

BRIGHTEDGE

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

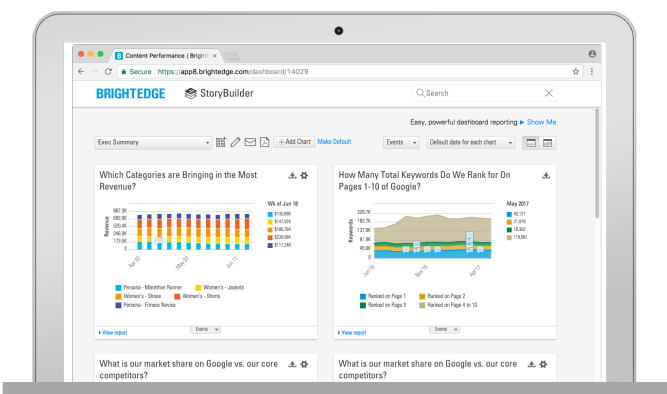
OFFICES



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



- 
- **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

BRIGHTEDGE CONFIDENTIAL

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.

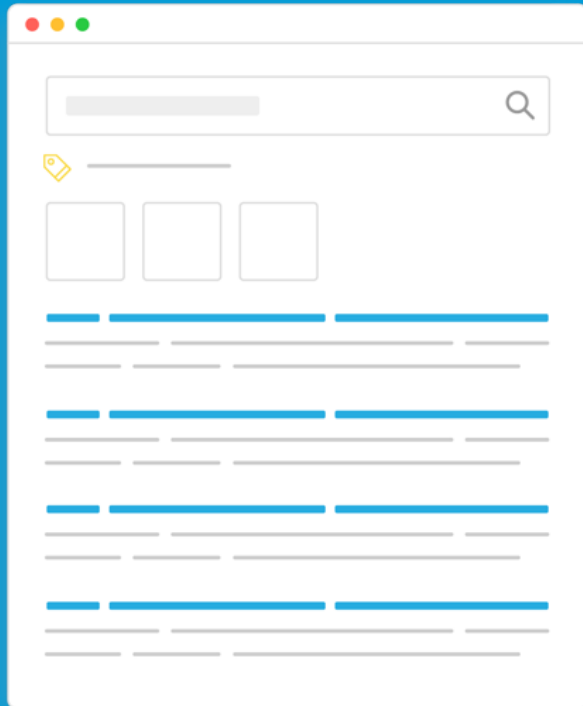
HOLD EACH PIECE OF CONTENT ACCOUNTABLE

- 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

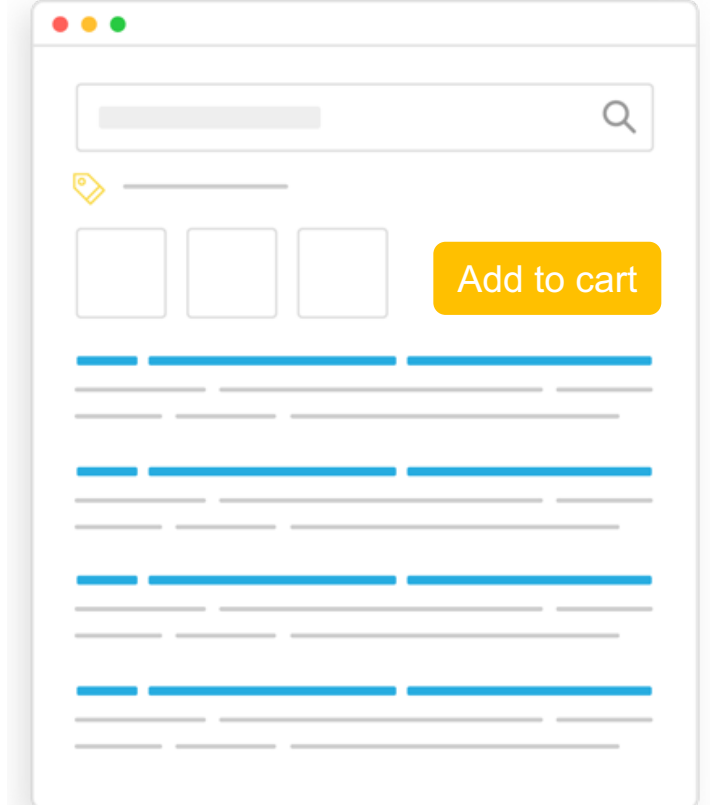
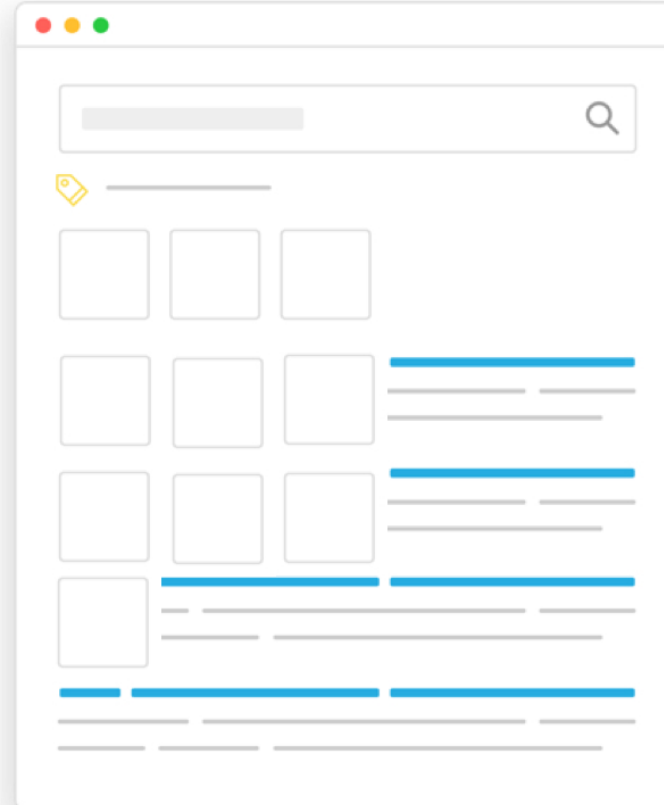
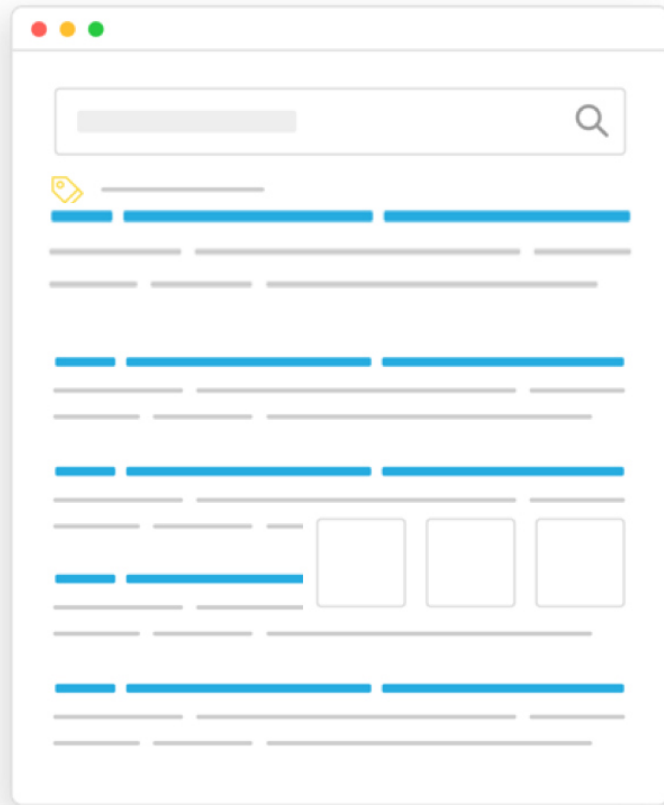
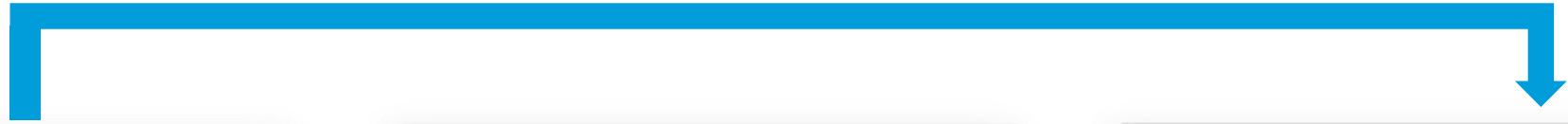


- Technology product page
- Primary SEO keyword is both the name of the product and a scientific term
- Wins on SEO metrics
 - Page ranks within page 1 of SERP
 - Generates good site visits
- Fails on engagement and conversion
 - Higher Bounce Rate than site average
 - Lower Conversion Rate than site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



