

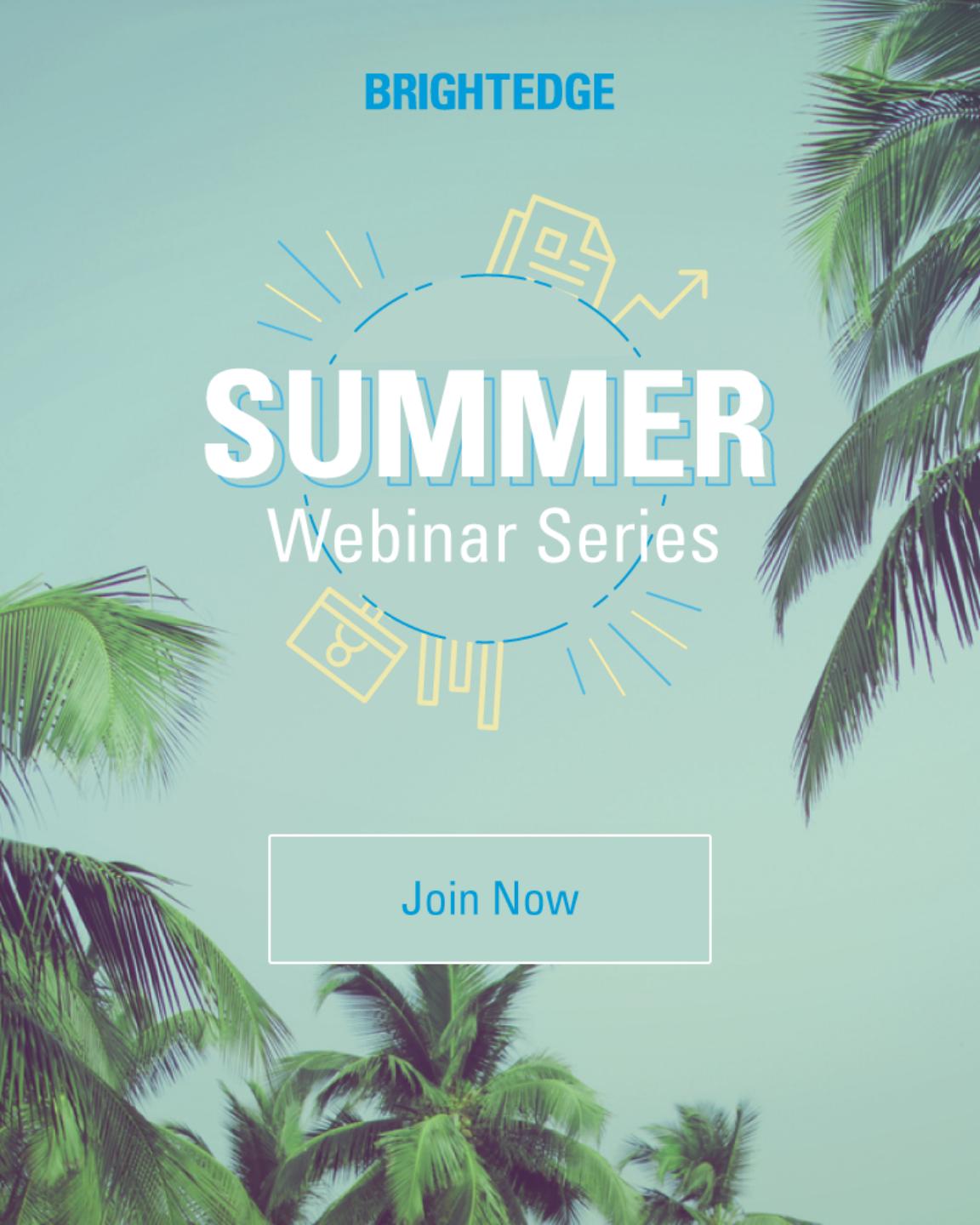
BrightEdge Summer Series SEO 105:

CONNECTING CONTENT TO CONVERSION

August 11, 2017

- Submit your questions using the Q&A box
- Recording of this webinar will be shared by email and on the login page

BRIGHTEDGE



SUMMER

Webinar Series

Join Now



CAROLYN BAO

Sr. Director Product Marketing
BRIGHTEDGE



SEAN CASSIDY

Director, Content Solutions
BRIGHTEDGE

#brightedgewebinar

BRIGHTEDGE

Partnering with global brands for SEO
and Content Performance Marketing

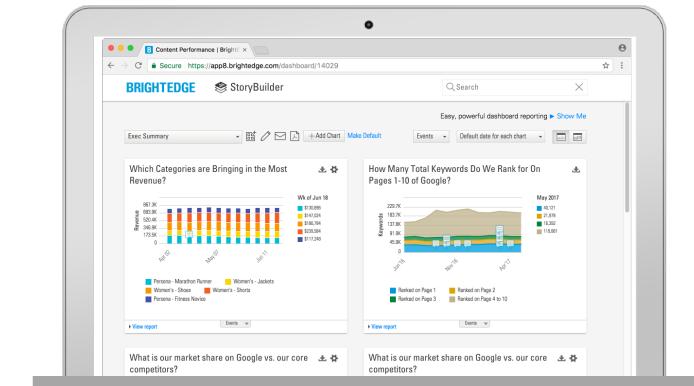
OFFICES



CUSTOMERS



SOLUTIONS



WHAT IS CONTENT MARKETING

“Content Marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

- Content Marketing Institute

A scenic tropical beach at sunset. The sky is filled with warm, golden clouds. The ocean waves are crashing onto the sandy shore. In the foreground, the sandy beach meets the water. On the right side, the fronds of a large palm tree are visible, silhouetted against the bright sky. The overall atmosphere is peaceful and inviting.

- THE CONVERSION IMPERATIVE
- WHAT IS CONVERSION
- UNCOVERING CONTENT OPPORTUNITIES
- MAPPING CONVERSION TO THE BUYER'S JOURNEY
- OPTIMIZING ON-PAGE ELEMENTS
- MEASURING & TESTING

BRIGHTEDGE

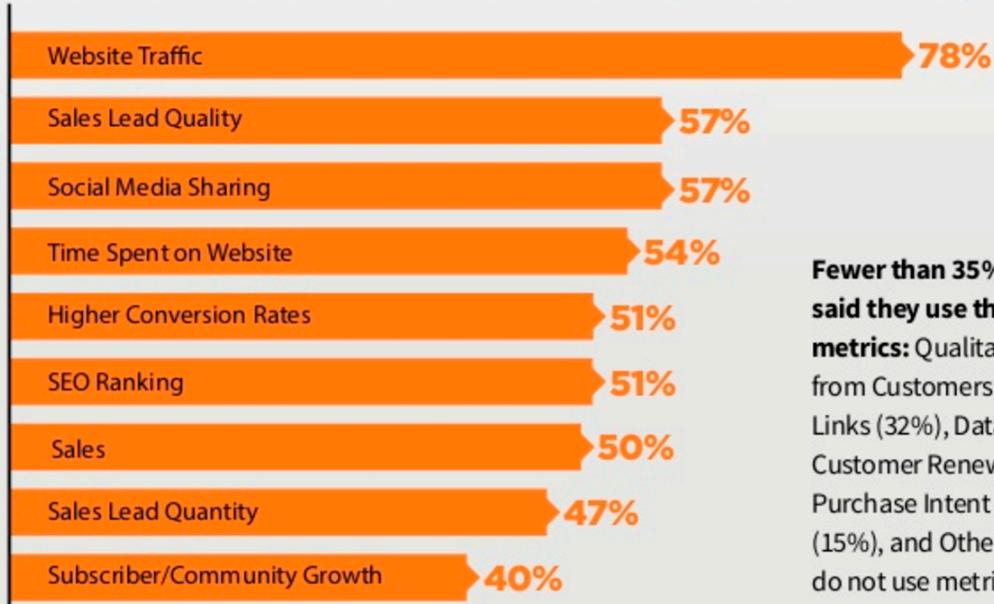
THE CONVERSION IMPERATIVE

WEBSITE TRAFFIC IS STILL THE MOST POPULAR METRIC

GOALS & METRICS

Which metrics does your organization use to determine how well its content marketing is producing results?

B2B Marketers' Content Marketing Metrics Usage



Fewer than 35% of B2B marketers said they use the following metrics: Qualitative Feedback from Customers (33%), Inbound Links (32%), Data Capture (28%), Customer Renewal Rates (19%), Purchase Intent (17%), Brand Lift (15%), and Other (4%). 2% said they do not use metrics.

2017 B2B Content Marketing Trends—North America: Content Marketing Institute/MarketingProfs

Base = Content marketers. Aided list; multiple responses permitted.

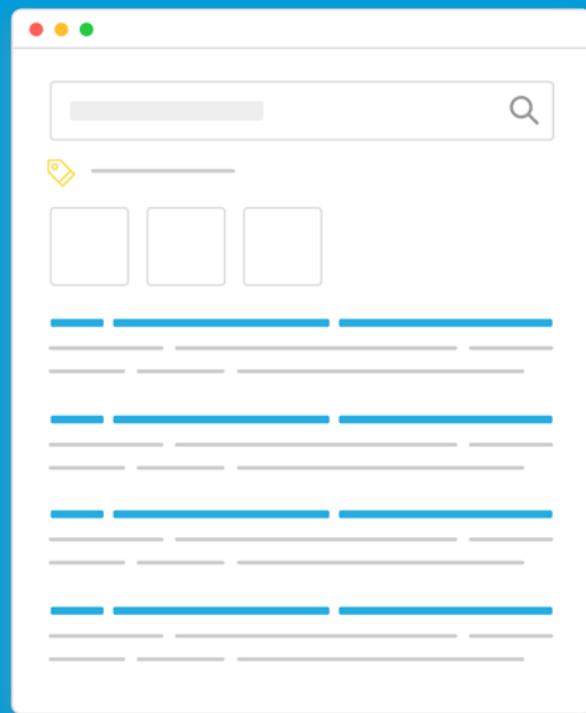
* Source: Content Marketing Institute

HOLD EACH PIECE OF CONTENT ACCOUNTABLE

- DON'T: Just measure by "WEBSITE TRAFFIC"
- DO: Measure by "CONVERSION"

WE DON'T NEED JUST “MORE TRAFFIC” WE NEED MORE QUALITY TRAFFIC

Irrelevant traffic reduces site conversion and revenue, harms the user experience, and potentially impacts brand reputation

