

Content Marketing in 2019

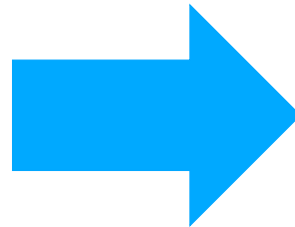
How to please search engines and attract visitors in an ever changing landscape

Gareth Morgan
Founder & Managing Director

liberty

SEO basics

70% of clicks
happen here



Google how do I become an seo

All News Images Videos Shopping More Settings Tools

About 33,300,000 results (0.88 seconds)

Get on Google's First Page - Your Website Found in Searches
[www.total-seo.co.uk/get-on-google](#)
Get a Free Review of Your Site Now! Our analysis will show you how to get found. Increase Your Web Traffic - Get Found in Web Searches - Fast Page 1 Results
Locations: Aldershot, Dorking...
Get Your Site On Page 1 · Meet Our Team · What Our Clients Say

To start as an **SEO**, start doing **SEO**. Learn about **SEO** from the reputable information publicly available. Find (or create) a site to which you can contribute, note its current ranking for key queries, and then optimize the site and retest the rankings. What the rankings change and the traffic grow in analytics. 29 Feb 2012

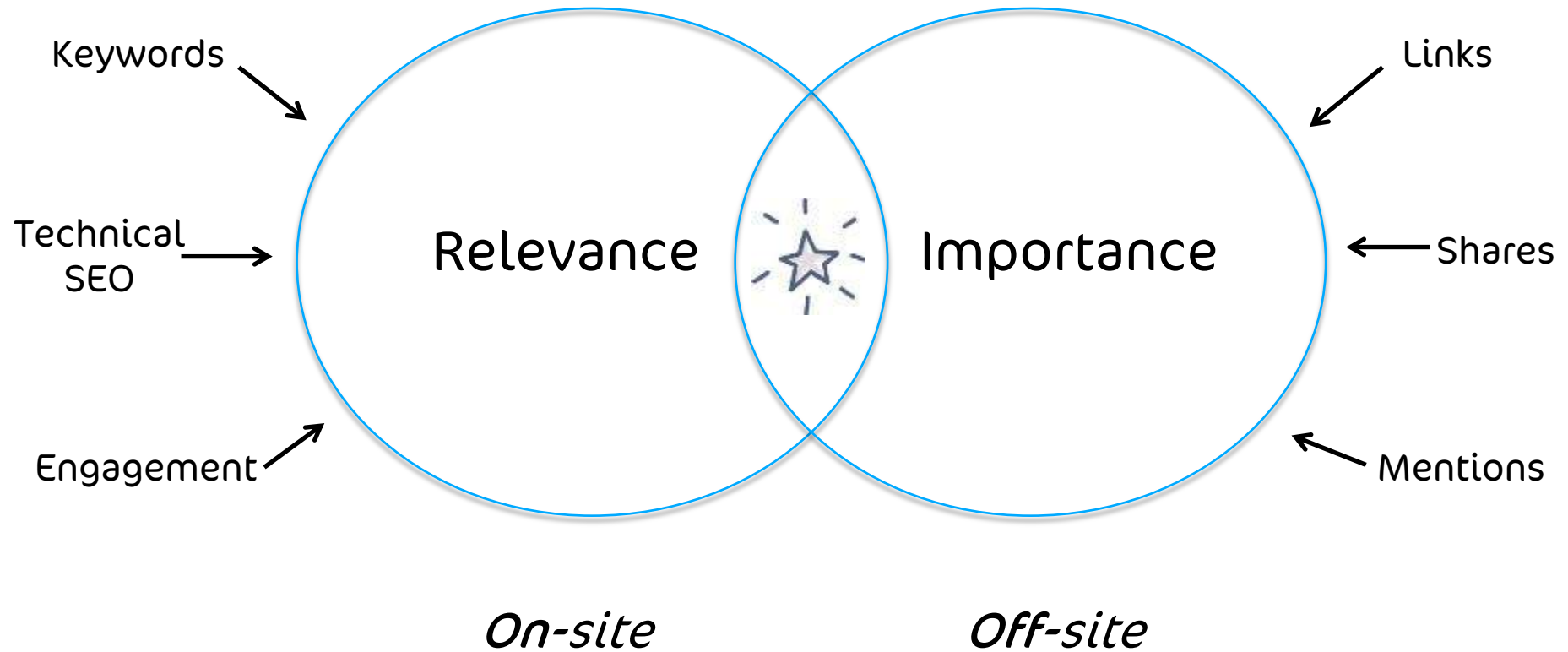
How To Become an SEO (how I did it, and how you can, too!)
<https://www.internetmarketingninjas.com/.../how-to-become-an-seo-how-i-did-it-and-ho...>
About this result Feedback

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29 Feb 2012 - To start as an **SEO**, start doing **SEO**. Learn about **SEO** from the reputable information publicly available. Find (or create) a site to which you can contribute, note its current ranking for key queries, and then optimize the site and retest the rankings. What the rankings change and the traffic grow in analytics.

How to Become an SEO Freelancer in 48 Hours - Location Rebel
<https://www.locationrebel.com/become-an-seo-freelancer/>
1 Nov 2016 - The first real business I had online was working as an **SEO** freelancer. ... So is it really possible to become an **SEO** freelancer in 48 hours? ... For those of you who don't know what **SEO** means, it stands for Search Engine Optimization.