Bonus tip: Bounce Rate is a ranking factor

CONVERSION - BUILDING TRUST & INTIMACY WITH YOUR PROSPECT

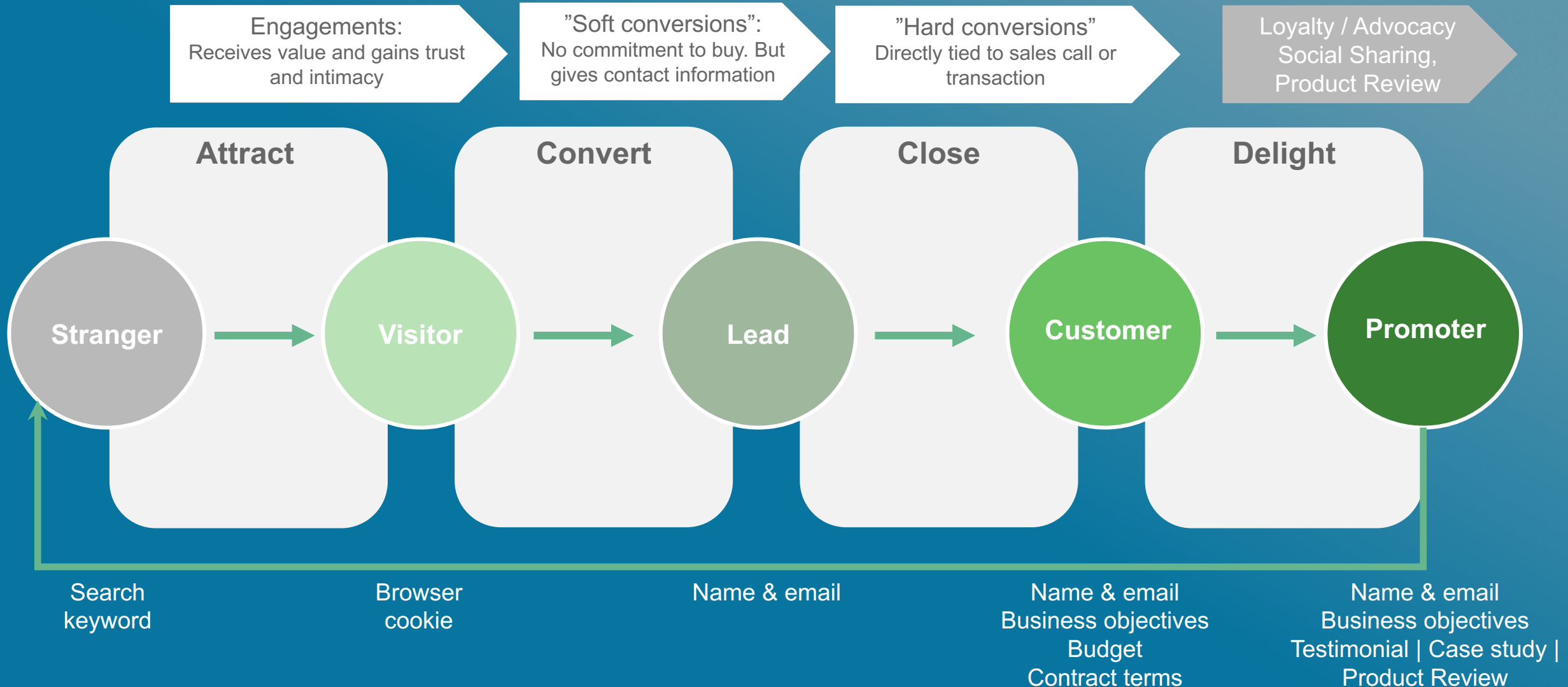


BRIGHTEDGE

WHAT IS CONVERSION

BRIGHTEDGE CONFIDENTIAL

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

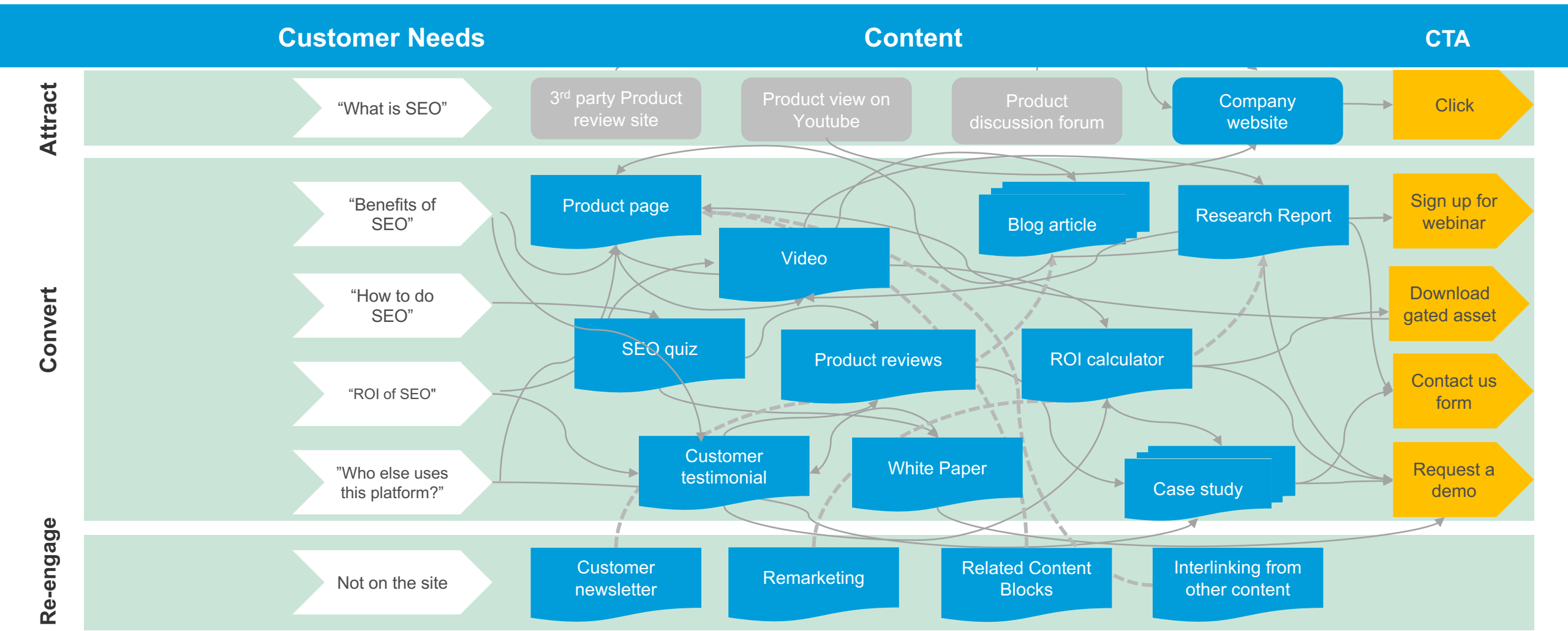
B2C

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

NOT

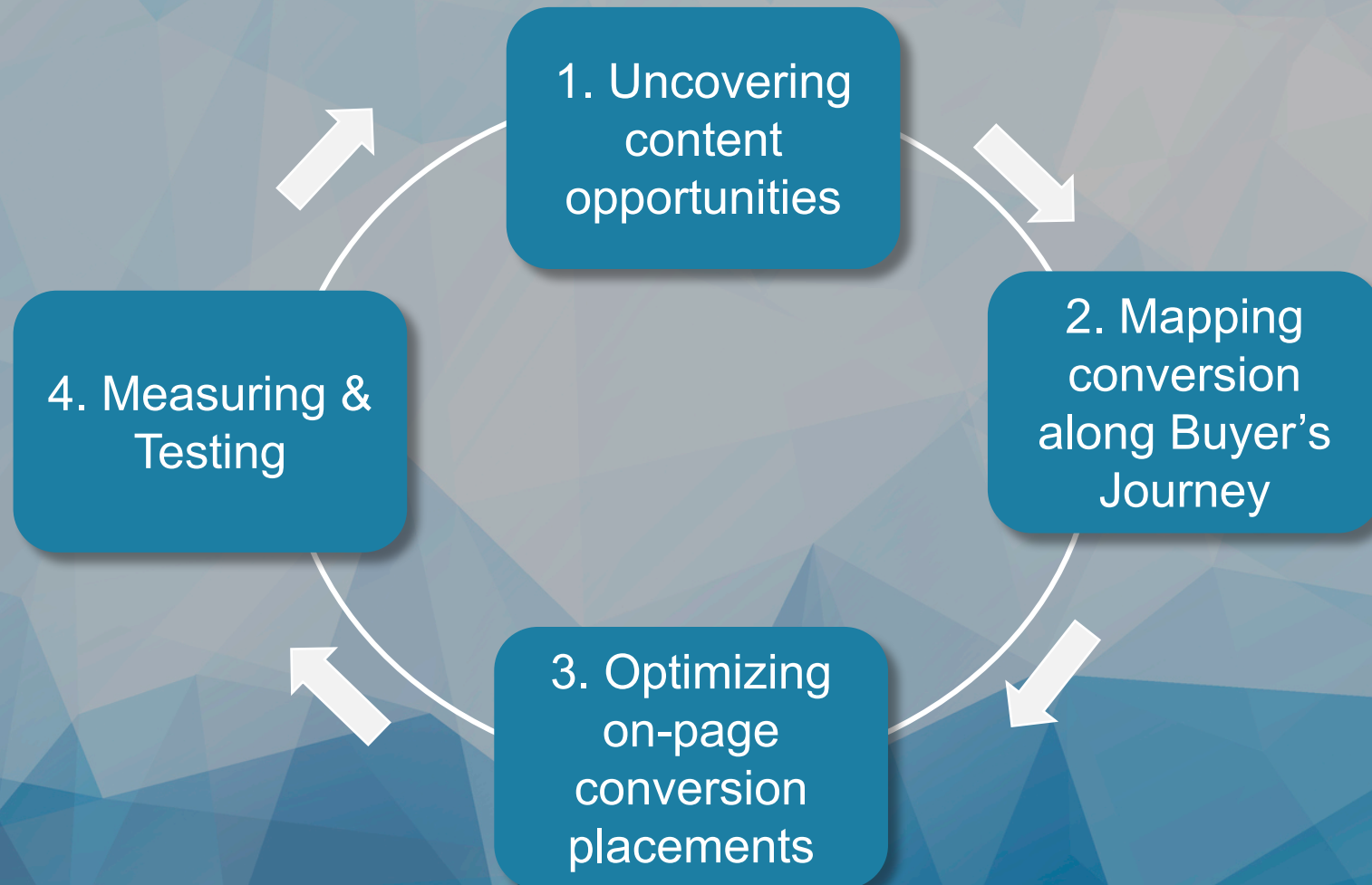
- Create a sales alert
- Add to cart
- Add to wish list
- Favorite an item
- Watch a video
- @mention
- Social sharing
- Likes or comments
- Bookmarking