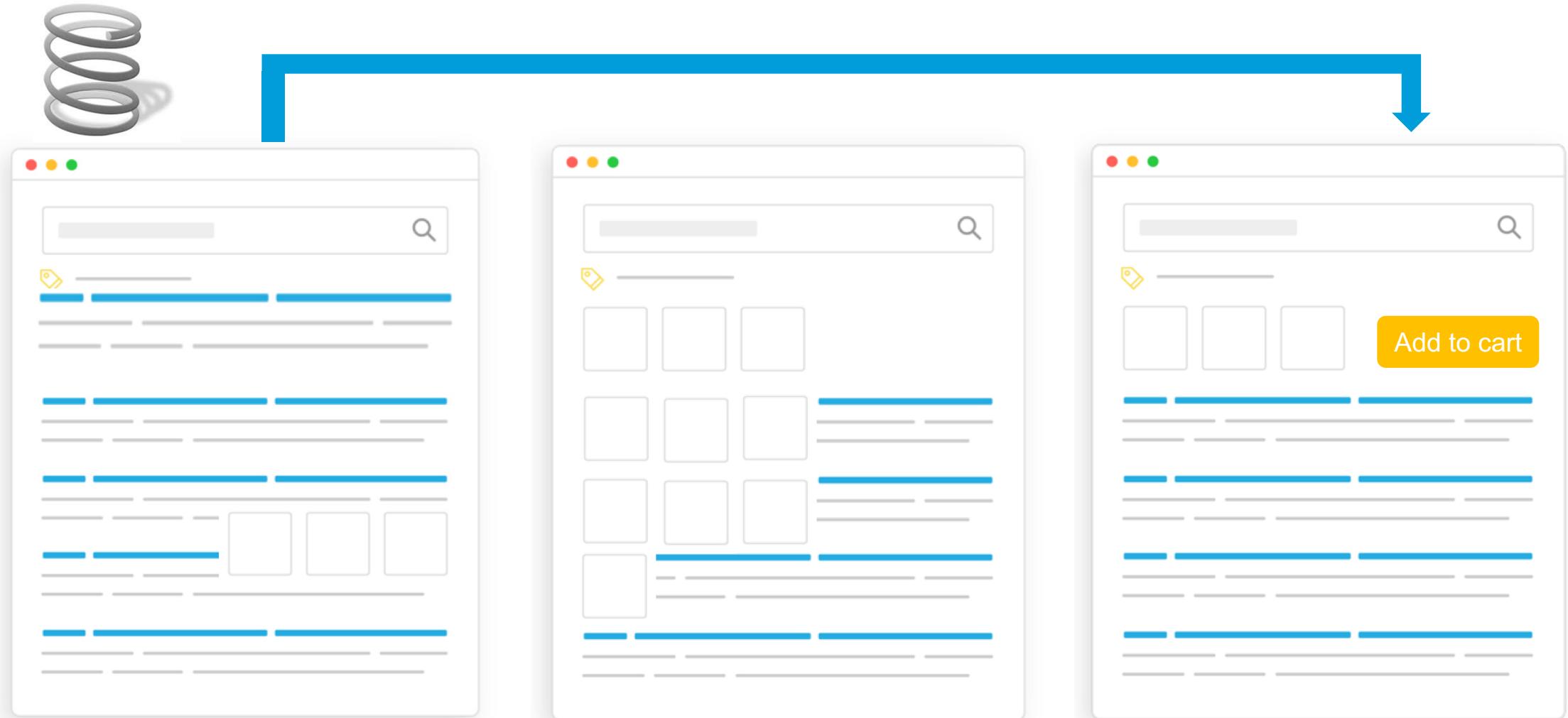


- Technology product page
- Primary SEO keyword is both the name of the product and a scientific term
- Wins on SEO metrics
 - Page ranks within page 1 of SERP
 - Generates good site visits
- Fails on engagement and conversion
 - Higher Bounce Rate than site average
 - Lower Conversion Rate than site average



Bonus tip: Bounce Rate is a ranking factor

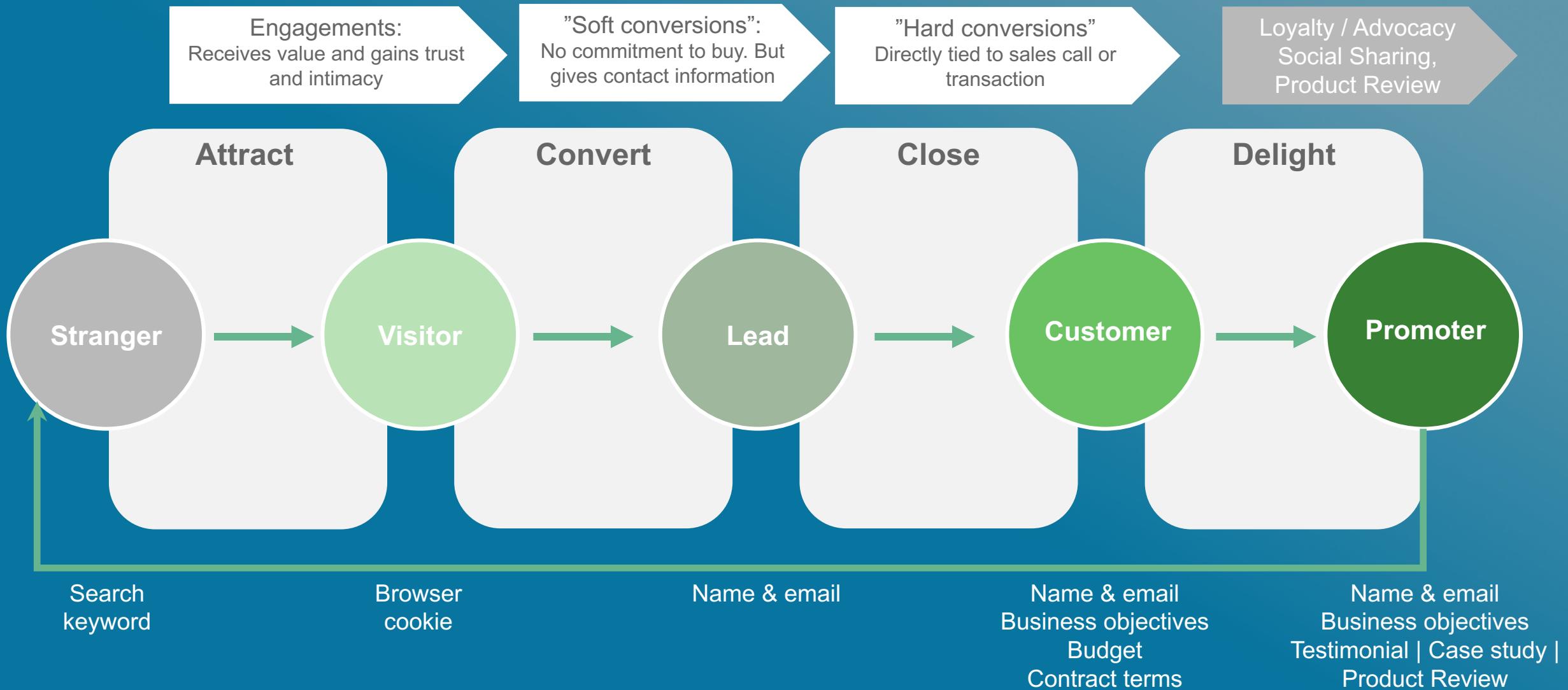
CONVERSION - BUILDING TRUST & INTIMACY WITH YOUR PROSPECT



BRIGHTEDGE

WHAT IS CONVERSION

NURTURING STRANGER INTO CUSTOMERS



WHAT CTA IS A CONVERSION ACTION

Conversion - the CTA that invites your prospect to give you some information, so that you can deepen engagement with them on a 1:1 basis, and progress further in the sales process

B2B

- Download a gated asset
- Sign up for an event
- Sign up for email newsletter
- Fill out Contact Us form
- Request to call
- Request to demo
- Sign up for free trial
- Purchase

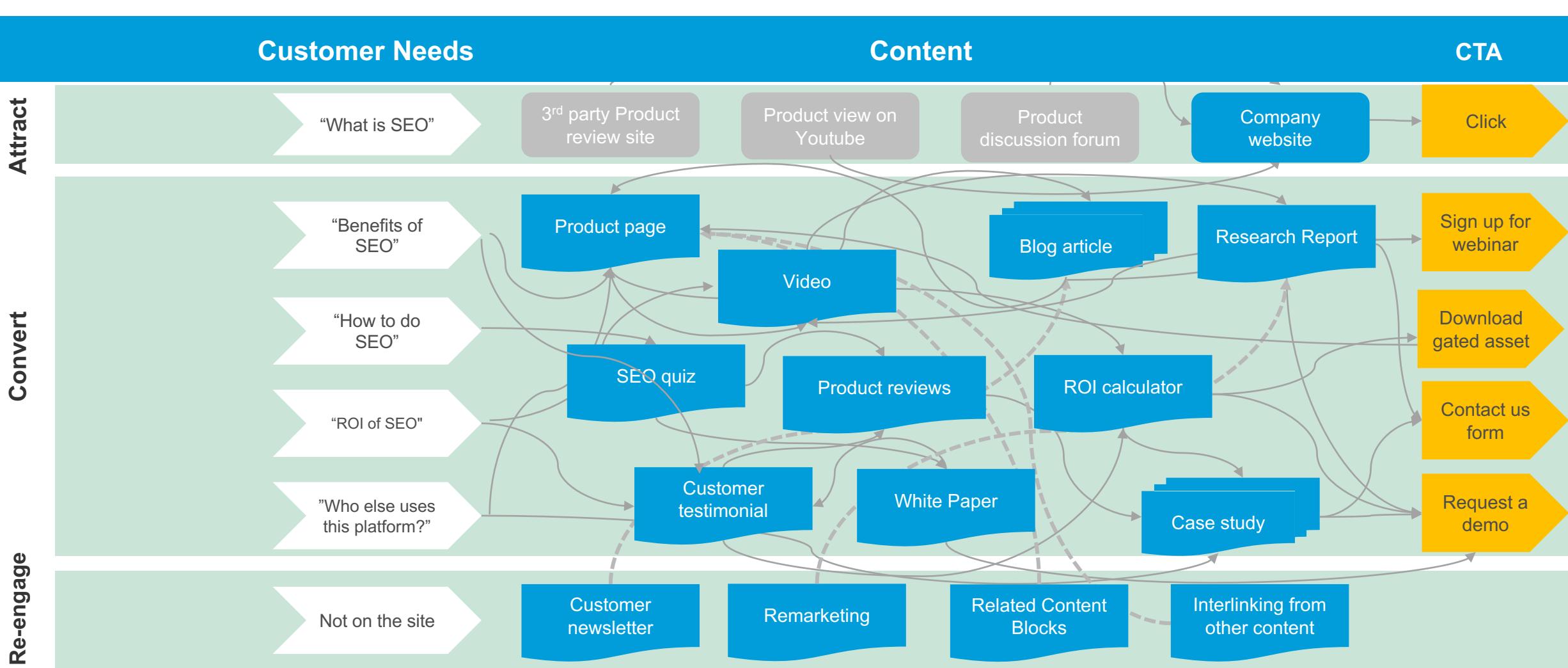
B2C

- Create a sales alert
- Sign up for SMS or emails
- Sign up for newsletter
- Download merchant app
- Purchase

