

The background is a solid blue color with a pattern of various framed posters and quotes. Some visible text in the background includes "Be so good they can't ignore you", "IT IS WHAT IT IS", "WHEN I'M SAD I STOP BEING SAD AND BE AWESOME INSTEAD", and "liberty".

# SEO & Content Marketing in 2020

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

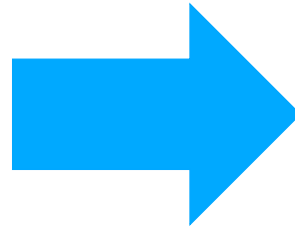
Gareth Morgan  
Founder & Managing Director

**liberty**

# An introduction to SEO

# SEO basics

70% of clicks  
happen here



The screenshot shows a Google search for "how do I become an seo". The search bar is at the top with the Google logo. Below the search bar, there are tabs for "All", "News", "Images", "Videos", "Shopping", and "More". The search results are displayed below the tabs. The first result is an advertisement from "www.total-seo.co.uk/get-on-google" with a green "Ad" label. The second result is a snippet from "www.internetmarketingninjas.com" titled "How To Become an SEO (how I did it, and how you can, too!)" with a date of "29 Feb 2012". The third result is another snippet from "www.locationrebel.com/become-an-seo-freelancer/" titled "How to Become an SEO Freelancer in 48 Hours - Location Rebel" with a date of "1 Nov 2016". The fourth result is a snippet from "www.lynda.com/learning-paths/Marketing/become-an-seo-expert/" titled "Become an SEO Expert - Learning Path - Lynda.com".

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**  
**Ad** [www.total-seo.co.uk/get-on-google](http://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...>