CONVERSION PATHS ARE COMPLEX



OPTIMIZE CONTENT FOR CONVERSION

Key steps to create highly effective content

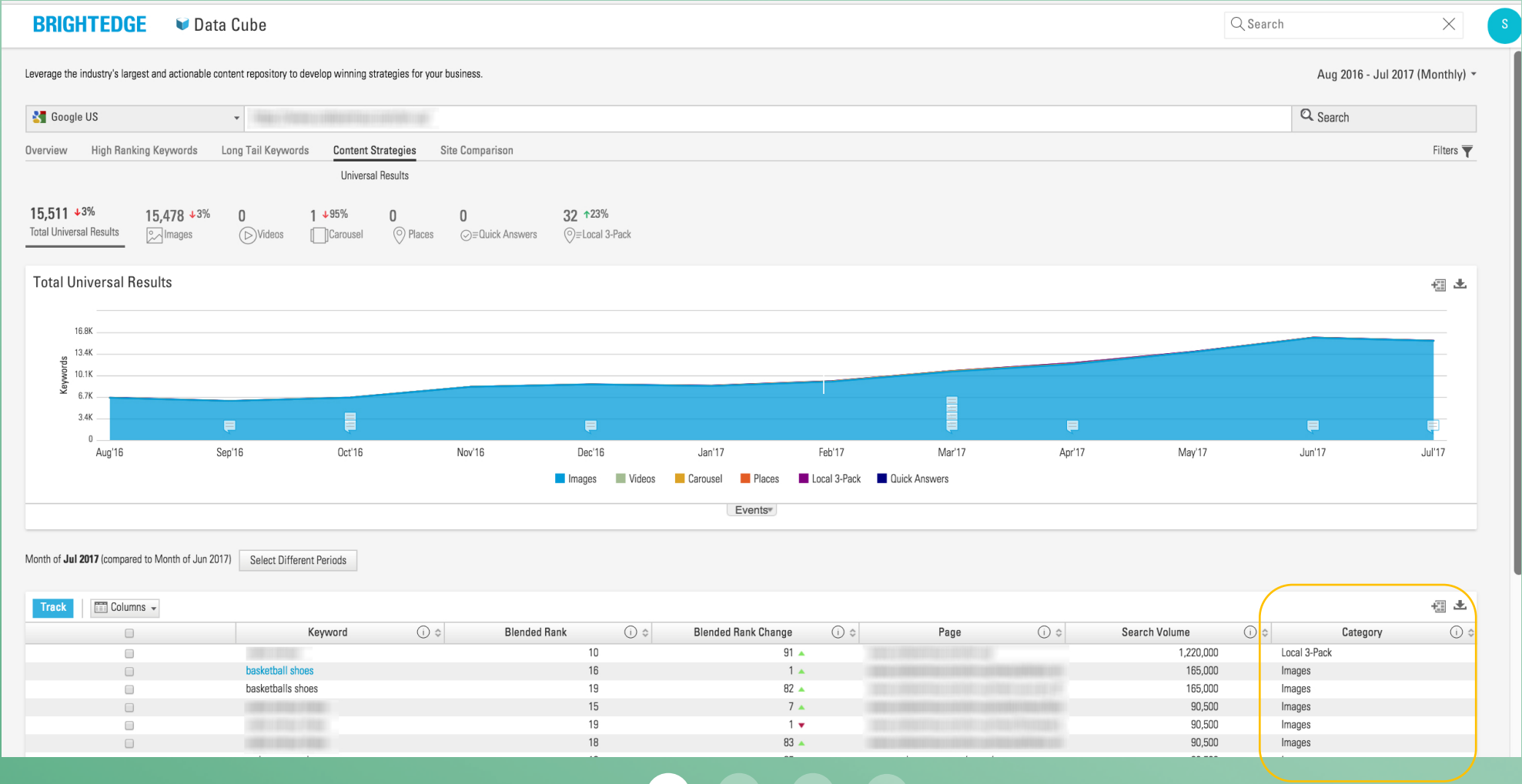


BRIGHTEDGE

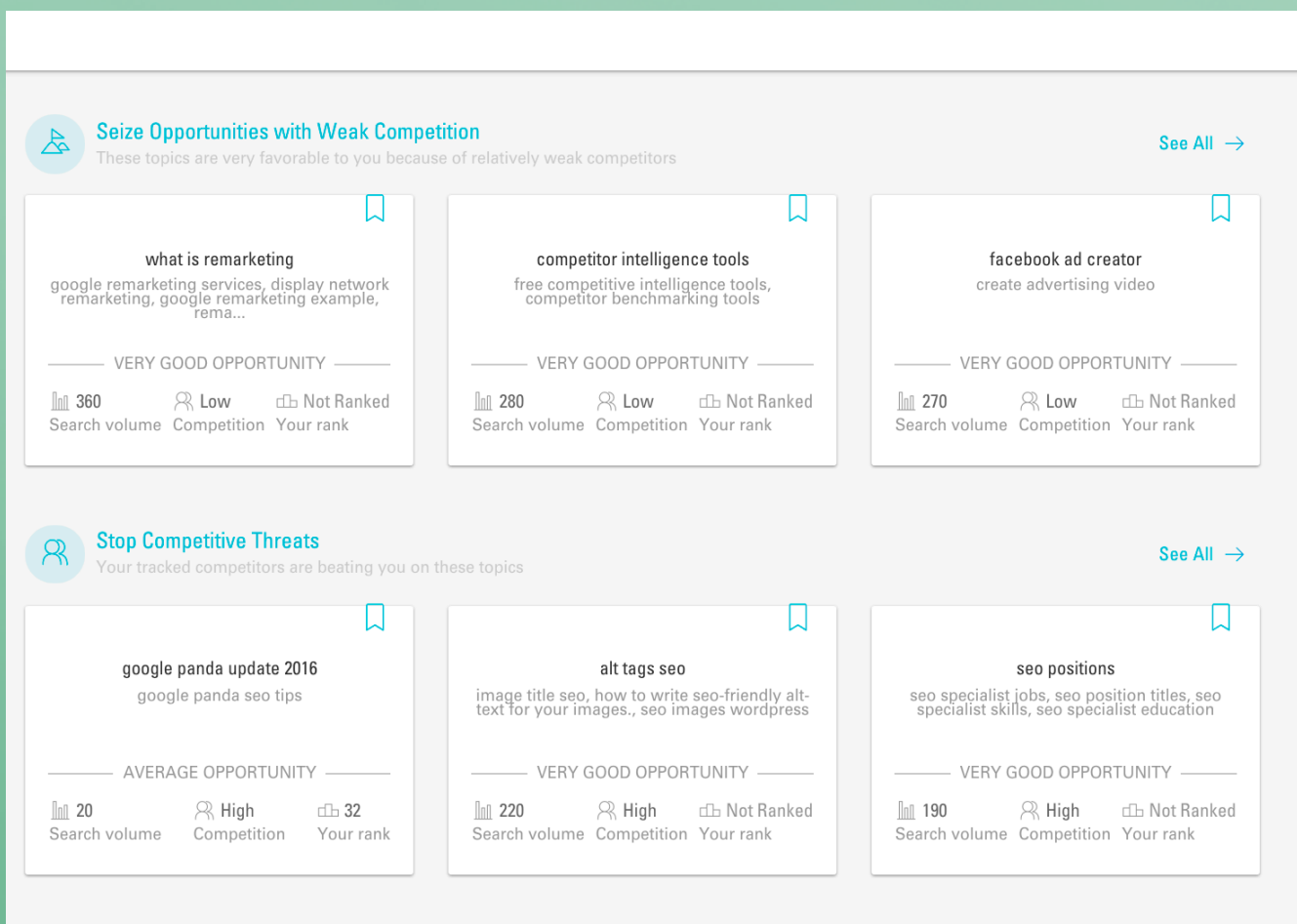
UNCOVERING CONTENT OPPORTUNITIES

BRIGHTEDGE CONFIDENTIAL

OPPORTUNITIES WITH EXISTING CONTENT TOPICS



DISCOVER NEW CONTENT TOPIC OPPORTUNITIES