NOT

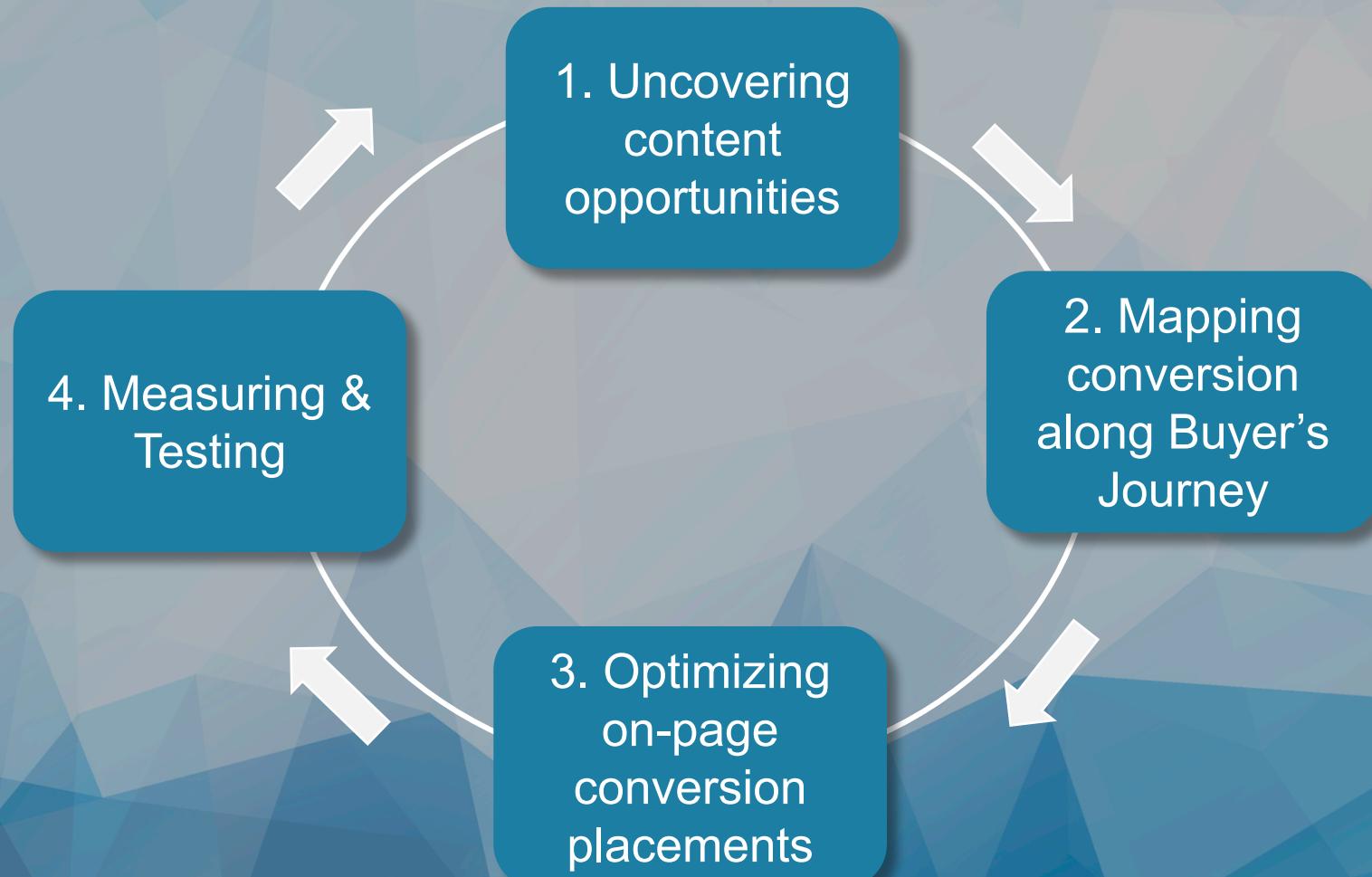
- Create a sales alert
- Add to cart
- Add to wish list
- Favorite an item
- Watch a video
- @mention
- Social sharing
- Likes or comments
- Bookmarking

CONVERSION PATHS ARE COMPLEX



OPTIMIZE CONTENT FOR CONVERSION

Key steps to create highly effective content



BRIGHTEDGE

UNCOVERING CONTENT OPPORTUNITIES

OPPORTUNITIES WITH EXISTING CONTENT TOPICS

BRIGHTEDGE  Data Cube

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

Aug 2016 - Jul 2017 (Monthly) ▾

Google US

Search X S

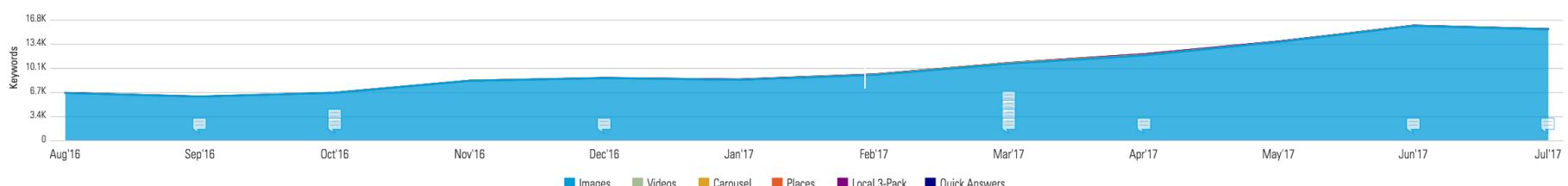
Overview High Ranking Keywords Long Tail Keywords Content Strategies Site Comparison Filters 

Universal Results

15,511  Total Universal Results 15,478  Images 0 Videos 1  Carousel 0 Places 0 Quick Answers 32  Local 3-Pack

Total Universal Results

Keywords



Events 

Month of Jul 2017 (compared to Month of Jun 2017)

Track  Columns 

Keyword	Blended Rank	Blended Rank Change	Page	Search Volume	Category
basketball shoes	10	91 		1,220,000	Local 3-Pack
basketballs shoes	16	1 		165,000	Images
	19	82 		165,000	Images
	15	7 		90,500	Images
	19	1 		90,500	Images
	18	83 		90,500	Images
	10	27 		90,500	Images

Local 3-Pack
Images
Images
Images
Images
Images

DISCOVER NEW CONTENT TOPIC OPPORTUNITIES

 **Seize Opportunities with Weak Competition**
These topics are very favorable to you because of relatively weak competitors

 **what is remarketing**
google remarketing services, display network remarketing, google remarketing example, rema...
— VERY GOOD OPPORTUNITY —
 360  Low  Not Ranked
Search volume Competition Your rank

 **competitor intelligence tools**
free competitive intelligence tools, competitor benchmarking tools
— VERY GOOD OPPORTUNITY —
 280  Low  Not Ranked
Search volume Competition Your rank

 **facebook ad creator**
create advertising video
— VERY GOOD OPPORTUNITY —
 270  Low  Not Ranked
Search volume Competition Your rank

 **Stop Competitive Threats**
Your tracked competitors are beating you on these topics

 **google panda update 2016**
google panda seo tips
— AVERAGE OPPORTUNITY —
 20  High  32
Search volume Competition Your rank

 **alt tags seo**
image title seo, how to write seo-friendly alt-text for your images., seo images wordpress
— VERY GOOD OPPORTUNITY —
 220  High  Not Ranked
Search volume Competition Your rank

 **seo positions**
seo specialist jobs, seo position titles, seo specialist skills, seo specialist education
— VERY GOOD OPPORTUNITY —
 190  High  Not Ranked
Search volume Competition Your rank

[See All →](#)



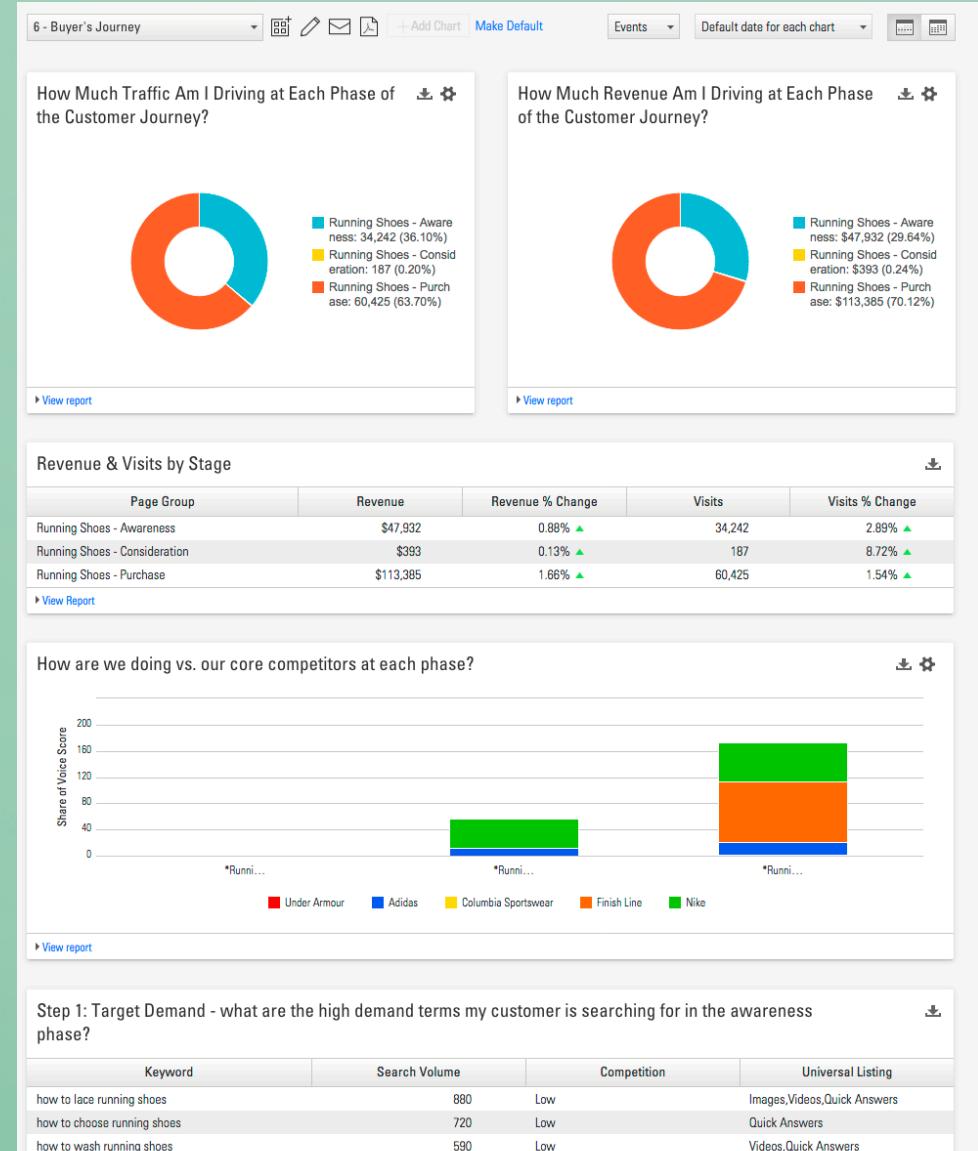
MAPPING CONVERSION TO THE BUYER JOURNEY

MAP CONVERSION ALONG BUYER'S JOURNEY

Identify high value, relevant content topics for each stage of the Buyer's Journey

