied Filters: Keyword Does not contain instyle Blended Rank Better than 21 Blended Rank Worse than 5 Search Volume Greater than 1000 Save Filter

11,340 +2% **3** 264 +4% 151 +7% 113 +23% 0
 Data Cube Score Total Organic Keywords Ranked on Page 1 Ranked on Page 2 Ranked on Page 3

Total Organic Keywords

Month of Jan 2016 (compared to Month of Dec 2015) Select Different Periods

Track	Columns	Keyword	Blended Rank	Previous Blended Rank	Blended Rank Change	Page	Search Volume	Category
		amal clooney	10	12	2	www.instyle.com/fac	201,000	Regular Web Listing
		malia obama	10	6	4	www.instyle.com/fac	135,000	Regular Web Listing
		taylor swift style	9	Not Ranked	93	www.instyle.com/fac	110,000	Images
		fashion	10	13	3	www.instyle.com/fac	90,500	Regular Web Listing

Identify your competitor's top ranking content that you don't have.

1. Enter your own URL that you want to compare against a competitor.
2. Click on Site Comparison, then enter the corresponding URL of your competitor. If you don't know the specific section of their site that you want to compare, just use filters:
 - a. Keyword contains – will show all keywords that contain what you type into the filter.
 - b. Page contains – will show you all keywords that rank for a URL that contains what you type into the filter.
3. Click on Keyword Gap Analysis to see what keywords they have that you don't.
4. Apply filters to identify high value keywords:
 - a. Search Volume greater than 1000
 - b. Keyword does not contain – use this to eliminated branded terms
5. Sort on Blended Rank to see what the top rated terms would be best for new content. Use these to do a search (see the first section of this sheet) to identify other terms to use in addition to these to improve the impact of the new article.

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Google US **1** instyle.com/fashion

Overview High Ranking Keywords Long Tail Keywords Content Strategies **2** Site Comparison **4** Filters

Applied Filters: Keyword Does not contain elle Search Volume Greater than 1000 Page Contains fashion Save Filter

Compare against:

Content Performance **3** **Keyword Gap Analysis**

Displaying keywords ranked on elle.com but not on instyle.com/fashion

Month of Jan 2016 (compared to Month of Dec 2015) Select Different Periods

Track	Columns	Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category	Data Cube Score
		alexa chung style	1	No Change	www.elle.com/fasho	1,300	Images	228
		what to wear to a fall	1	No Change	www.elle.com/fasho	4,400	Regular Web Listing	4,127
		osia and maddie	1	No Change	www.elle.com/fasho	3,600	Images	228
		alternative engagements	1	1	www.elle.com/fasho	2,400	Regular Web Listing	661
		rihanna outfits	1	No Change	www.elle.com/fasho	1,900	Images	661
		white tee shirt	1	100	www.elle.com/fasho	1,300	Images	365
		h&M balmain	1	1	www.elle.com/fasho	40,500	Regular Web Listing	25,080

TIP: If a keyword is in blue, click on it for additional information. You are tracking these terms and can get weekly rank data, competitive comparison, and recommendations for your current pages.