BRIGHTEDGE

02

MAPPING CONVERSION TO THE BUYER JOURNEY

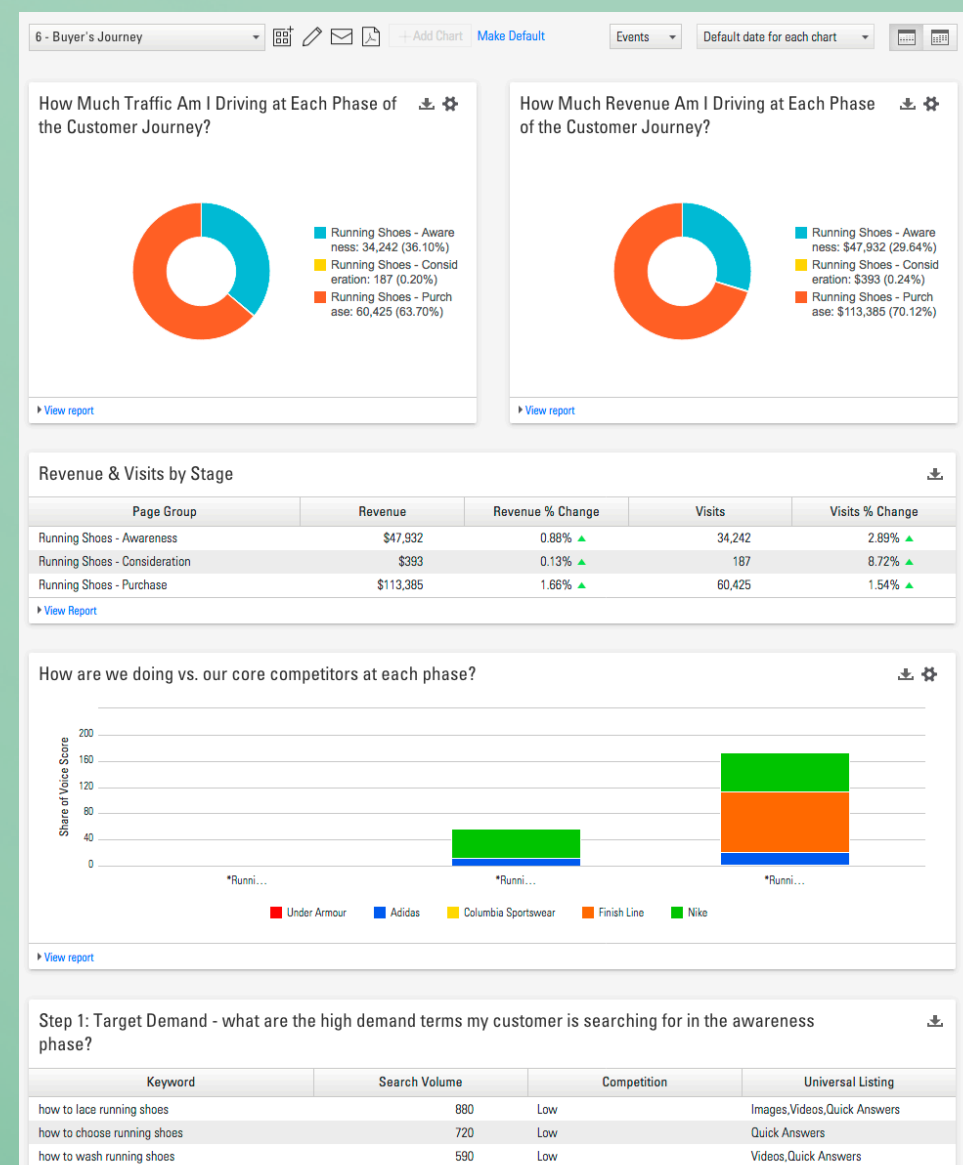
BRIGHTEDGE CONFIDENTIAL

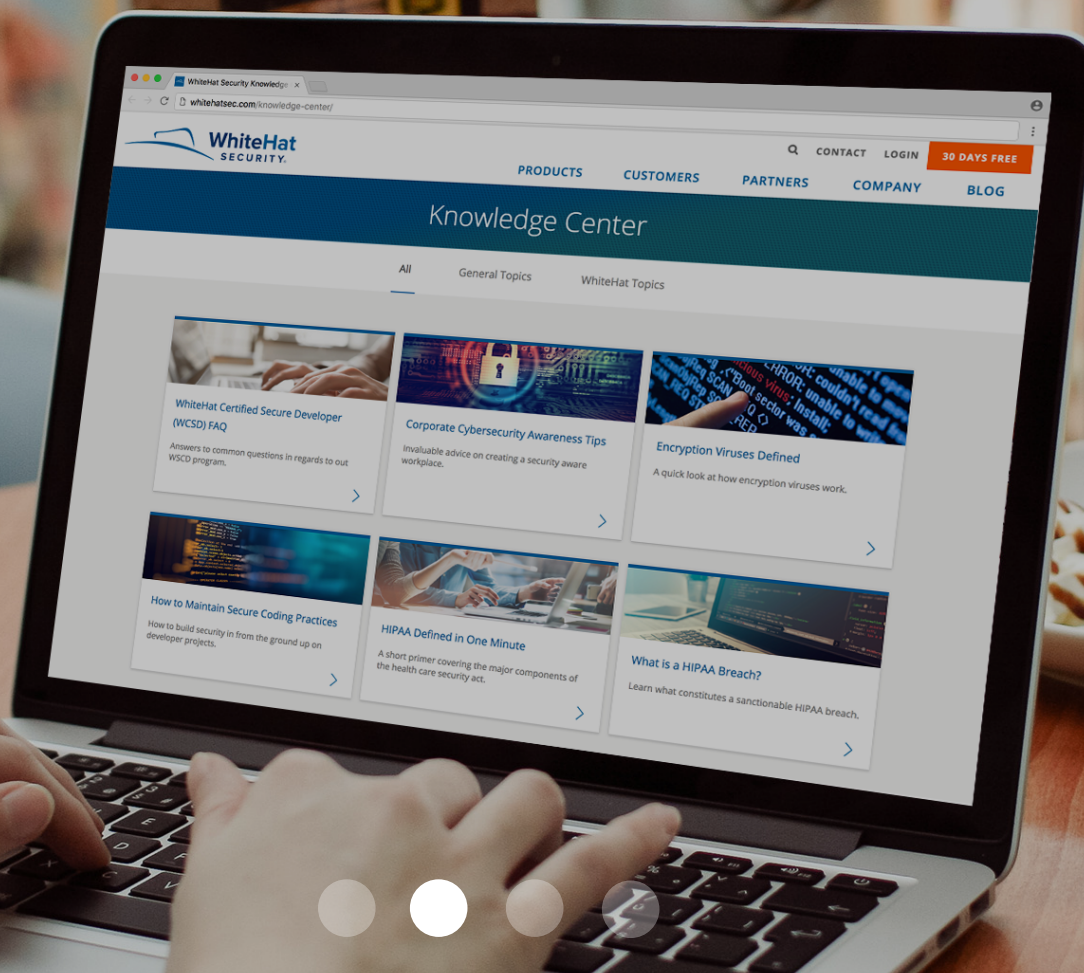
MAP CONVERSION ALONG BUYER'S JOURNEY

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





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.