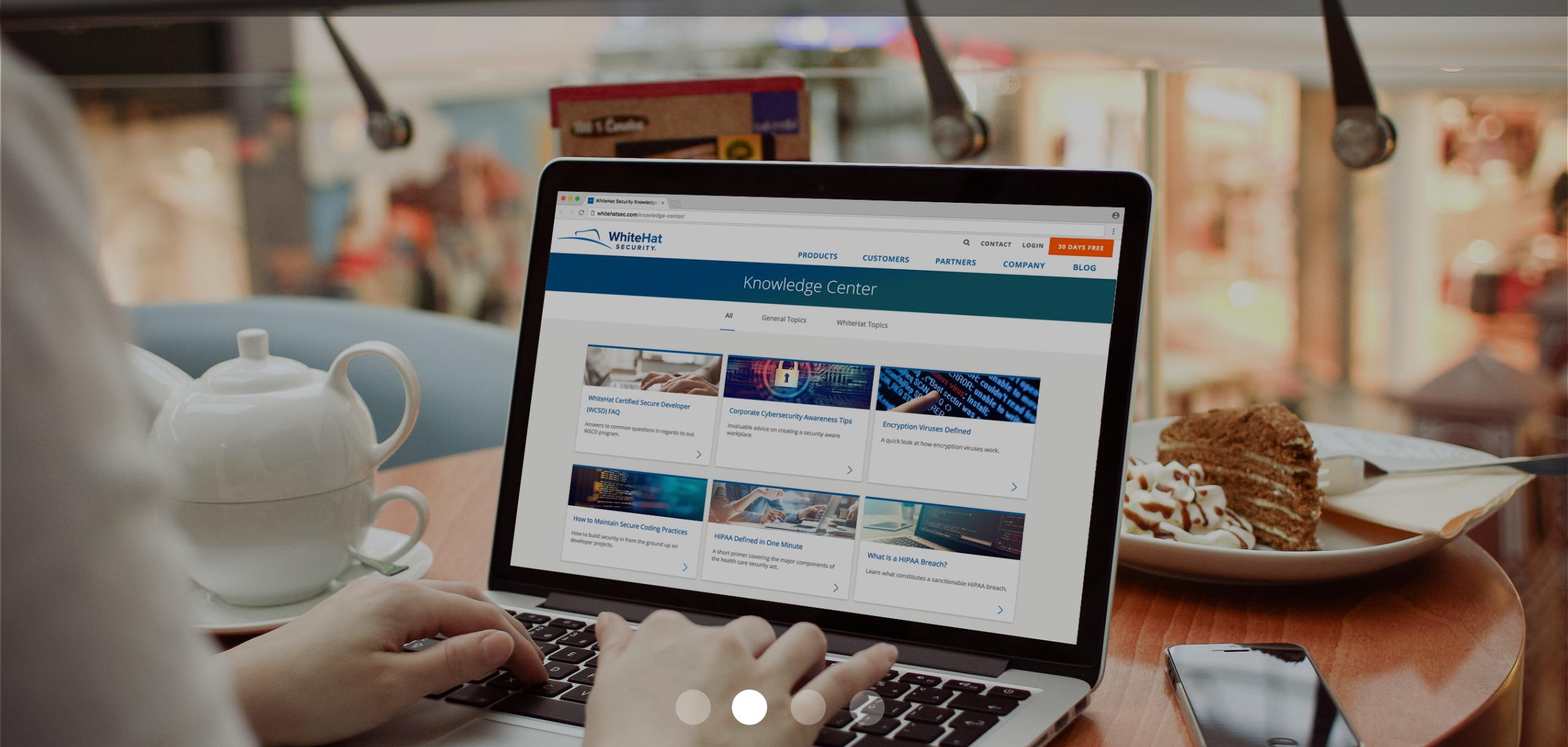
Assign a primary CTA to each piece of content

CTA is aligned to the stage where this content serves



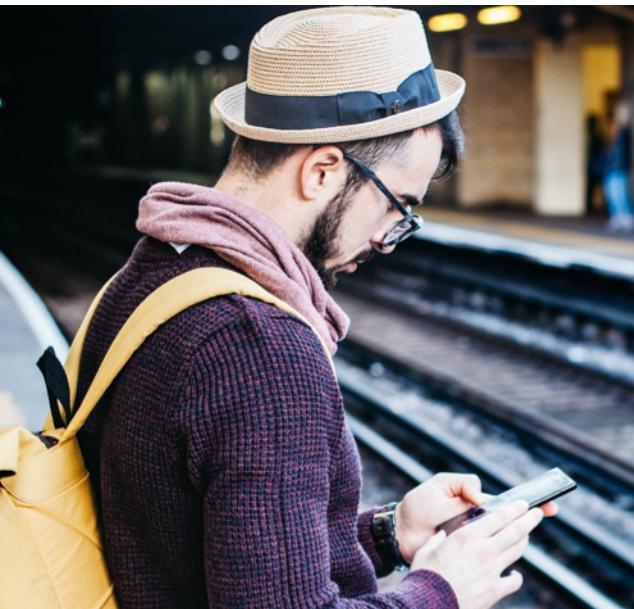


Organic traffic grew from 25% to 40%
Outperformed some blog content by up to 6X



CAPTURE BUYING MOMENTS

Consumers are searching for content beyond transactional terms in key engagement moments



I-Want-To-Know Moments

65%

of online consumers look up more information online now versus a few years ago.



I-Want-To-Go Moments

2X

increase in “near me” search interest in the past year.



I-Want-To-Do Moments

91%

of smartphone users turn to their phones for ideas while doing a task.

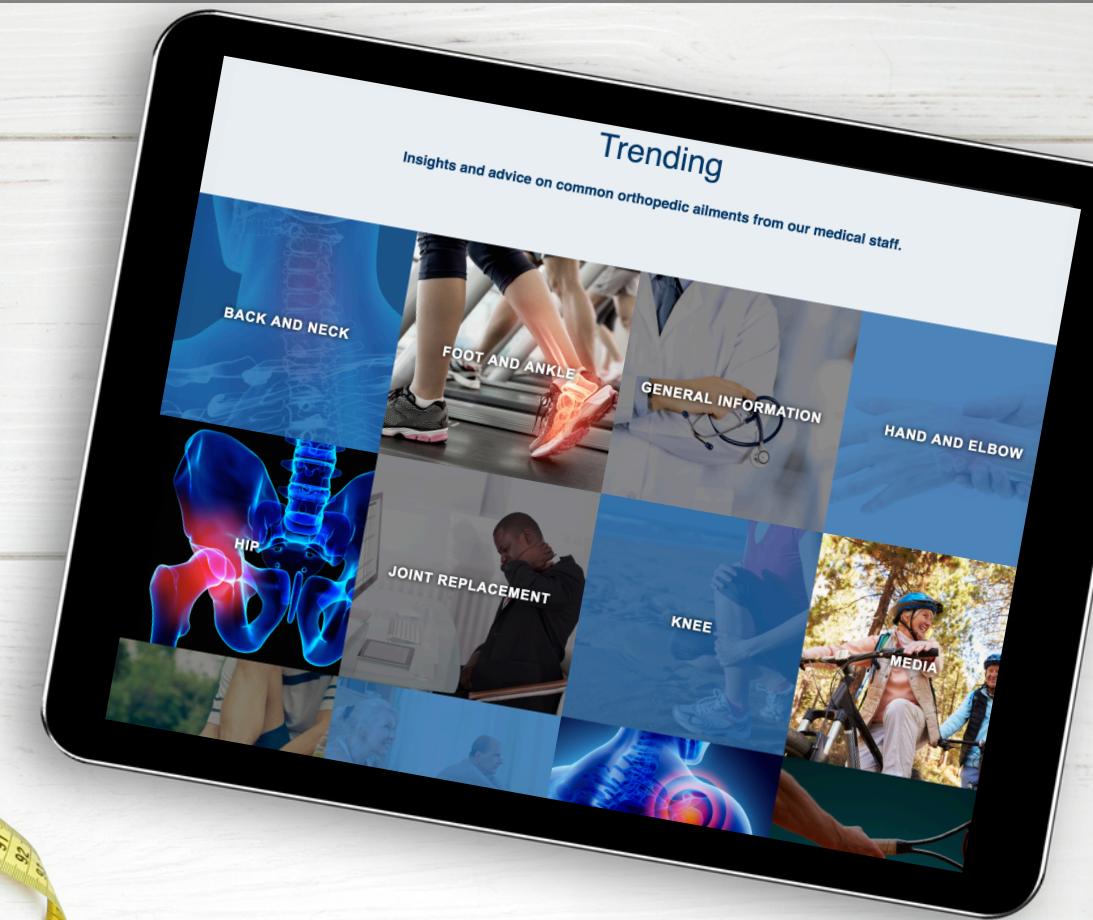


I-Want-To-Buy Moments

82%

of smartphone users consult their phones while in a store deciding what to buy.