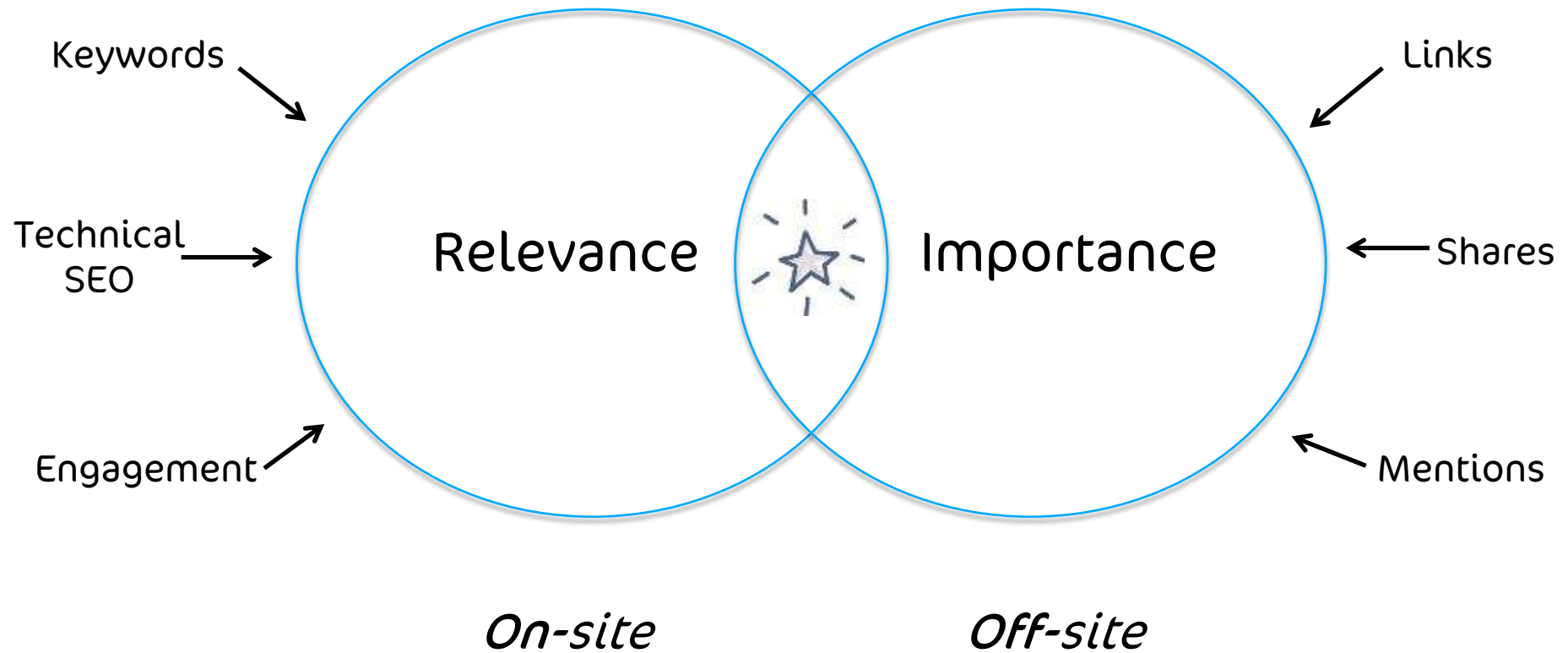
About this result Feedback

**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-...> ▼  
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**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



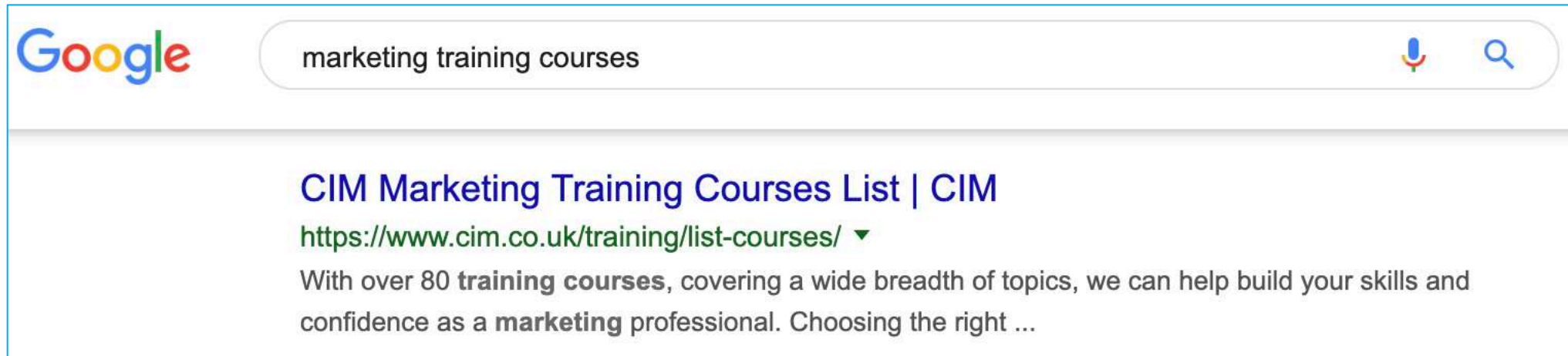
# On-site SEO (keywords)