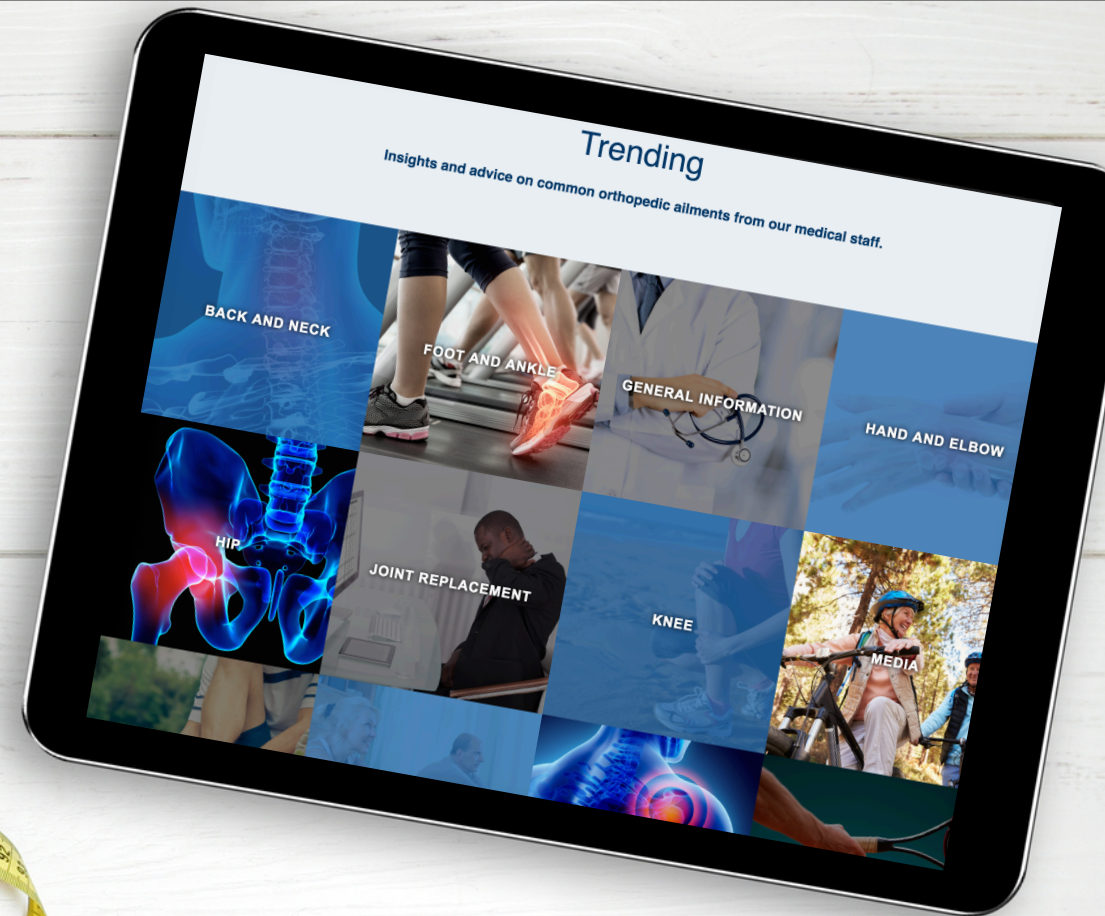


I-Want-To-Buy
Moments

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



BRIGHTEDGE

03 OPTIMIZING ON-PAGE CONVERSIONS

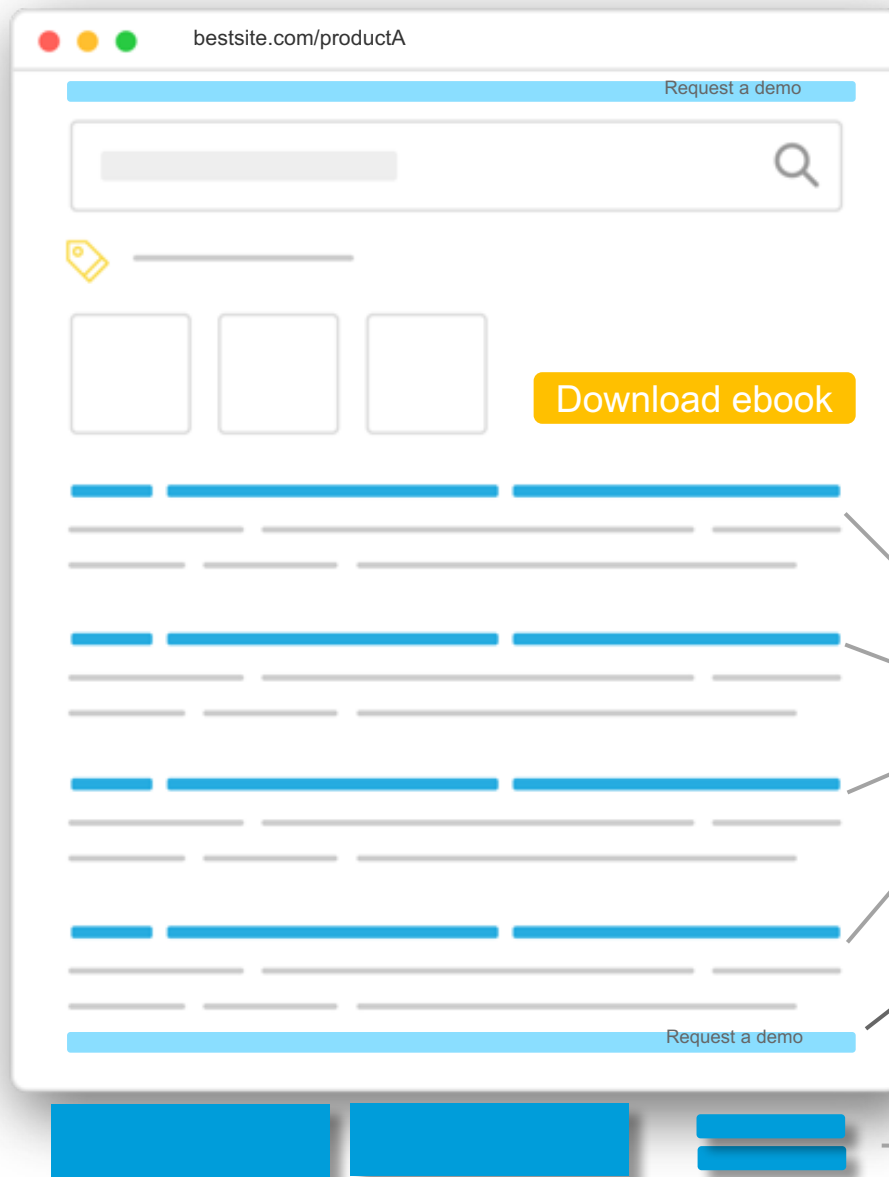
BRIGHTEDGE CONFIDENTIAL

OPTIMIZE ON-PAGE CONVERSION PLACEMENTS

1. Click on
Primary CTA

BRIGHTEDGE CONFIDENTIAL

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

Conversion Form

BRIGHTEDGE PRODUCTS WHY BRIGHTEDGE RESOURCES COMPANY EVENTS [REQUEST DEMO](#) [LOGIN](#)

Content Marketing Success eBook

Connecting content marketing efforts to ROI is a key priority for marketers in 2016 with 79% of marketers surveyed in the BrightEdge Content Performance Marketing Survey, stating it was more important and critical to success compared to 2014.

This incredibly useful eBook covers the breadth of the digital marketing stack, including:

- Data visualization and integration with Salesforce
- Site migration
- Integrated campaigning
- Retargeting
- Email marketing
- Content
- Mobile

On top of that, you will also get access to exclusive insights generated by original BrightEdge research.

Download the white paper now.

Download Your Copy

[Download Report](#)

[Request a Demo](#)

Universal CTA

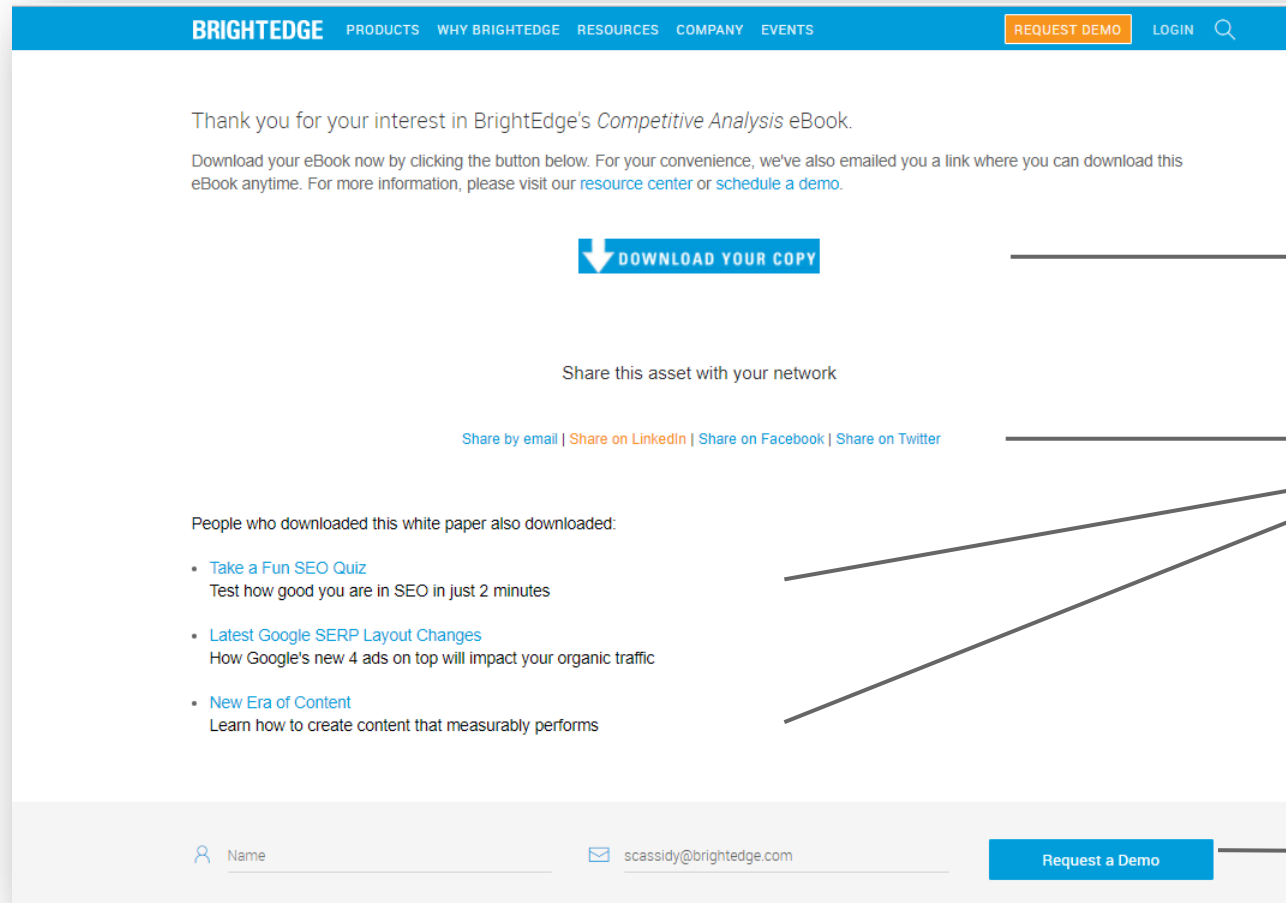
Primary CTA

Universal CTA

OPTIMIZE ON-PAGE CONVERSION PLACEMENTS

3. Promote related content on Thank You page

Thank You Page



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

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 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