+100 pre-optimized pages generating 65% of all site appointment requests



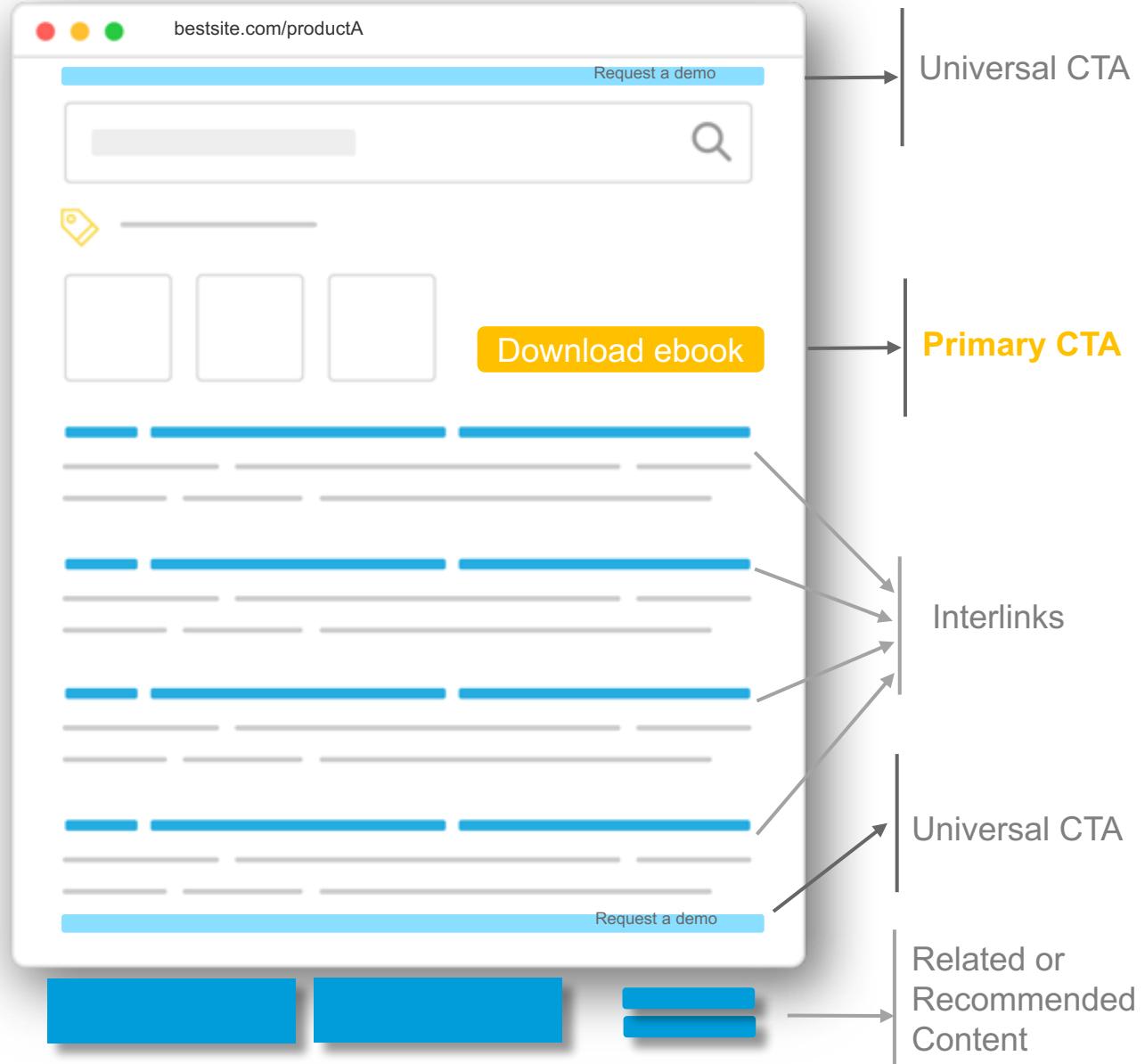
03

OPTIMIZING ON-PAGE CONVERSIONS

OPTIMIZE ON-PAGE CONVERSION PLACEMENTS

1. *Click on
Primary CTA*

Product Page (MOFU)



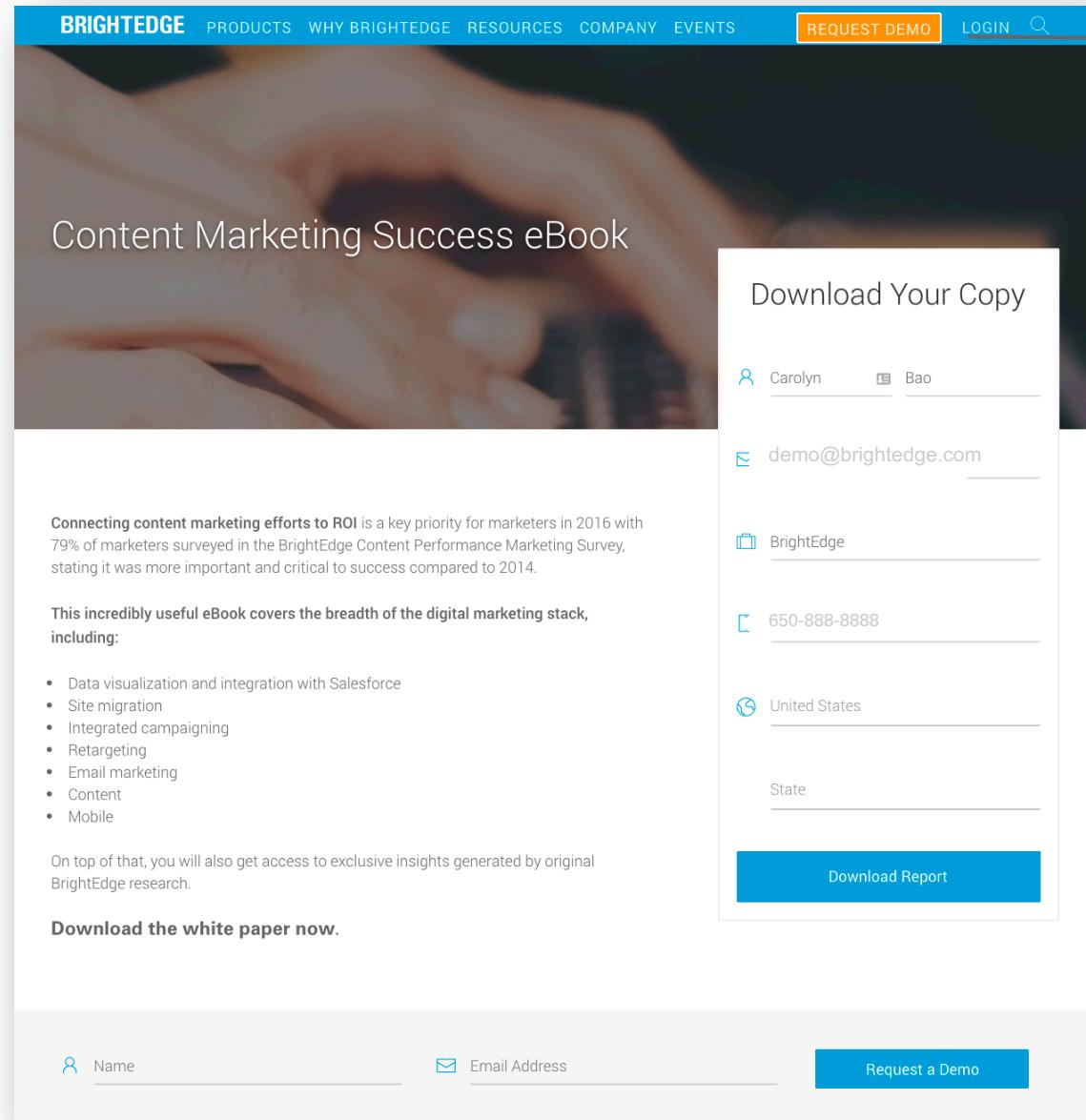
Bonus tip: Always consider multiple CTAs if you can fit them unobtrusively

OPTIMIZE ON-PAGE CONVERSION PLACEMENTS

2. Complete
primary CTA form
ASAP

BRIGHTEDGE CONFIDENTIAL

Conversion Form



The screenshot shows a landing page for the "Content Marketing Success eBook" by BrightEdge. The page features a large image of hands holding a smartphone. The main headline is "Content Marketing Success eBook". Below the headline, there is a paragraph about the eBook's purpose and a list of topics it covers. A "Download the white paper now." button is located at the bottom of this section. At the top of the page, there is a navigation bar with links for BRIGHTEDGE, PRODUCTS, WHY BRIGHTEDGE, RESOURCES, COMPANY, EVENTS, REQUEST DEMO, LOGIN, and a search icon. A large "Download Your Copy" form is overlaid on the page. The form includes fields for Name (Carolyn, Bao), Email (demo@brightedge.com), Company (BrightEdge), Phone (650-888-8888), and State (United States). A "Download Report" button is at the bottom of the form. At the very bottom of the page, there are fields for Name and Email Address, and a "Request a Demo" button.