Become an SEO Expert - Learning Path - Lynda.com
<https://www.lynda.com/learning-paths/Marketing/become-an-seo-expert>
Learn the fundamentals of **SEO**, and discover how to analyze and optimize your site, and create an effective strategy for your **SEO** efforts. Learn the fundamental principles of search engine optimization. Practice technical, content, and offsite optimization. Know how to assess and analyze site **SEO**.
SEO Fundamentals · Local SEO · International SEO

SEO basics



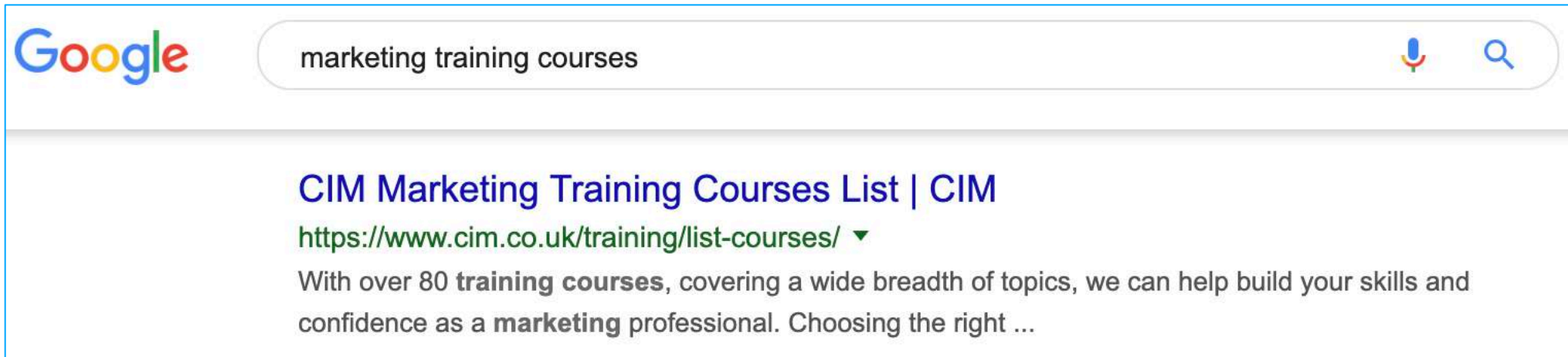
On-site SEO (keywords)



Prove your web
pages are
RELEVANT

- Page titles
- Meta descriptions
- URLs
- Body copy

On-site SEO (keywords)



Off-site SEO (links)