1-855-846-0841 REQUEST A MEETING ENGLISH INVEPRO PARTNERS EVENTS BLOG CAREERS CONTACT

Solutions Industries Services Customers Resources About PROS

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

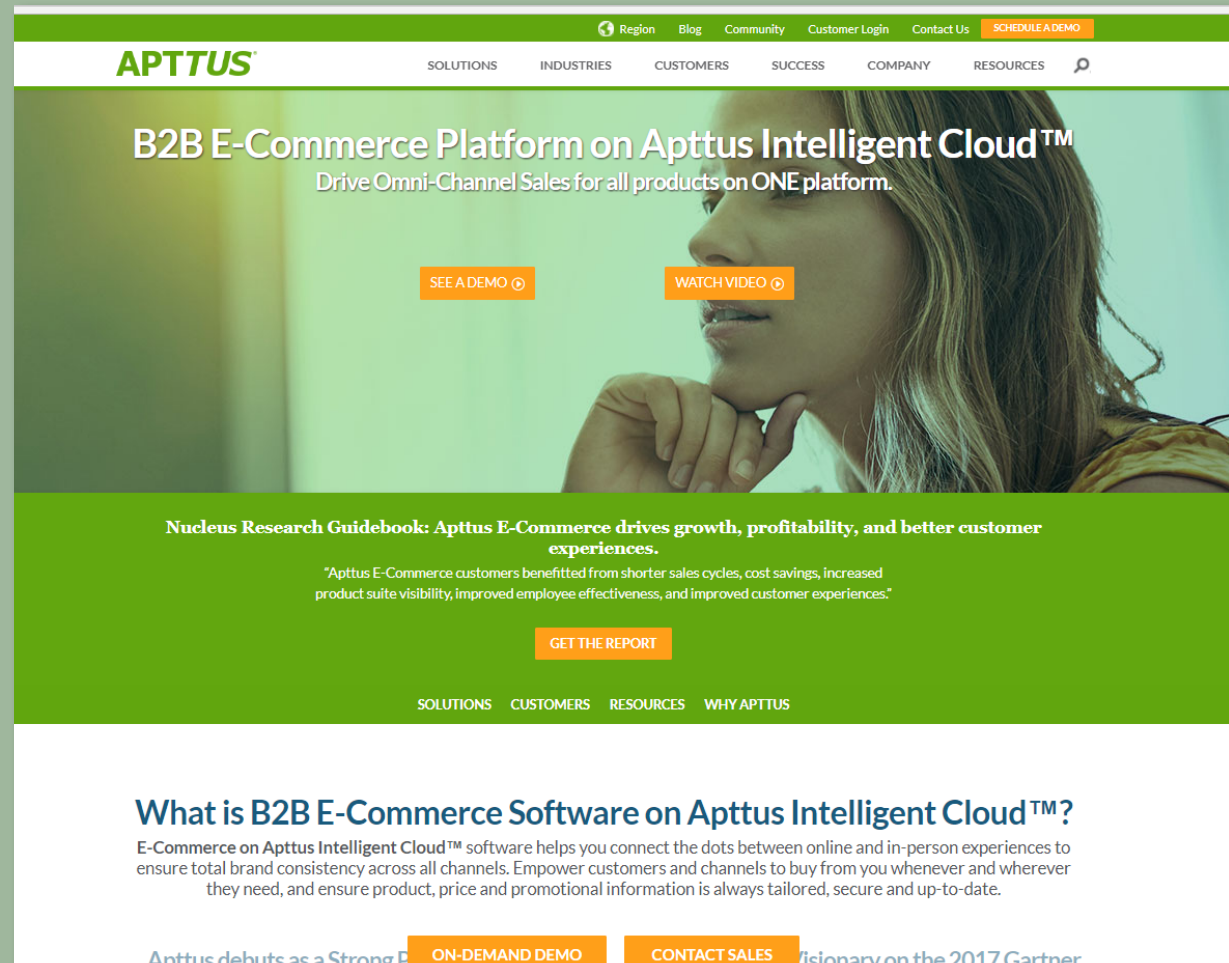
Eliminate sell discrepancies with a single source of truth for availability across all of your channels. Airlines can prevent inventory spoilage through comprehensive segment logic and married segment controls.

[RTDP Data Sheet](#)
[Customer Case Study](#)

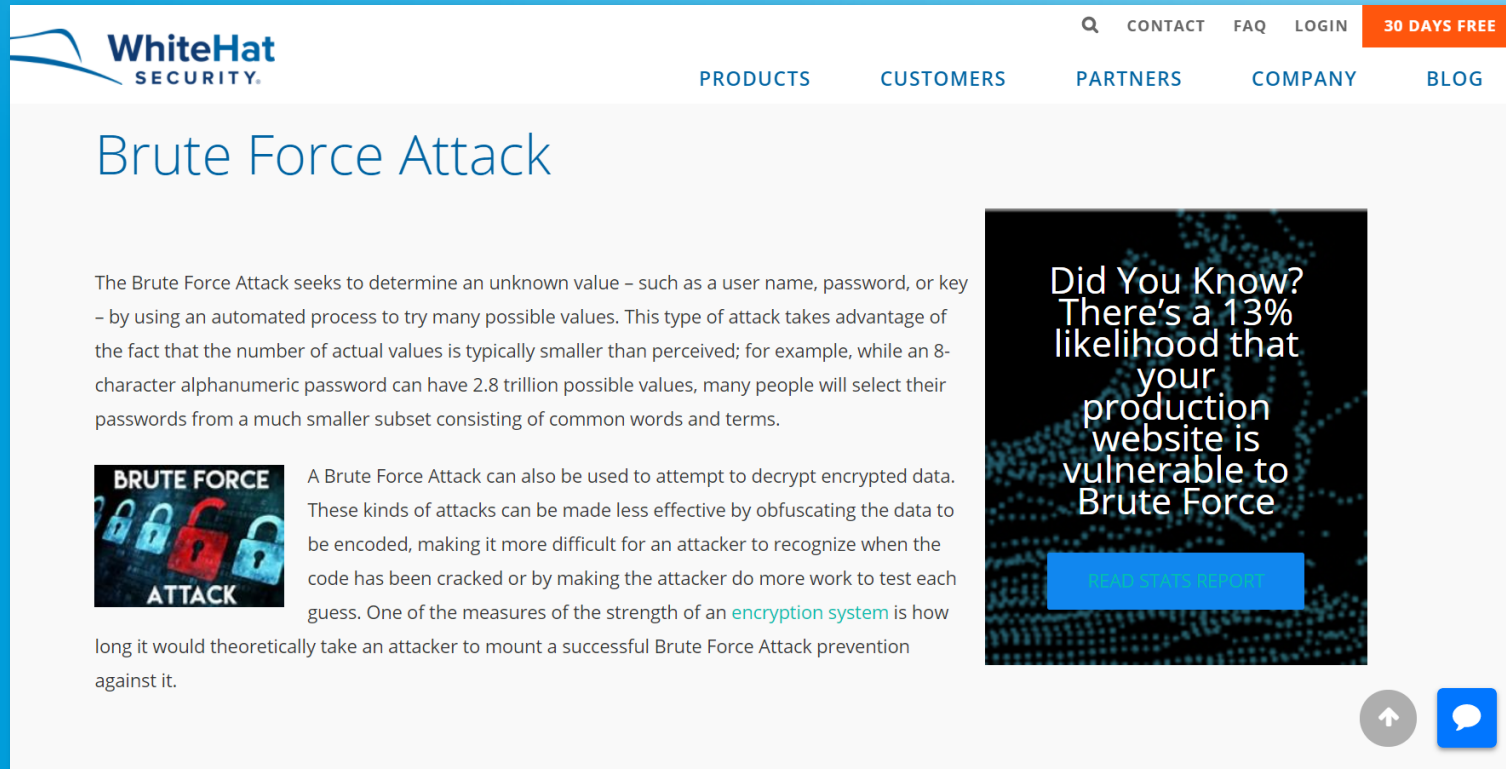
OFFER OPTIMIZATION THROUGHOUT YOUR JOURNEY

DOWNLOAD PROS

TOP OF PAGE CTA PLACEMENT - EXAMPLES



CTA BONUS TIP: RELEVANT CTA LANGUAGE



WhiteHat SECURITY

CONTACT FAQ LOGIN 30 DAYS FREE

PRODUCTS CUSTOMERS PARTNERS COMPANY BLOG

Brute Force Attack

The Brute Force Attack seeks to determine an unknown value – such as a user name, password, or key – by using an automated process to try many possible values. This type of attack takes advantage of the fact that the number of actual values is typically smaller than perceived; for example, while an 8-character alphanumeric password can have 2.8 trillion possible values, many people will select their passwords from a much smaller subset consisting of common words and terms.

BRUTE FORCE ATTACK

A Brute Force Attack can also be used to attempt to decrypt encrypted data. These kinds of attacks can be made less effective by obfuscating the data to be encoded, making it more difficult for an attacker to recognize when the code has been cracked or by making the attacker do more work to test each guess. One of the measures of the strength of an [encryption system](#) is how long it would theoretically take an attacker to mount a successful Brute Force Attack prevention against it.