Universal CTA

Primary CTA

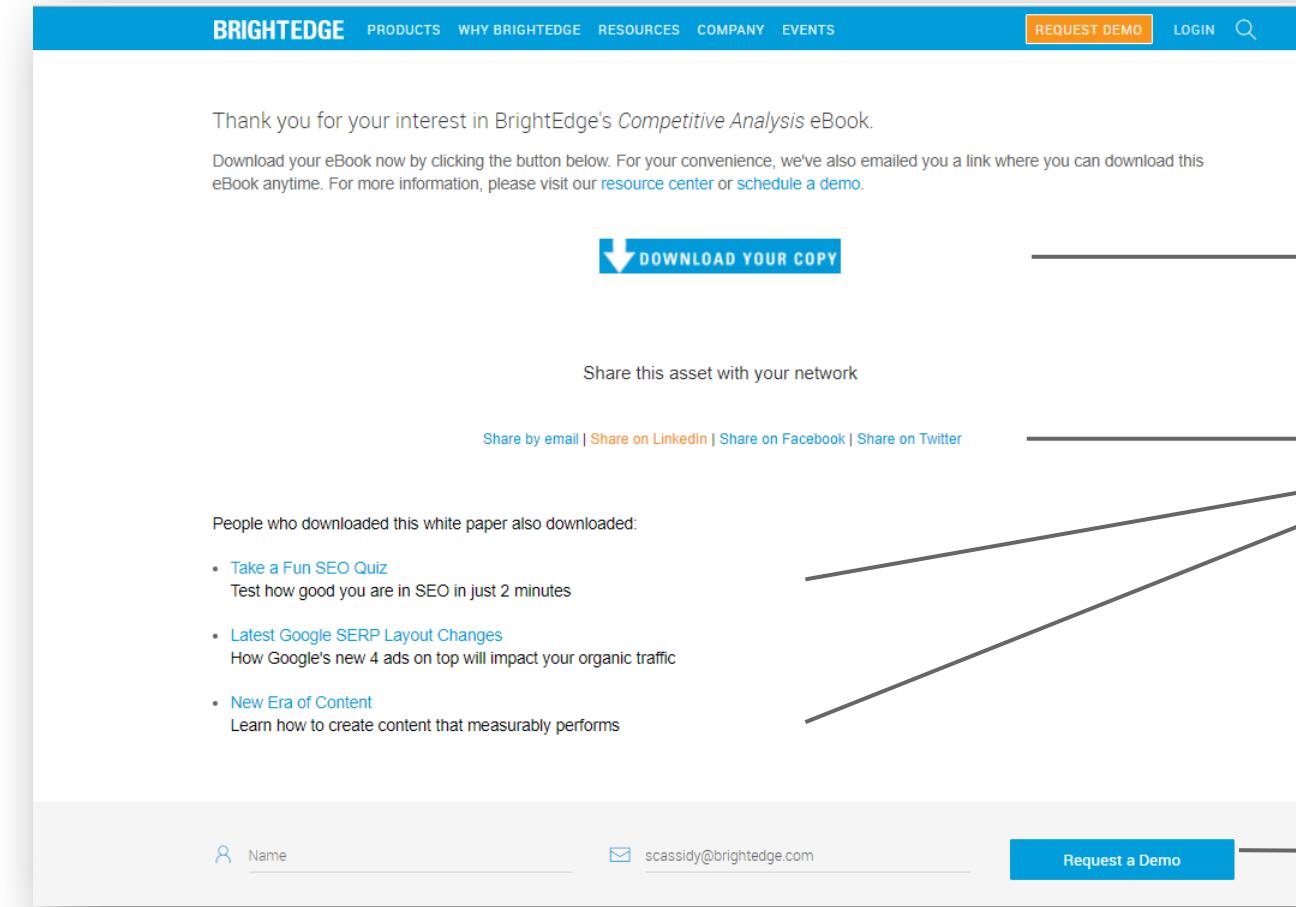
Universal CTA

OPTIMIZE ON-PAGE CONVERSION PLACEMENTS

3. *Promote related content on Thank You page*

BRIGHTEDGE CONFIDENTIAL

Thank You Page



The screenshot shows a 'Thank You' page for an eBook download. At the top, there's a navigation bar with 'BRIGHTEDGE' and links to 'PRODUCTS', 'WHY BRIGHTEDGE', 'RESOURCES', 'COMPANY', and 'EVENTS'. To the right are buttons for 'REQUEST DEMO', 'LOGIN', and a search icon. The main content area starts with a thank you message and a download button: 'DOWNLOAD YOUR COPY'. Below this is a section for sharing the asset: 'Share this asset with your network' with links to 'Share by email', 'Share on LinkedIn', 'Share on Facebook', and 'Share on Twitter'. Further down, there's a section titled 'People who downloaded this white paper also downloaded:' with three items: 'Take a Fun SEO Quiz', 'Latest Google SERP Layout Changes', and 'New Era of Content'. At the bottom, there's a form with fields for 'Name' and 'Email' (scassidy@brightedge.com), and a 'Request a Demo' button. Arrows on the right side of the screenshot point to specific elements: a horizontal arrow points to the 'DOWNLOAD YOUR COPY' button labeled 'Primary CTA'; two diagonal arrows point to the social sharing links labeled 'Secondary CTAs'; and a horizontal arrow points to the 'Request a Demo' button labeled 'Universal CTA'.



Bonus tip: Promote upcoming events, related case studies, blog articles, or ask them to perform one of the other conversion actions, such as "Sign up for newsletter"

INLINE CTA PLACEMENT - EXAMPLES

BRIGHTEDGE PRODUCTS WHY BRIGHTEDGE RESOURCES COMPANY EVENTS REQUEST DEMO LOGIN

4 Proven Steps to Competitive Analysis

Learn How to Outsmart Your Competition Online

On today's online battleground, brands compete aggressively for consumer attention. Businesses with a blind spot as to how their digital campaigns stack up versus those of their competitors are losing millions of dollars in terms of traffic, conversions, and revenue.

Understanding the competitive landscape and your rivals' positioning and strategy has become a prerequisite to digital marketing success.

In this ebook, you will learn 4 proven steps to effective competitive analysis to help you beat the competition online.

Download the white paper now.

Download Your Copy

Sean Cassidy
scassidy@brightedge.com
BrightEdge
415-999-6942
United States
California

Download Report

1-855-844-0541 REQUEST A MEETING ENGLISH PARTNERS EVENTS BLOG CAREERS CONTACT

PROS.
Powering Modern Commerce with Dynamic Pricing Science

Home > Solutions > RevenuePRO > Real Time Dynamic Pricing

Real Time Dynamic Pricing

Increase conversions, reduce revenue leaks with real time availability and pricing

Confidently offer accurate, real time availability across all channels with rules, fares, and data in sync

Real Time Dynamic Pricing is a scalable solution that offers accurate availability across all channels, while keeping the rules, fares, and other data in sync. The solution computes availability in real time and dynamically applies biases, or strategies, to seat availability so that airlines can maximize revenue and enable offer optimization. Airlines can present consistent, real time offers across all channels while protecting revenue from inventory spoilage. Real Time Dynamic Pricing allows airlines to apply industry best availability strategies, including competitive strategies and distribution for specific market segments and passenger attributes. With Real Time Dynamic Pricing, airlines can collaborate with interline and code-share partners.

Protect your revenue and prevent spoiled inventory

Eliminate sell discrepancies with a single source of truth for availability across all of your channels. Airlines can prevent inventory spoilage through comprehensive segment logic and married segment controls.

RTDP Data Sheet
Customer Case Study

OFFER OPTIMIZATION TRAVELING YOUR WAY
PROS DOWNLOAD

Silver JEANS CO.

MEN WOMEN PLUS SIZE KIDS DENIM FIT GUIDE SALE

WHAT IS A SIZE 28 WAIST? SILVER JEANS EXPLAINS.

One of the most common questions we get at [silverjeans.com](#) is what is a size 28? While we do have a [women's jeans size chart](#) online, here are a few helpful DIY tips you can use to convert your traditional size into your waist size.

All Silver Jeans have a waist size that corresponds to a traditional size measurement. To keep things simple, let's use a 28 waist size, which would equal a traditional size 6, as an example. Keep in mind, however, that when we say 'waist size' this is actually a bit of a misnomer. Silver Jeans don't sit on your waist, they sit at your hips, and your hip measurement is usually approximately 2-inches bigger than your waist measurement. Let's take a look at the three measurements: traditional size, waist size and hip size.

Traditional size: 2 4 6 8 10 12 14 16

Waist size: 24 26 28 30 32 34 36 38

Hip size: 26 28 30 32 34 36 38 40

Another thing to keep in mind is that there are many different Silver Jeans fits. Even if you're regularly a size 10, our Suki for women with a curvy body type and bootcut leg will fit differently than our Tuesday for women with a straight body type and skinny leg.

At the end of the day, in order to find the perfect-fitting pair, you're going to have to measure your old favorite pair of Silver Jeans and use those measurements to find your new favorite pair of Silver Jeans. And how do you measure your jeans? We're glad you asked!

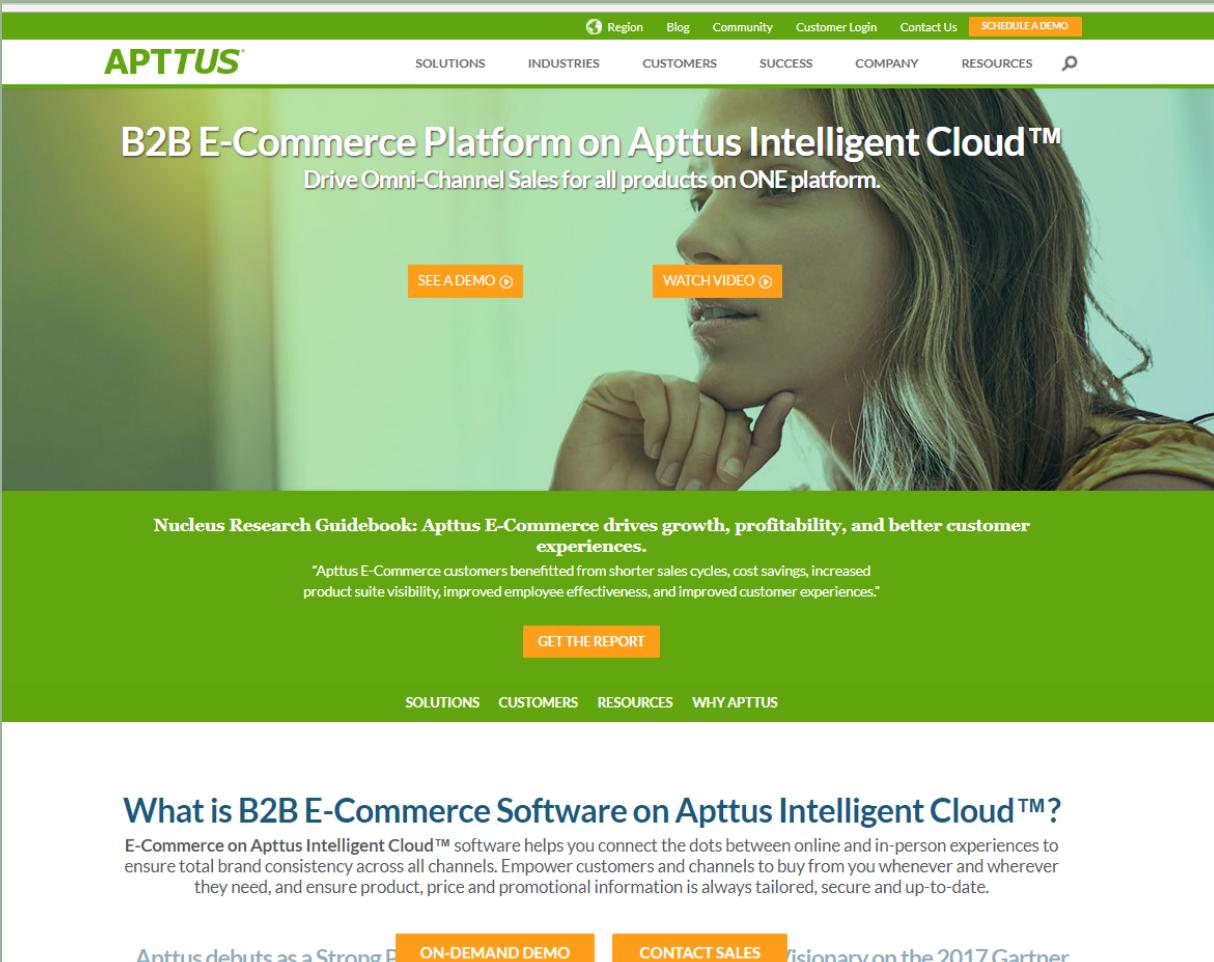
First, grab your best-fitting Silver Jeans, which should fit not too tight and not too loose. It helps if they are freshly laundered and folded so they are not distorted from multiple weeks of wear and tear. Place your Silver Jeans face down on the floor and straighten out the back waistband. Using a tape measure, measure in

Make sure you measure the back, not the front, and then simply double that measurement. Whatever you're in, if you measured 30", your traditional size is 6, which again, translates to a size 28 jean. We hope these tips