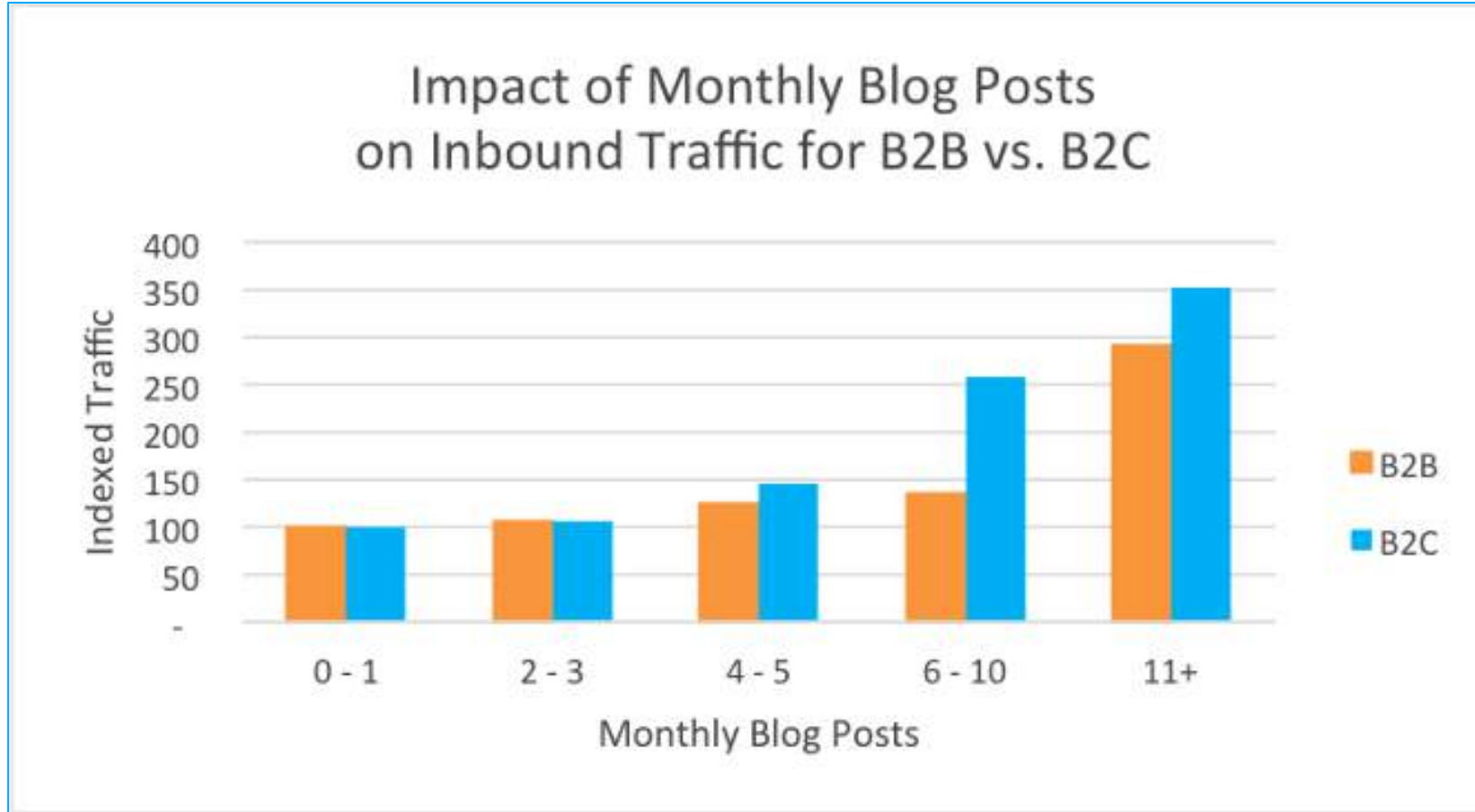


**Prove your web site
is IMPORTANT**

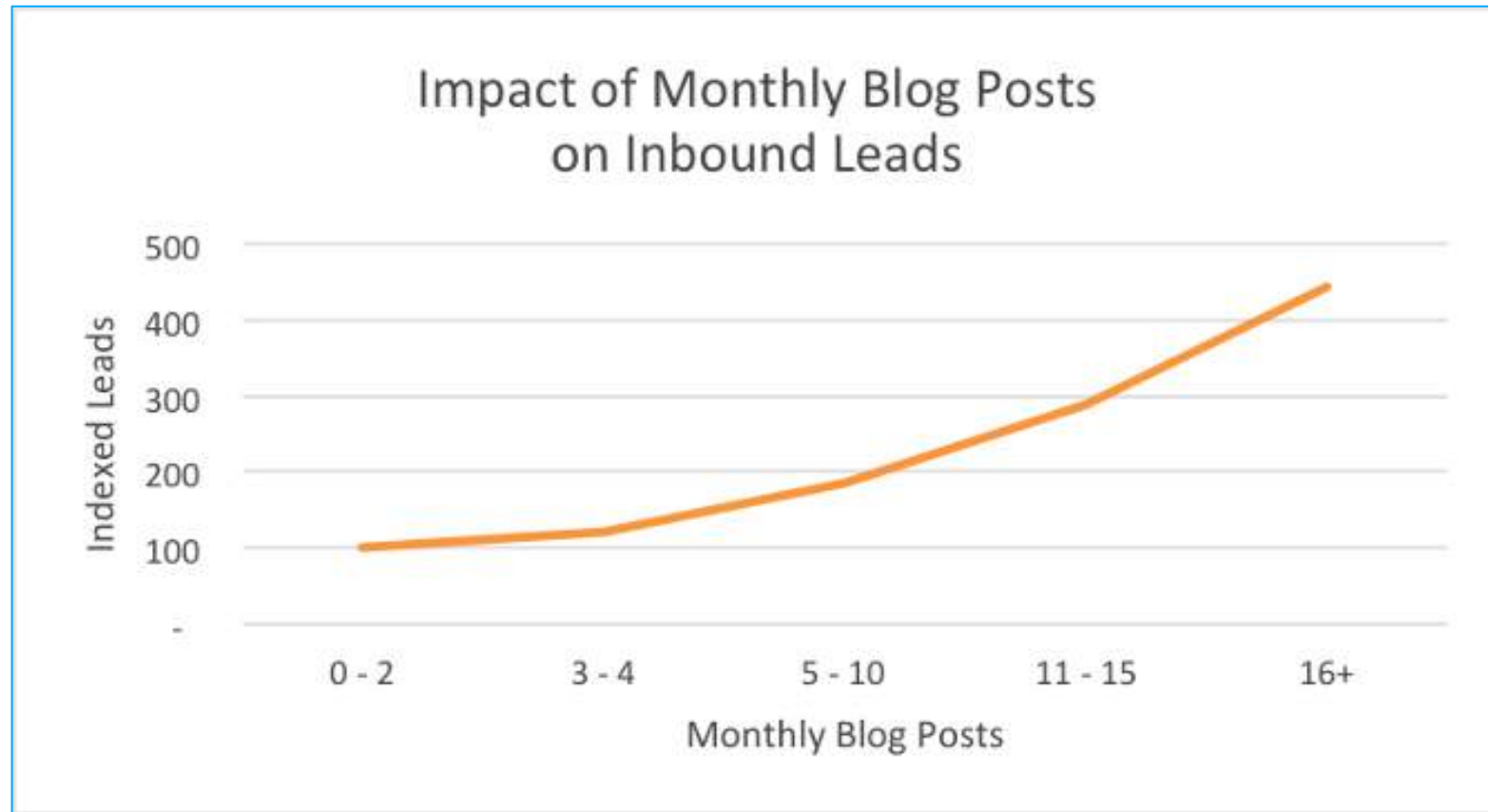
In-bound links, from:

- Relevant domains
- Authority domains

SEO = content



Content = enquiries and sales



Major Google updates that affect your content

The background is a solid blue color with a pattern of white line-art icons. These icons include a star, a cloud, an eye, a microphone, a speech bubble, a target, a globe, a lightbulb, and hands holding documents. The word 'Content' is also written in a cursive font on the right side of the background.

Panda



The big
“content”
update

Targeting low quality content,
such as:

- Thin pages
- Duplication

Penguin



The big
“links”
update

Targeting low quality links,
such as:

- Spam
- Paid

Medic / YMML



The big
“trust”
update

Also known as “EAT”:

- Expertise
- Authority
- Trust

SEO Summary

You need to
create
content
that...

- Is unique
- Is keyword optimised
- Funnels users
- Attracts good links
- Conveys authority, expertise and trust