Prove your web  
pages are  
**RELEVANT**

- Page titles
- Meta descriptions
- URLs
- Body copy

# On-site SEO (keywords)



# Off-site SEO (links)

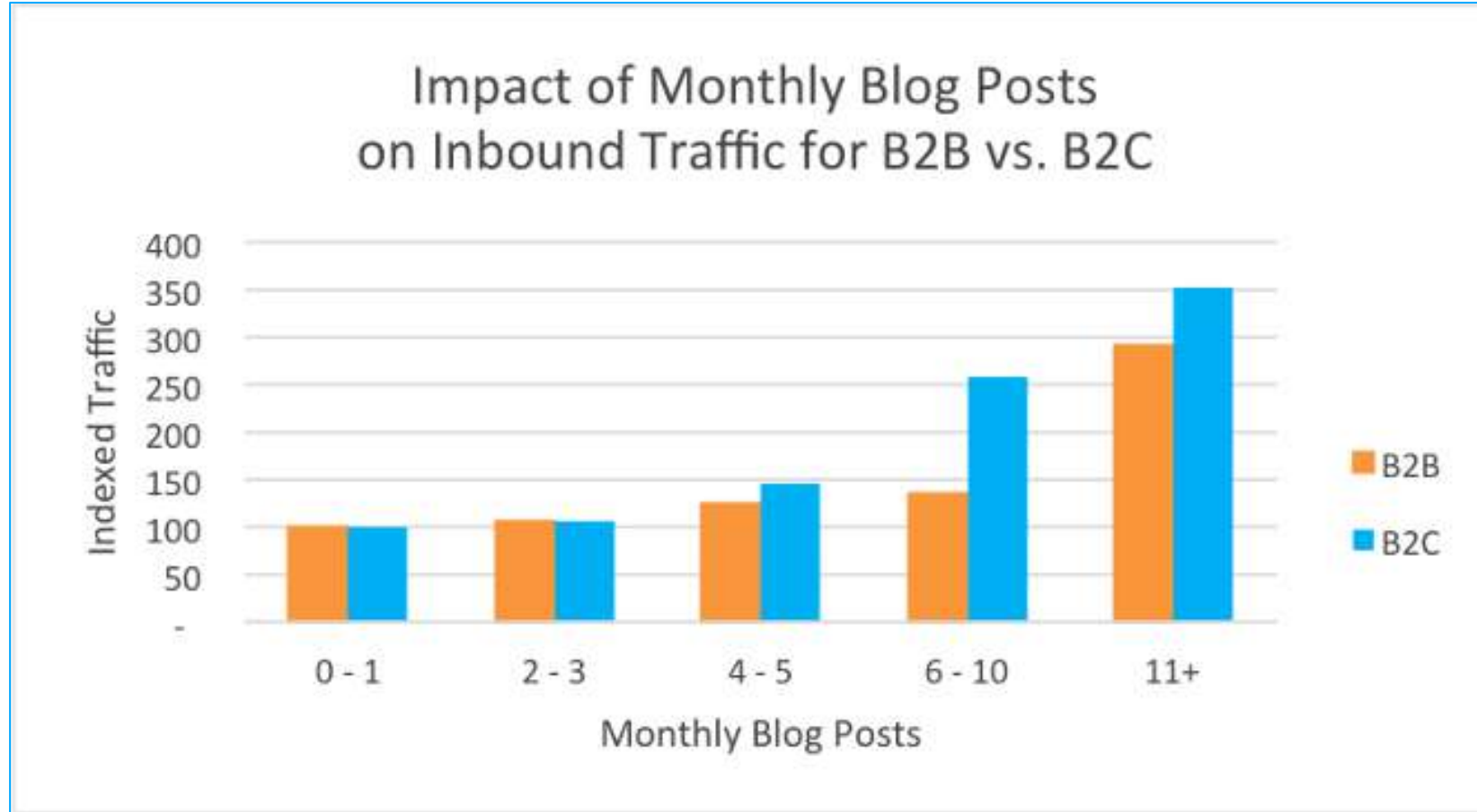


**Prove your  
website is  
IMPORTANT**

In-bound links, from:

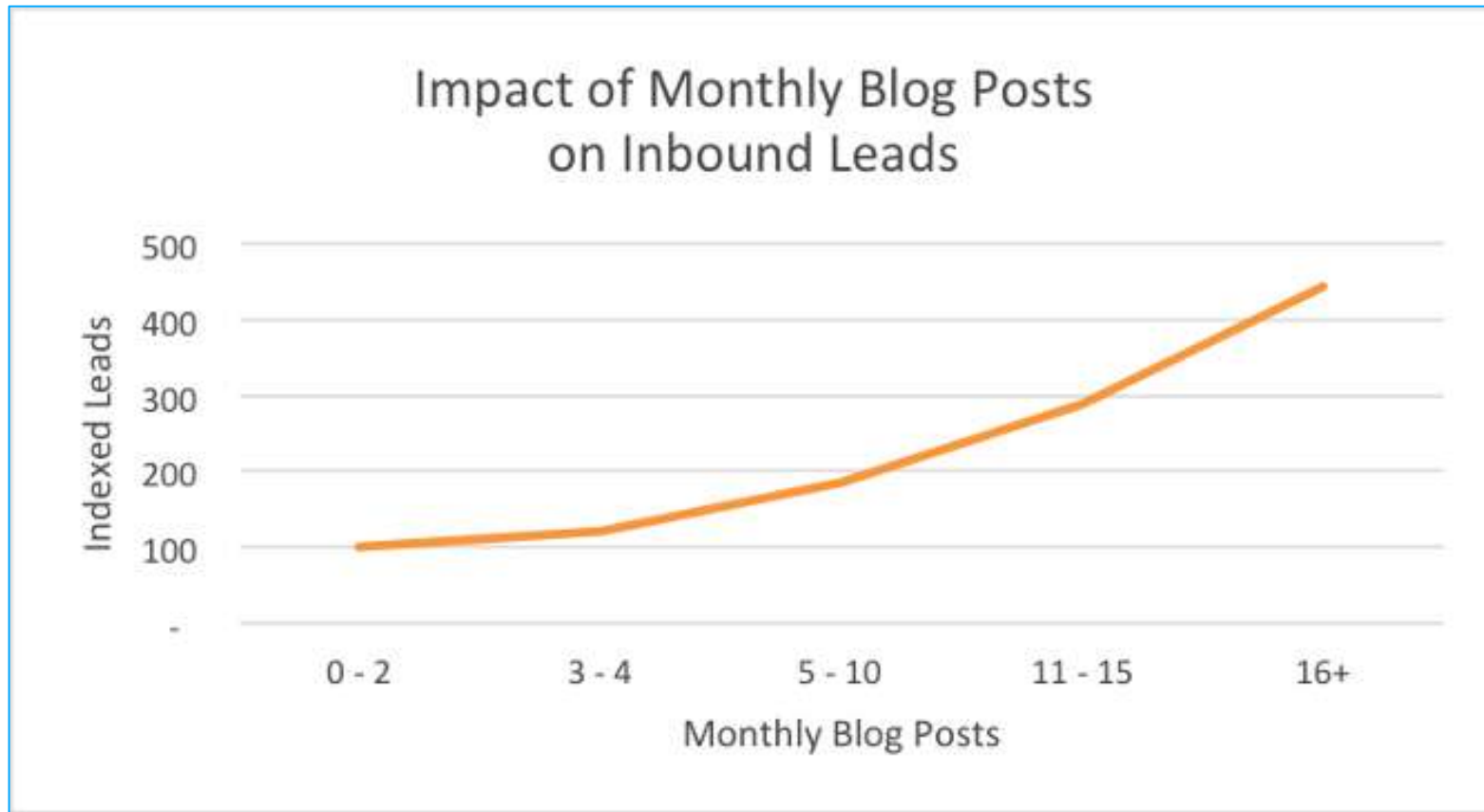
- Relevant domains
- Authority domains

# SEO = content





# Content = enquiries and sales



# Major Google updates that affect your content

# 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