Get Your Denim Now: Check Out the Silver Jeans Catalog

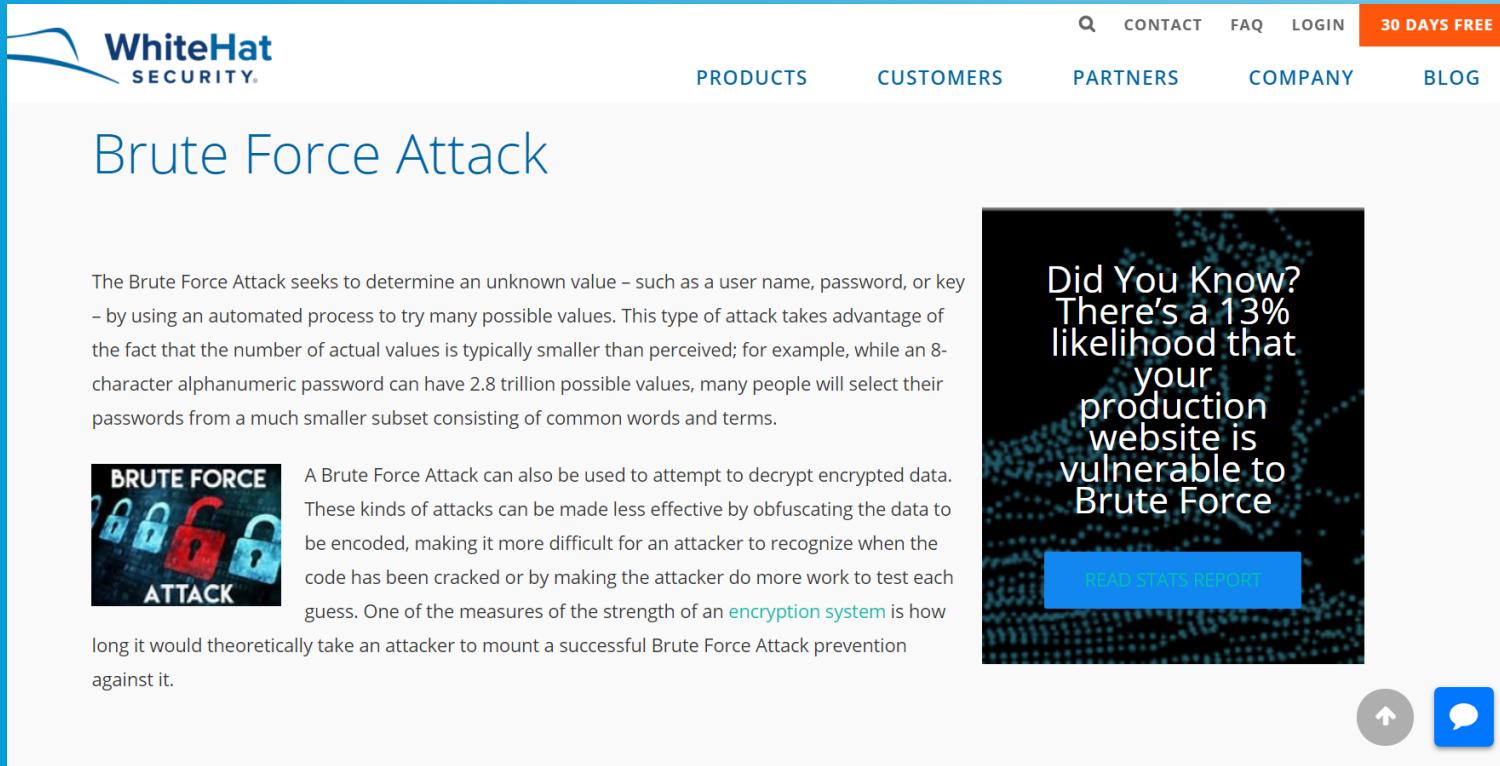
Go

TOP OF PAGE CTA PLACEMENT - EXAMPLES



The screenshot shows the Apttus homepage. At the top, there is a navigation bar with links for Region, Blog, Community, Customer Login, Contact Us, and a prominent orange 'SCHEDULE A DEMO' button. Below the navigation is the Apttus logo and a menu with links for SOLUTIONS, INDUSTRIES, CUSTOMERS, SUCCESS, COMPANY, and RESOURCES. A search icon is also present. The main hero section features a woman in profile, looking thoughtful, with the text 'B2B E-Commerce Platform on Apttus Intelligent Cloud™' and 'Drive Omni-Channel Sales for all products on ONE platform.' Below this are two orange buttons: 'SEE A DEMO' and 'WATCH VIDEO'. A green callout box contains the text 'Nucleus Research Guidebook: Apttus E-Commerce drives growth, profitability, and better customer experiences.' and a quote: "'Apttus E-Commerce customers benefitted from shorter sales cycles, cost savings, increased product suite visibility, improved employee effectiveness, and improved customer experiences.'" A 'GET THE REPORT' button is located in this box. At the bottom of the page, there is a section titled 'What is B2B E-Commerce Software on Apttus Intelligent Cloud™?' with a description of the software's benefits. The footer includes links for ON-DEMAND DEMO and CONTACT SALES, along with social media icons for LinkedIn, Facebook, and YouTube.

CTA BONUS TIP: RELEVANT CTA LANGUAGE



The screenshot shows the WhiteHat Security website. At the top, there is a navigation bar with links for PRODUCTS, CUSTOMERS, PARTNERS, COMPANY, and BLOG. A prominent orange button on the right says '30 DAYS FREE'. Below the navigation, the page title 'Brute Force Attack' is displayed. The main content area contains a paragraph about the Brute Force Attack and an image of a lock with the text 'BRUTE FORCE ATTACK'. To the right, a dark box with a dotted background contains the text: 'Did You Know? There's a 13% likelihood that your production website is vulnerable to Brute Force'. A blue button at the bottom of this box says 'READ STATS REPORT'. At the bottom right of the page, there are social media sharing icons for LinkedIn and Facebook.



Bonus tip: Mention relevant keyword in the CTA box to increase conversion form completion rate



BRIGHTEDGE

04

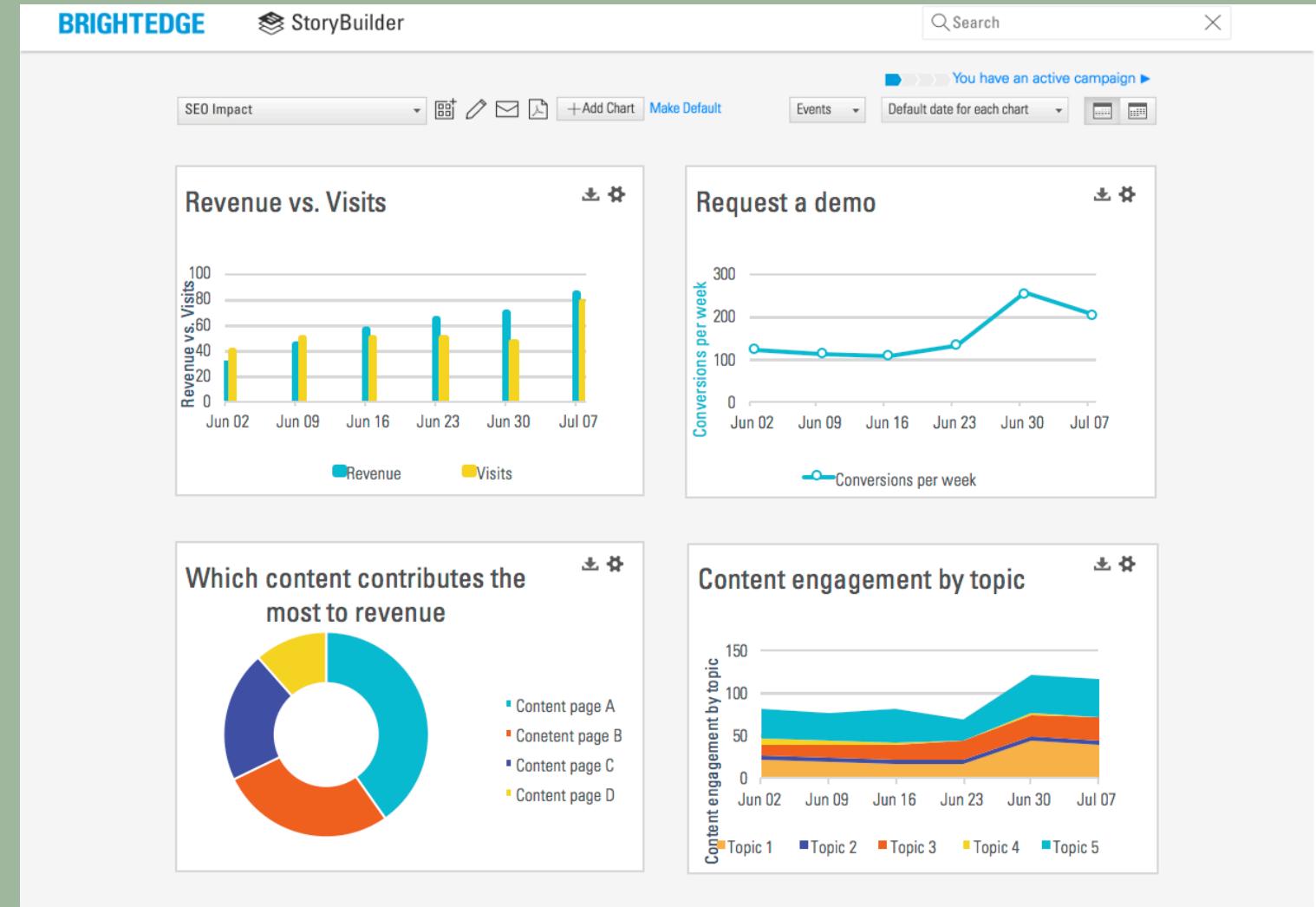
MEASURING & TESTING

YOU CAN'T IMPROVE WHAT YOU CAN'T MEASURE

Track traffic source

Set up universal event track

Define conversion goals and estimated value for each – create a site-wide benchmark to evaluate value for each piece of content



ALWAYS BE TESTING

What piece of content is of higher value than others?

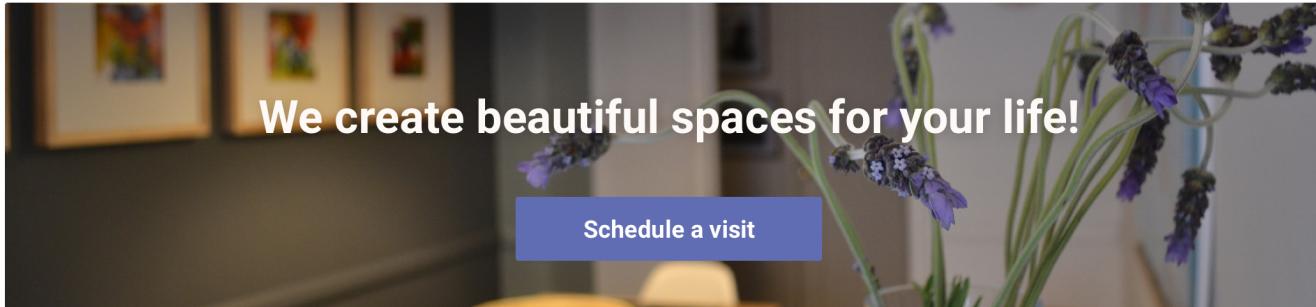
Which CTA button language works the best?

Which segment of site visitors have higher lift-time value?

What CTA placements are most optimal for my site?