Planning your content



Existing content audit

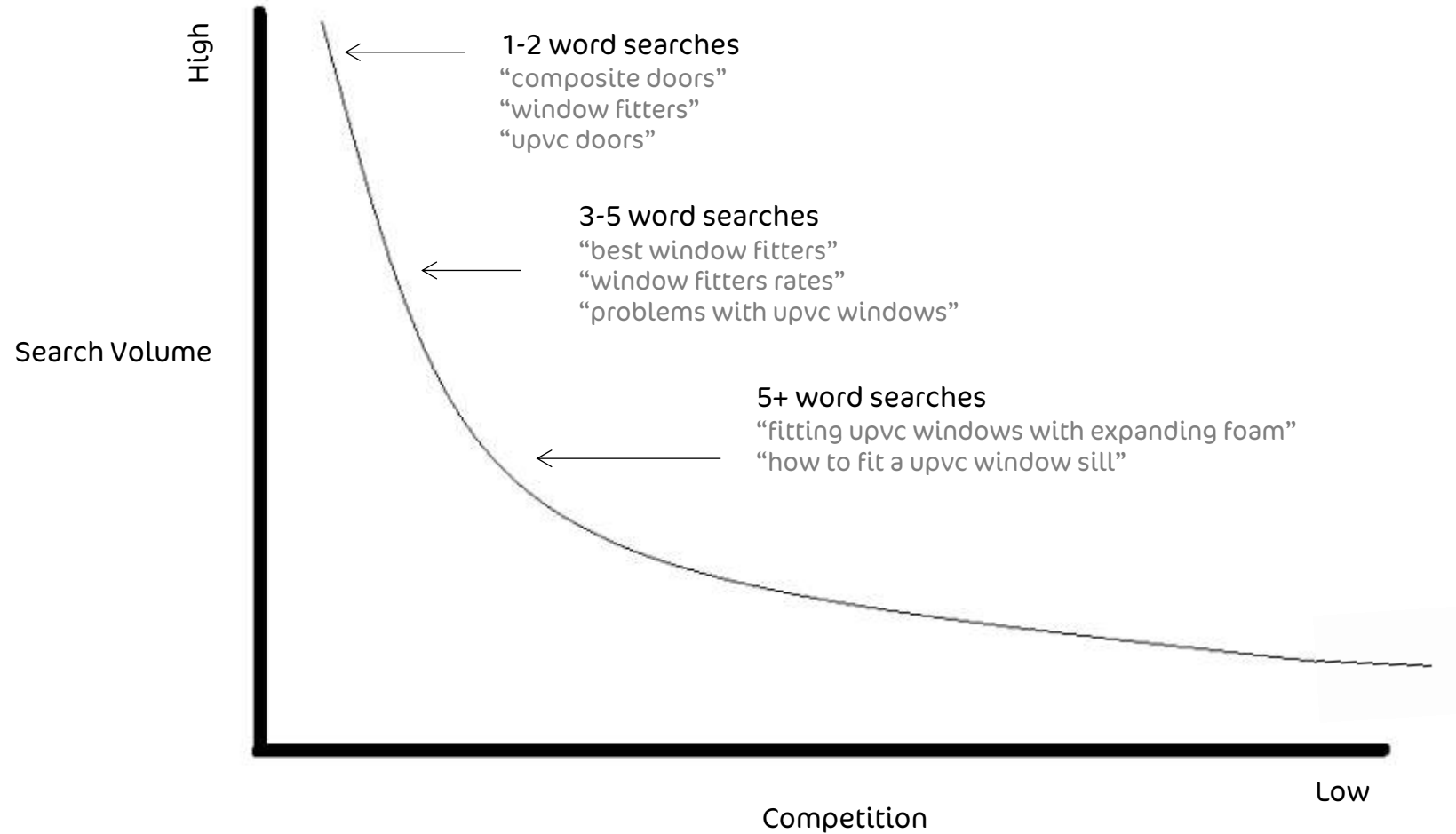


What needs
improving?

Data points:

- Google Analytics
- Search Console
- Rankings reports
- Internal search

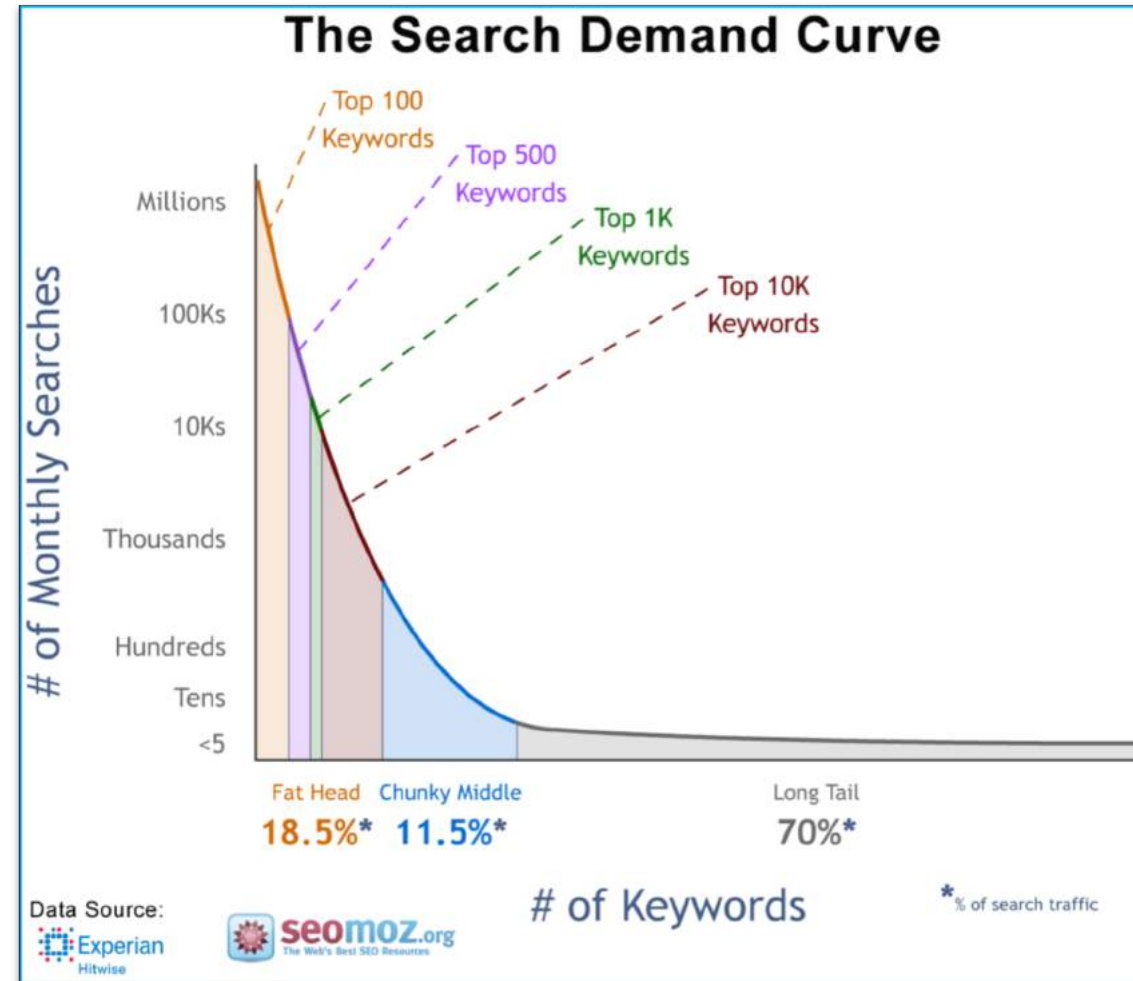
Keyword research



Keyword research

“Long tail” keywords:

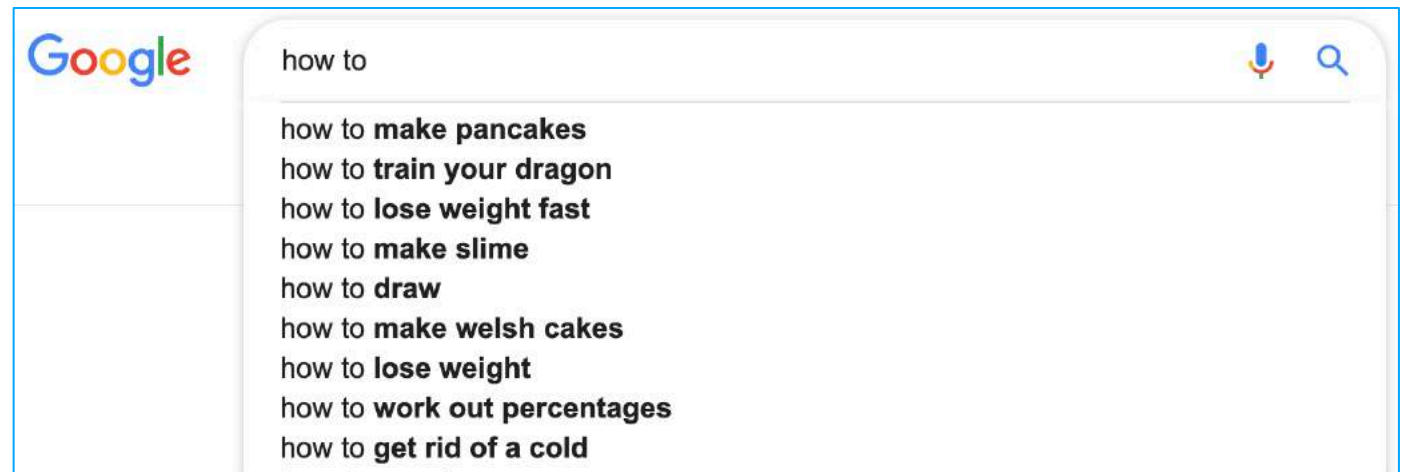
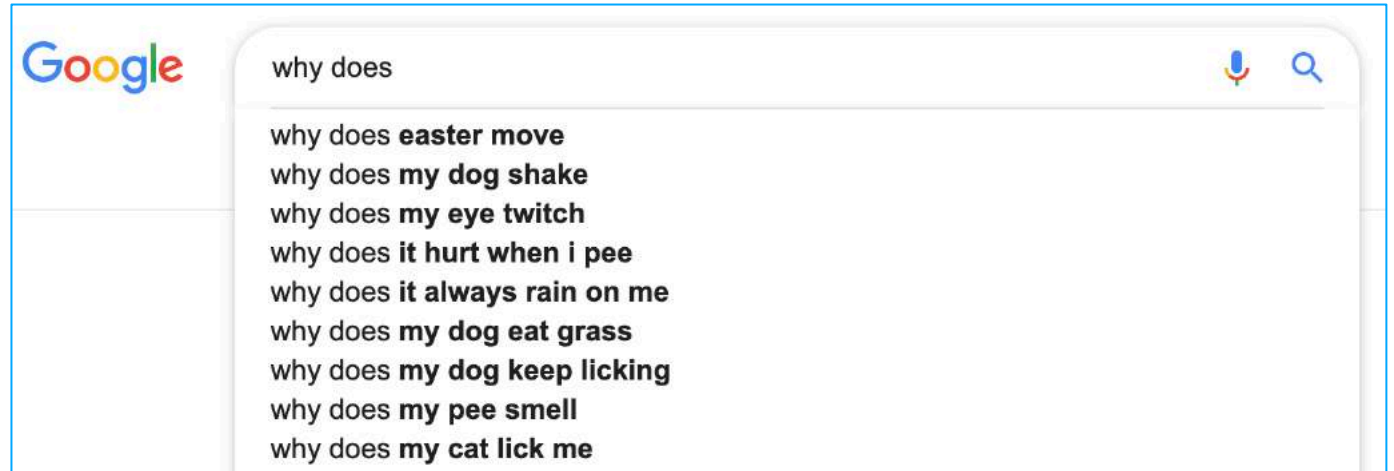
- low volume
- low competition
- highly specific
- higher conversions



Search trends



Google suggest
is a good place
to start



Competitor analysis



What are their strengths and weaknesses?

- What keywords are they after?
- Do they rank for them?
- Who links to them?
- Who retweets/likes them?

User funneling

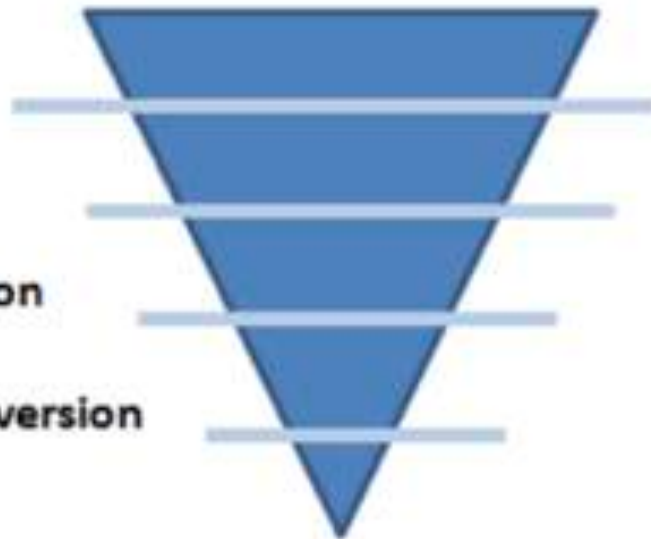
Stage in the Funnel:

Awareness

Interest

Consideration

Action/Conversion



Keyword examples:

best type of short term loan

what is a logbook loan

logbook loans vs payday loans

cheap logbook loans

Users can enter
website at any
stage of the funnel

Content calendar



For on-site
and off-site
pieces

Bringing it all together:

- Old content to recycle
- New content to create
- Target keywords
- Target personas
- Goals for each piece