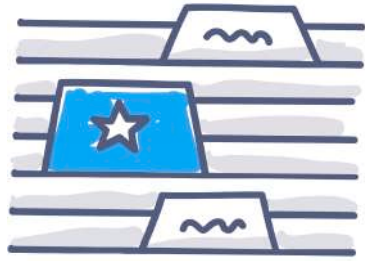
# SEO Summary

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



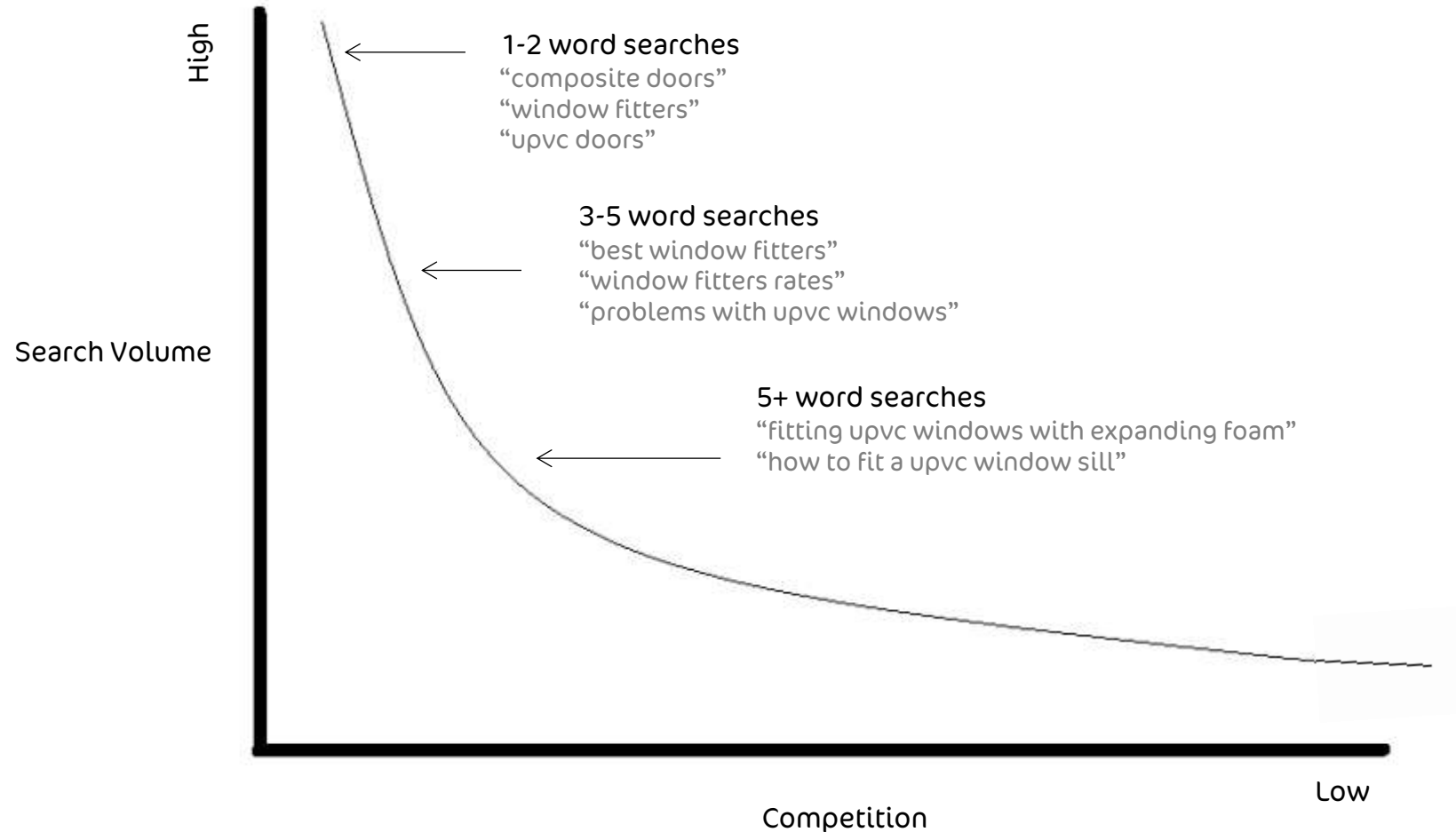
What needs  
improving?

Data points:

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



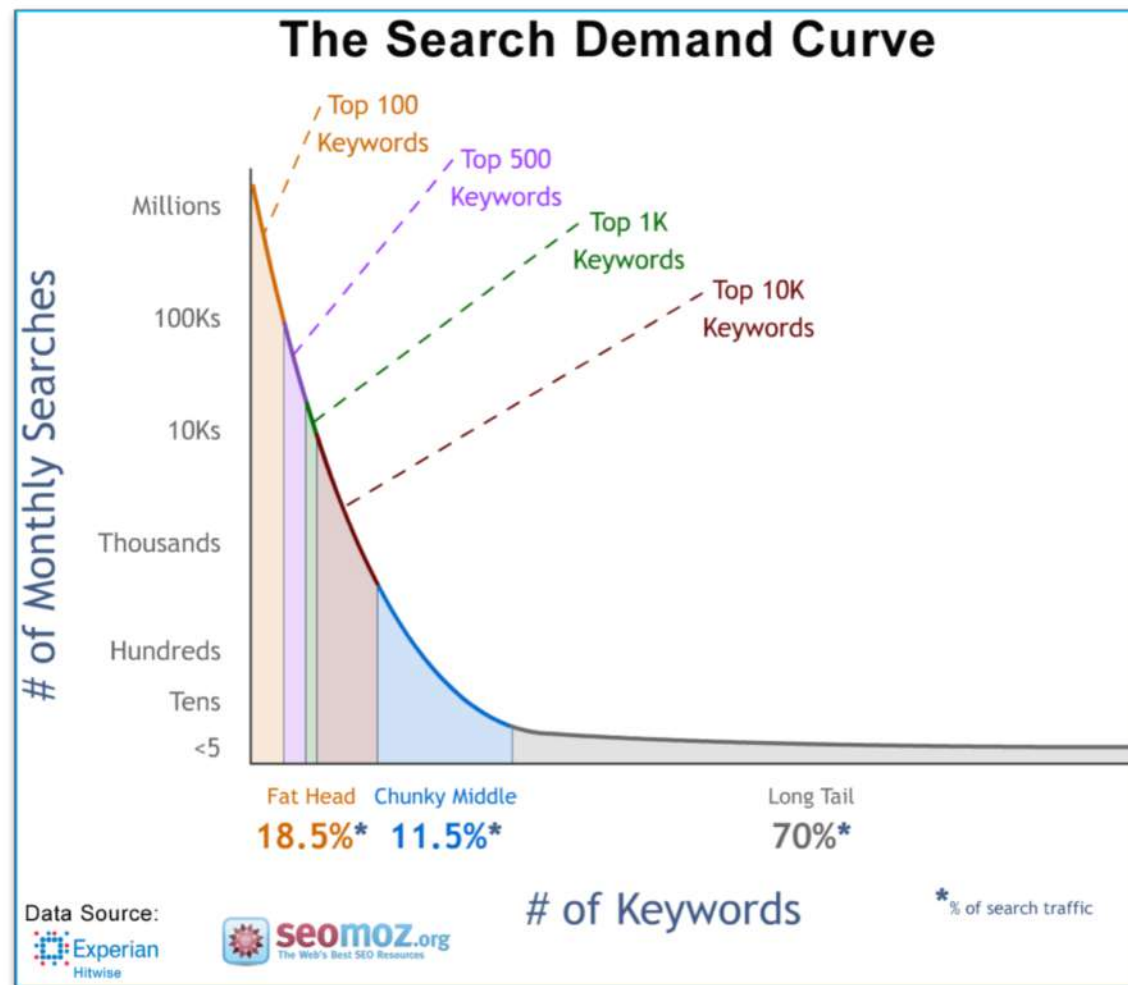
# Keyword research



# Keyword research

## “Long tail” keywords:

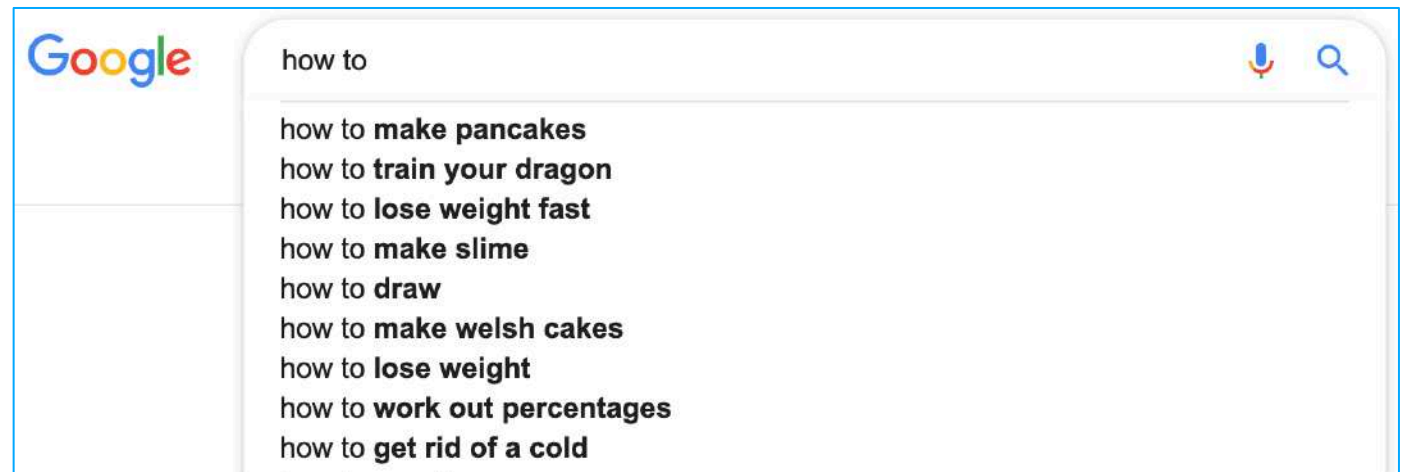
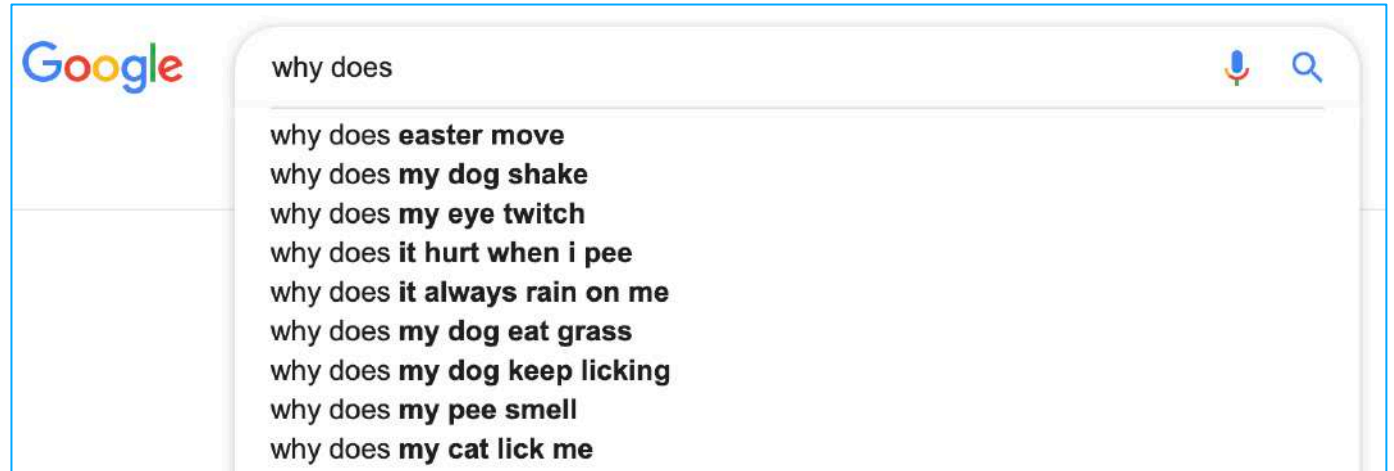
- low volume
- low competition
- highly specific
- higher conversions