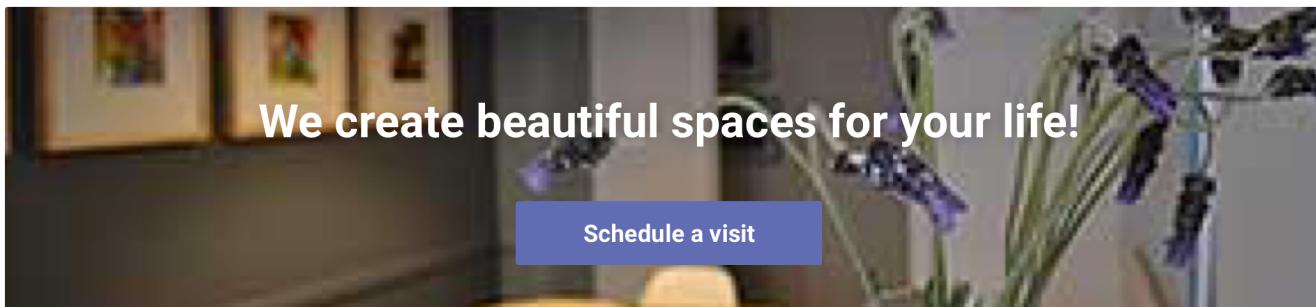


CTA PLACEMENT BEST PRACTICES



Do.

Use sharp images with high resolution (at least 1920px in width recommended).

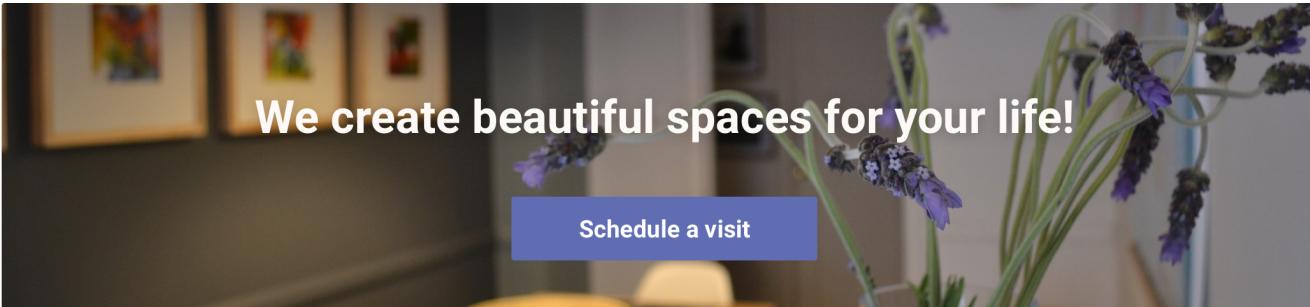


Don't.

Use images with low resolution. They will get stretched and be pixilated.

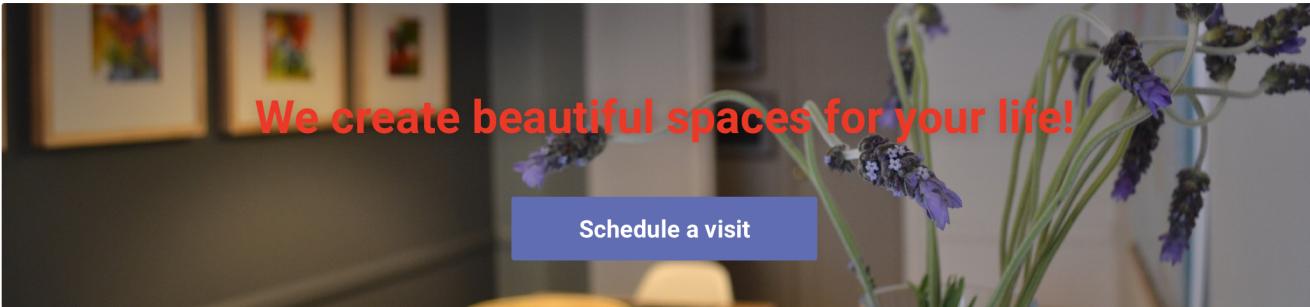


CTA PLACEMENT BEST PRACTICES



 Do.

Use neutral text colors like white, light gray, or dark gray to keep a good contrast between your headline and your background.

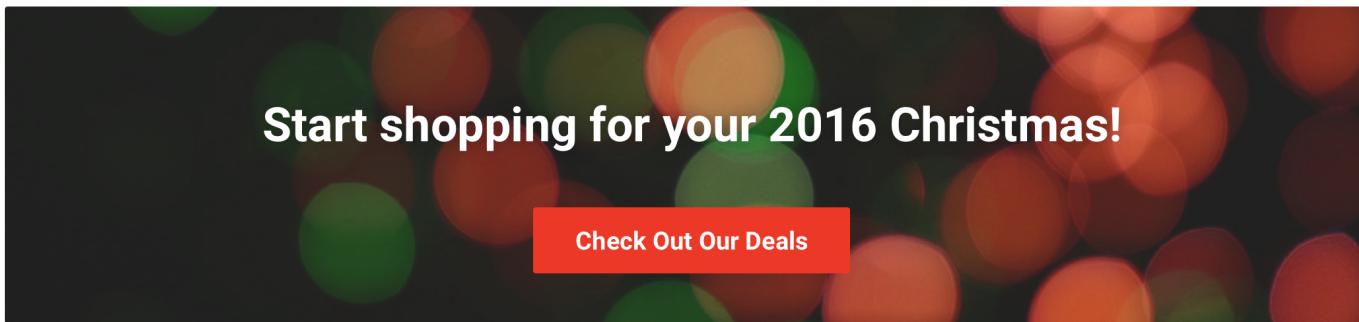


 Don't.

Be careful with bright colors. You want them to stand out but they may end up fading into the background.



CTA PLACEMENT BEST PRACTICES



Do.

Use clean and simple background that provides a good atmosphere but doesn't dominate.

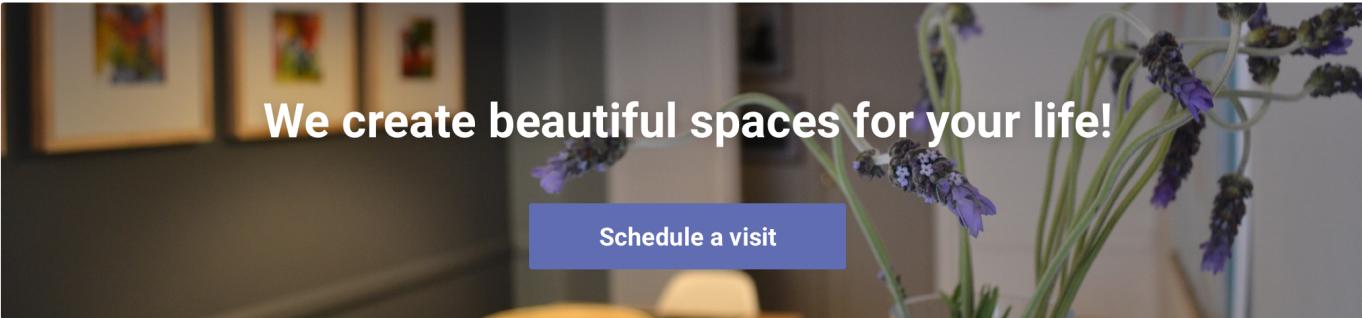


Don't.

Use background that includes too many detailed objects that distract your audience.

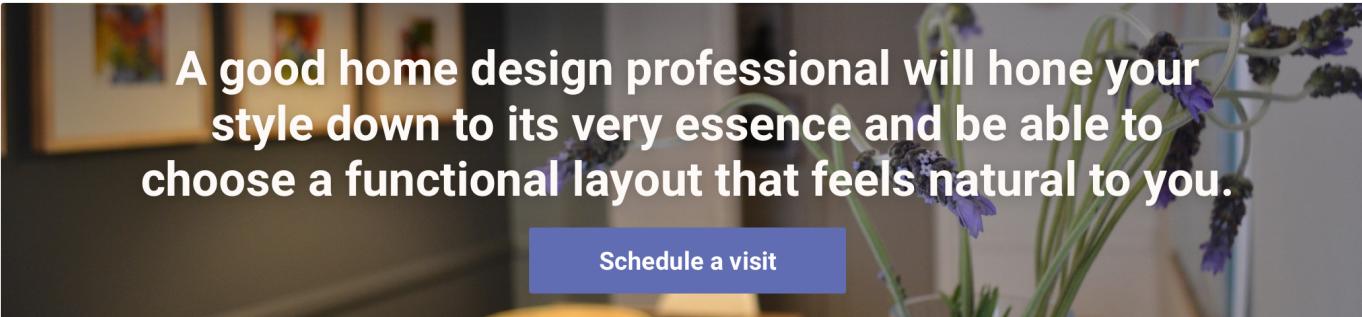


CTA PLACEMENT BEST PRACTICES



Do.

Use concise headline to quickly communicate your idea.

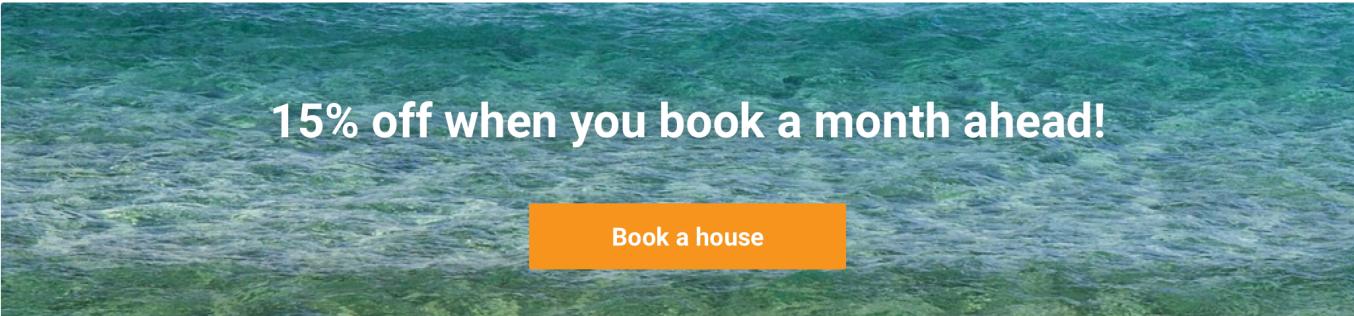


Don't.

Write an essay in your CTA. Your customer's attention span is short.



CTA PLACEMENT BEST PRACTICES



Do.

Let your CTA button stand out. Keep a good contrast between:
– the background and the button.
– the button background and the label.



Don't.

Use color in your CTA button that is similar with your background color



KEY TAKEAWAYS

- THE CONVERSION IMPERATIVE
- WHAT IS CONVERSION
- UNCOVERING CONTENT OPPORTUNITIES
- MAPPING CONVERSION TO THE BUYER'S JOURNEY
- OPTIMIZING ON-PAGE ELEMENTS
- MEASURING & TESTING

BRIGHTEDGE

THANK YOU!