Fixing your content

Recycling

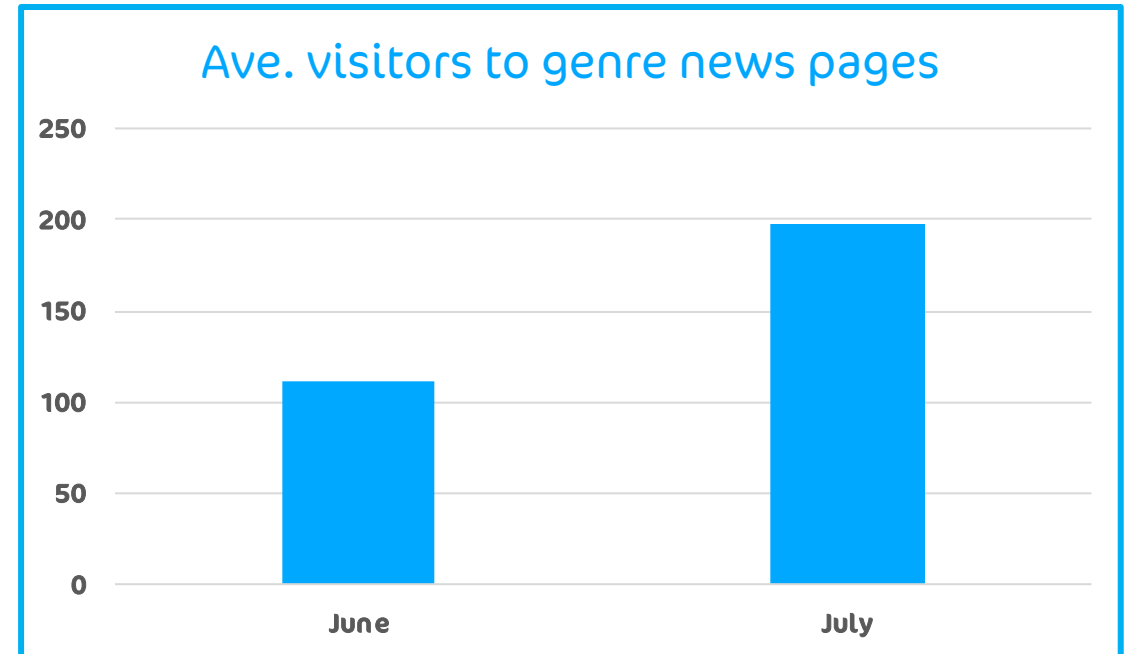
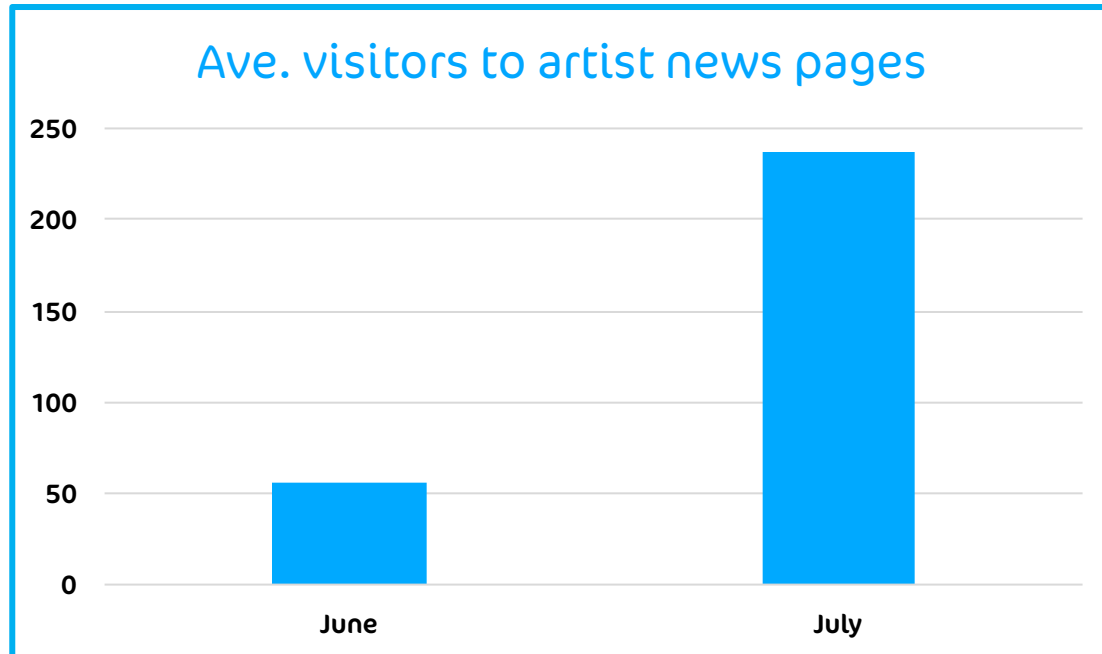


**The content
marketing
quick win**

Work with what you've got:

- New keywords
- New Calls-to-Action
- Merging
- De-cannibalise

UMG example



EAT compliance



**The new best
practice for
content creation**

- Author biographies
 - qualifications
 - experience
- Meet the team
- Awards, accreditations
- Facts and figures

Promoting your content



The big idea



Ask yourself:
“Would I read this
and share it?”

What is newsworthy within:

- Your own data
- Existing external data
- New data

Organic promotion



**Try to get those
big links and
mentions**

Working with:

- Journalists
- Bloggers
- Social influencers

Paid promotion



Can be
expensive, so
test it first

Use a combination of:

- Social
- Display
- Native

Measuring your content



Common KPIs



**What matters
to you (and to
your board)?**

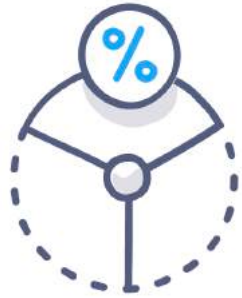
On-site:

- Session duration
- Bounce rate
- Domain Authority

Off-site:

- Links
- Mentions
- Social audiences
- Rankings

Attribution



How do you
prove value?