Did You Know?
There's a 13% likelihood that your production website is vulnerable to Brute Force

[READ STATE REPORT](#)



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

BRIGHTEDGE

04 MEASURING & TESTING

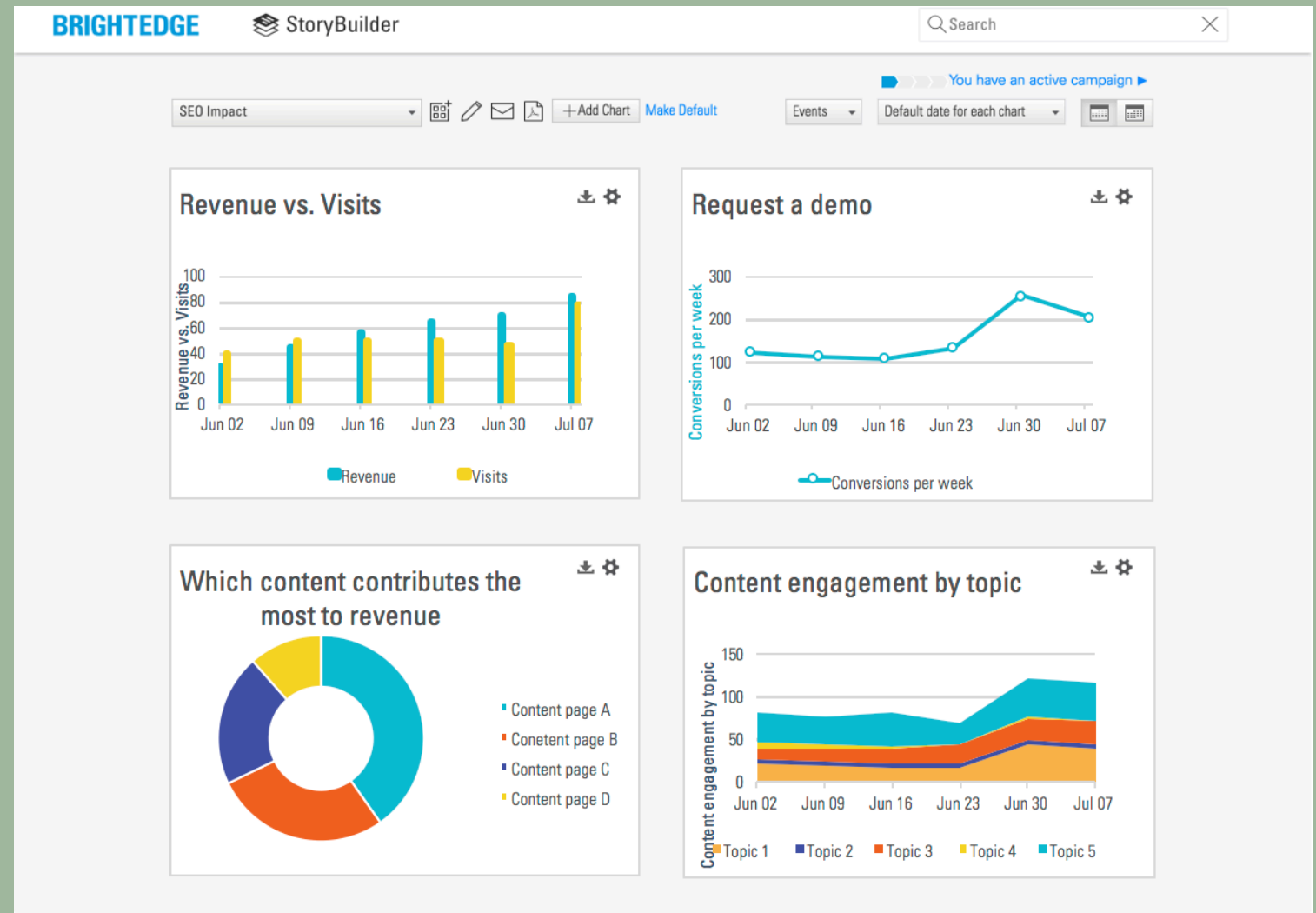
BRIGHTEDGE CONFIDENTIAL

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?

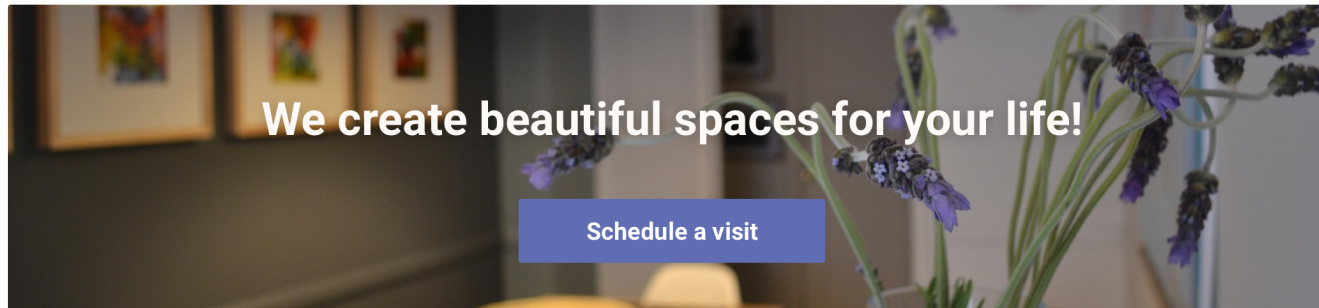
Which CTA button language works the best?

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

What CTA placements are most optimal for my site?

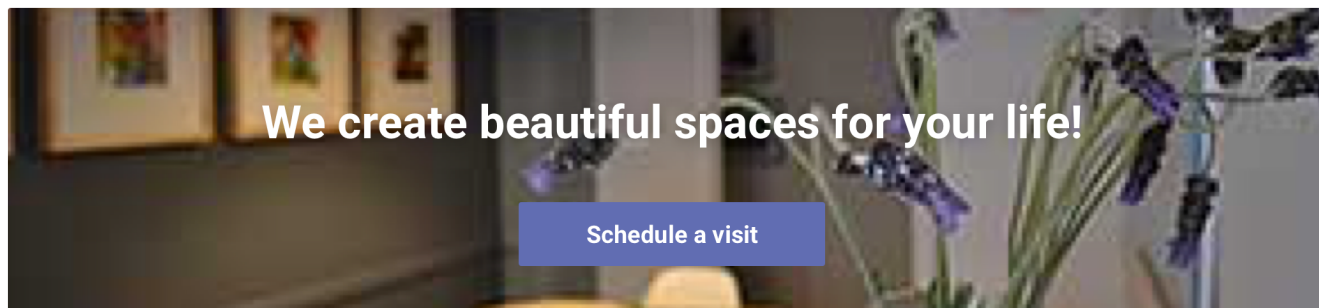


CTA PLACEMENT BEST PRACTICES



✓ Do.

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

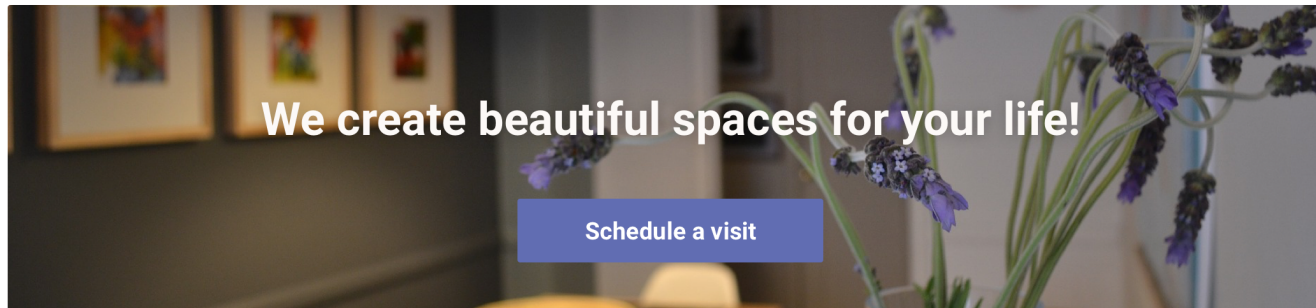


✗ Don't.

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

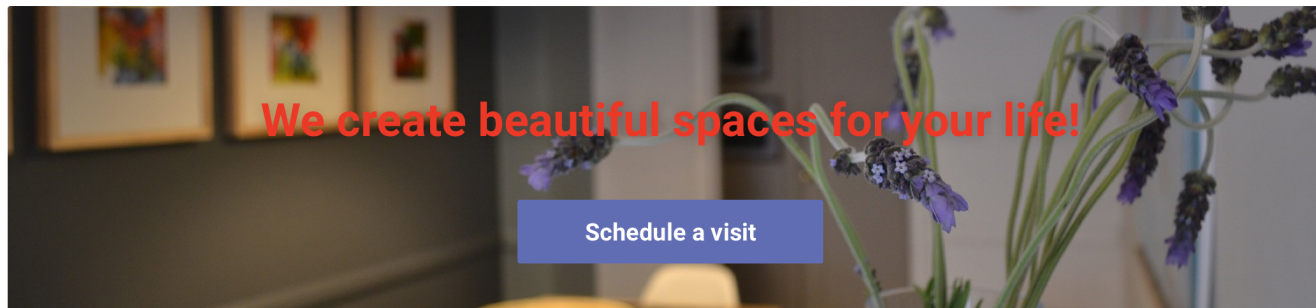


CTA PLACEMENT BEST PRACTICES



Do.