The cause

Created long tail content

The effect

1400 **completed** blog page reads

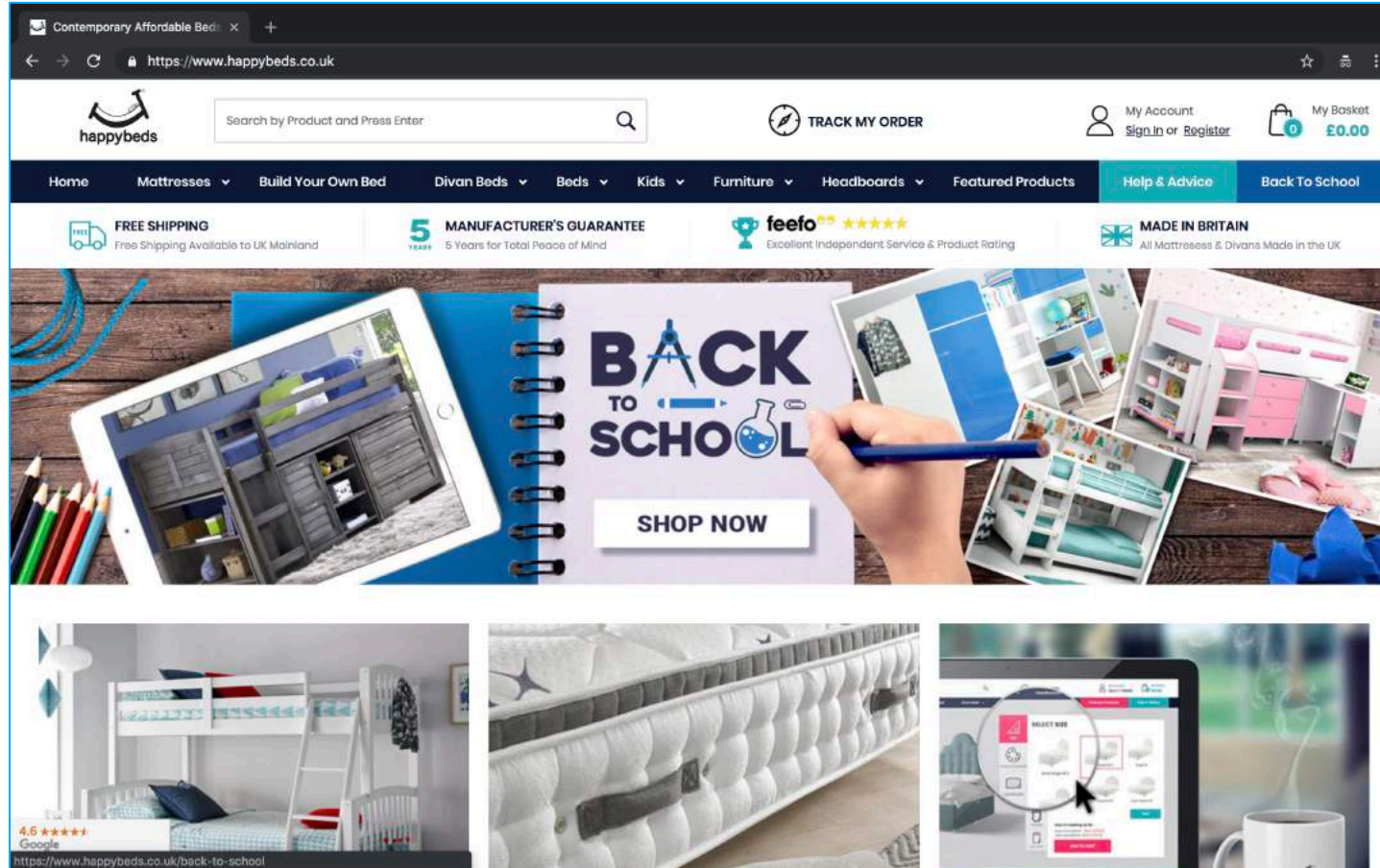
The
important bit

£27,500 in new business last month

**Here's how it all
comes together...**

The background is a solid blue color with a pattern of white line-art icons. These icons include a crown, a cloud, a star, a microphone, a speech bubble, a target, a lightbulb, a hand holding a pen, a smartphone, a gear, a play button, a heart, a magnifying glass, a document, a pencil, a paperclip, a globe, and a hand pointing. The word "Content" is written in a white, cursive font on the right side of the image.

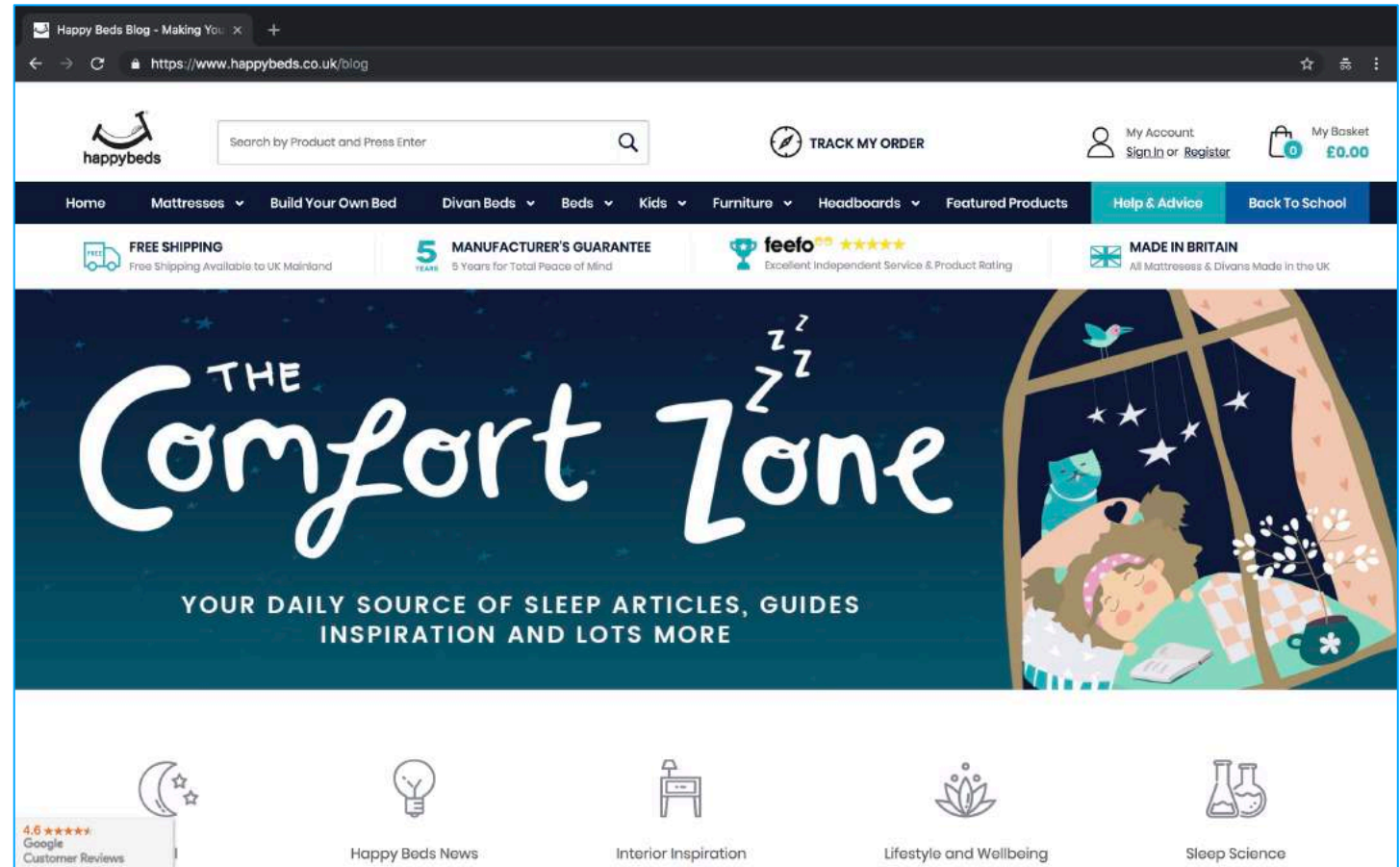
Happy Beds



Our content hub

Regular articles that:

1. Mop-up long-tail keywords.
2. Show Happy Beds as a sleep authority.
3. Push users towards the goal (i.e. buying a bed).



Big content campaigns



March 2018

**The Internet's
Favourite Bedtime
Book**



April 2018

**Get Comfort with
an Eco Conscience**



September 2018

**Pregnancy: The
Uncomfortable
Truth**



December 2018

**Christmas
Morning Wakeup
Times**

Big links

The Telegraph

 INDEPENDENT

Mirror

YAHOO!
NEWS

THE
Sun

 EXPRESS

Ideal Home

HouseBeautiful

BLOGLOVIN'

Real
HOMES

 News

HomeStyle

Incredible rankings

The image shows a Google search for "bunk beds". The search bar at the top contains "bunk beds" and the Google logo. Below the search bar are navigation tabs for "All", "Shopping", "Images", "Videos", "News", "More", "Settings", and "Tools". The search results show "About 83,000,000 results (0.47 seconds)".

Organic Search Results:

- Loaf Clamberdoodle Kids Bed | Kids' Cabin Bed | loaf.com**
www.loaf.com/Beds/Kids
A Kid's Cabin Bed With A Chalkboard At The End. Perfect For A Captain! Order Your Free Brochure. Free 14 Day Returns. Visit Our Showrooms. Order Free Swatches. Styles: French Beds, Upholstered Beds, Wooden Beds, Storage Beds, Painted Beds, Contemporary Beds.
Wooden Beds: Wonderful wooden beds, handmade from sustainably sourced wood.
Upholstered Beds: Seriously comfy upholstered beds. Choose from over 100 fab fabrics!
- Loft Bunk Beds from £109 | Can Be Used By Adults**
www.strictlybedsandbunks.co.uk/loftbunk
Made In UK- Pine Highsleeper bunks In stock delivered within days. Free Delivery Within Days. Highlights: Free Nationwide Delivery Within 5 Working Days, Multiple Payment Options Available. Short Length Guest Beds · Triple Sleeper Beds · Storage Beds · Pine Bunk Bed Ladders
- Bunk Beds - Huge Savings Today | Up To 50% Off - Free Delivery**
www.furniture123.co.uk/Beds/Bunk-Beds · 01484 213589
Huge Saving's on Bunk Beds. Next Day Delivery & Finance Available. We're Entirely UK Based...
- Bunk Beds at Argos | Save 25% on Bedroom Furniture | argos.co.uk**
www.argos.co.uk/Bunk-Beds
Save up to 25% on selected Bedroom Furniture. Order Online for Home Delivery. Over 700 Stores..
- Bunk Beds | Bunk Beds For Kids and Adults | Happy Beds**
https://www.happybeds.co.uk/beds/bunk-beds
Items 1 - 24 of 71 - Want the best bunk beds? Get prices on space-saving bunk beds for kids and adults online today at Happy Beds.
Single Bunk Beds · Quadruple Sleeper Bunk Beds · Triple Sleeper Bunk Beds

Sponsored Shopping Results:

See bunk beds

Product Name	Price	Rating	By
Oxford Single Bunk Bed in...	£189.97	★★★★★ (45)	By Google
Tucker Single Bunk Bed Just...	£268.99		By Productcaster
Jayden Triple Sleeper Bunk V...	£449.99		By Productcaster
Julian Bowen Orion Bunk Be...	£349.00	★★★★★ (6)	By Google
Sky Bunk Bed in Oak - Ladder C...	£249.97	★★★★★ (7)	By High Street ...
John Lewis & Partners Wilton...	£299.00	★★★★★ (41)	By Google

SEO success

- Organic transactions +1092%
- Organic Revenue +1205%
- Organic ROI > 3000%
- Domain Authority 35 > 43
- Backlinks +72%
- Organic conversion rate +6.92%

ECOMMERCE
AWARDS 2018
FINALIST

A collage of various office photos, including people sitting at desks, standing in groups, and smiling. The entire image has a blue overlay. In the background, a large white sign with the word "Google" is visible.

Any questions?

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