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

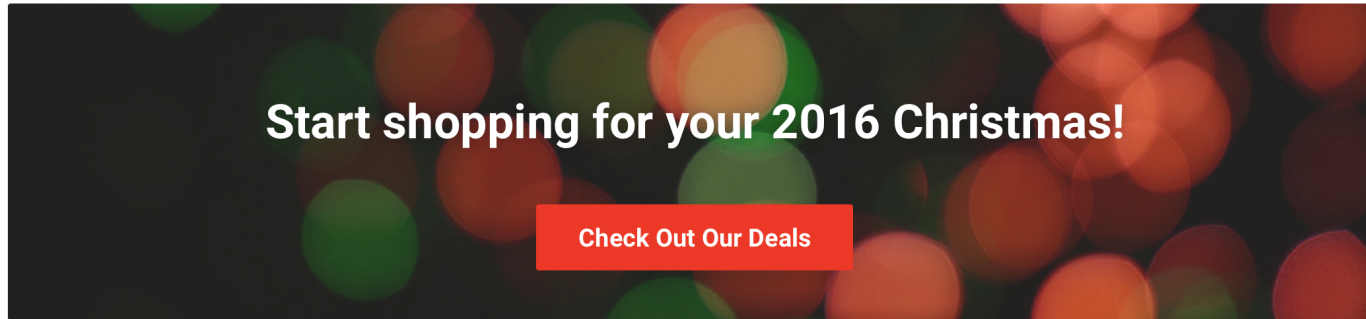


Don't.

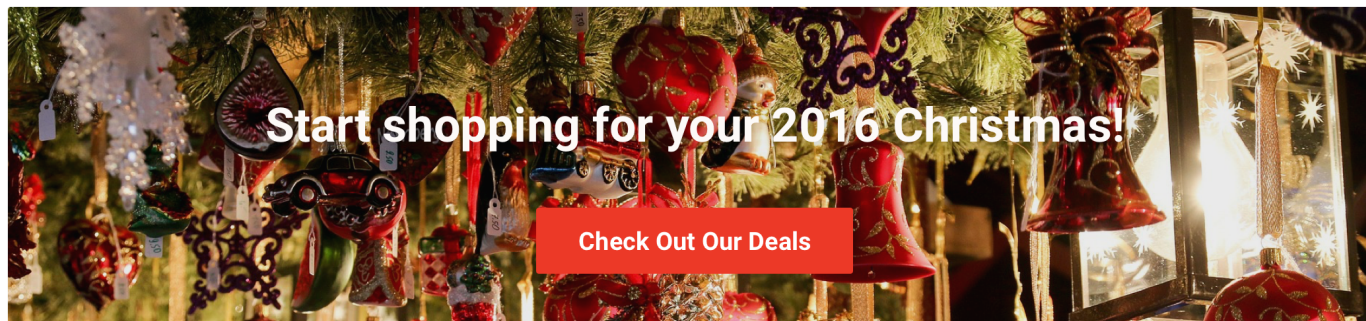
Be careful with bright colors. You want them to stand out but they may end up fading into the background.



CTA PLACEMENT BEST PRACTICES



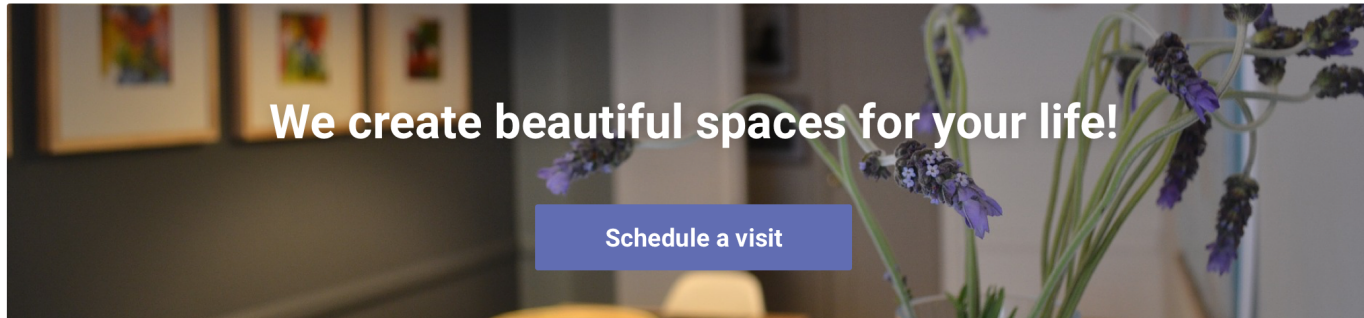
Use clean and simple background that provides a good atmosphere but doesn't dominate.



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

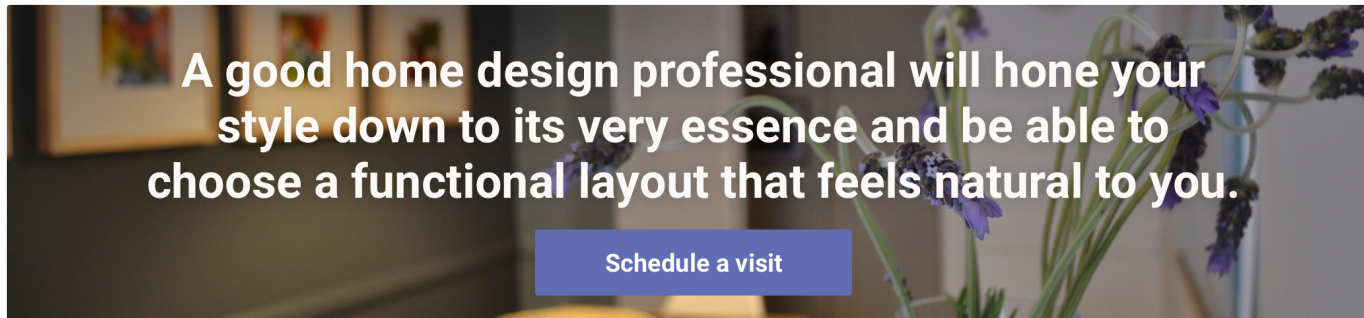


CTA PLACEMENT BEST PRACTICES



Do.

Use concise headline to quickly communicate your idea.

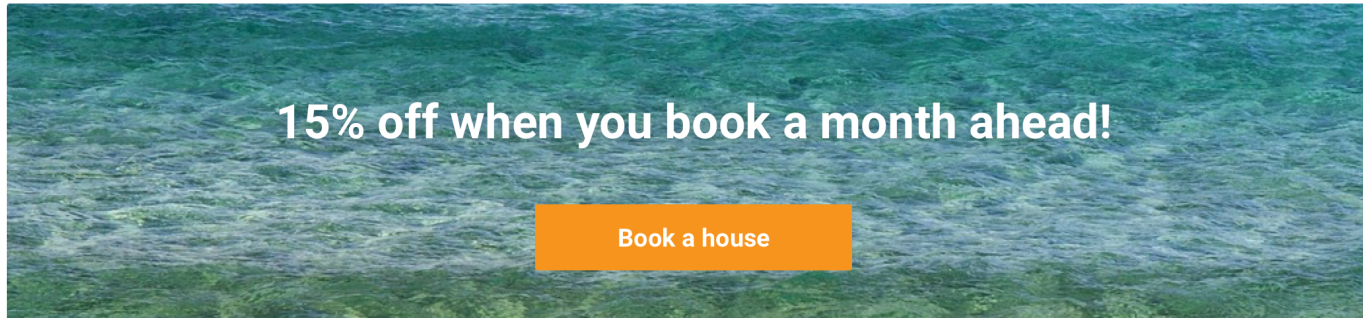


Don't.

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



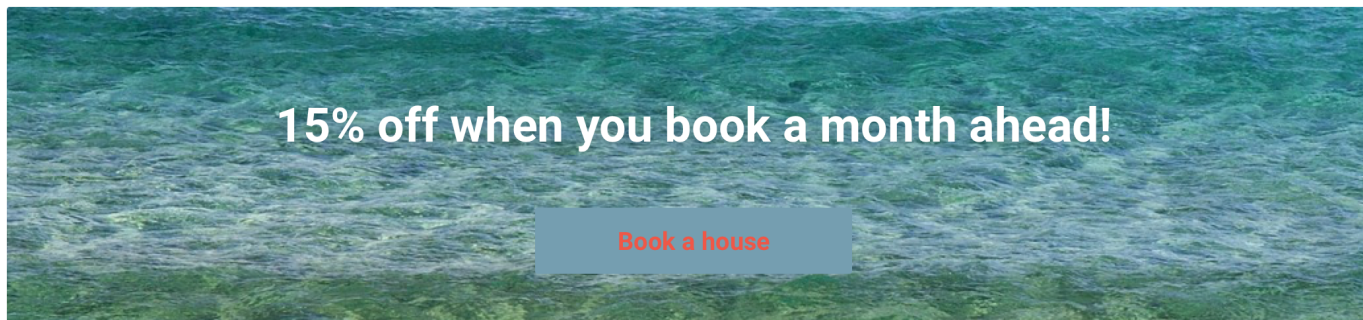
CTA PLACEMENT BEST PRACTICES



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!

BRIGHTEDGE CONFIDENTIAL