# 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



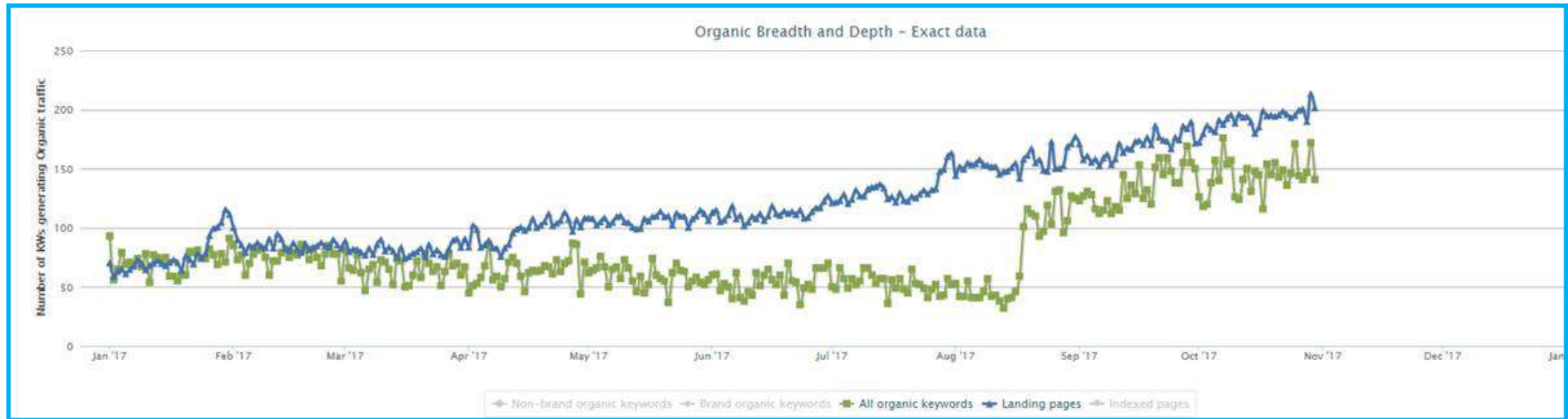
For on-site  
and off-site  
pieces

Bringing it all together:

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

# Fixing your content

# Chain restaurant example





# Recycling

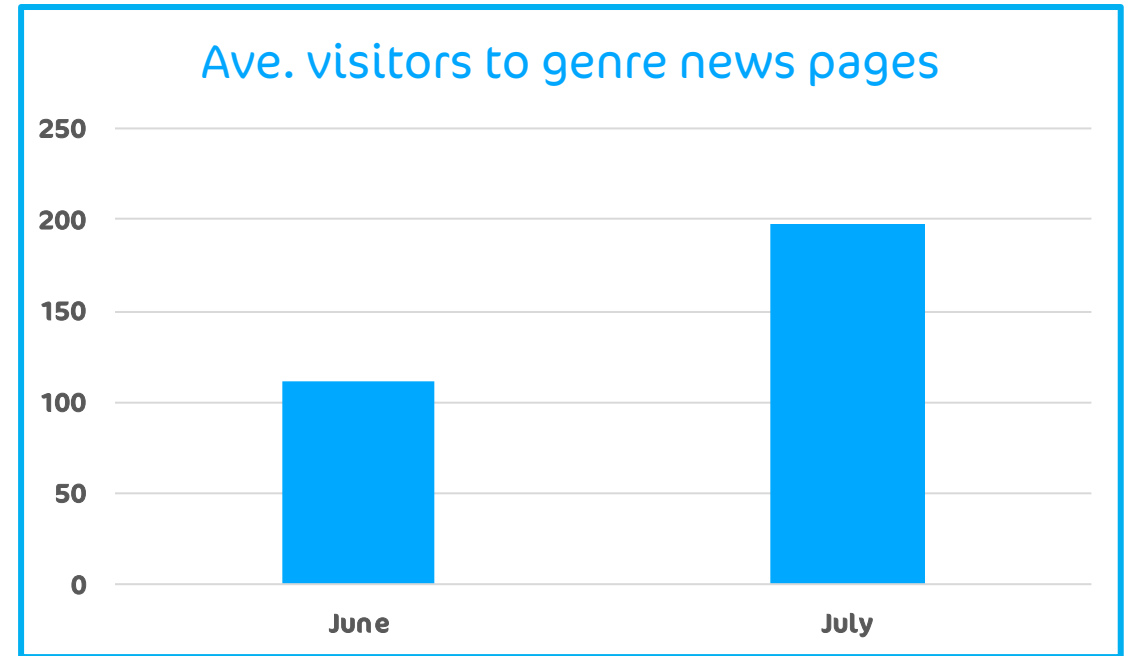
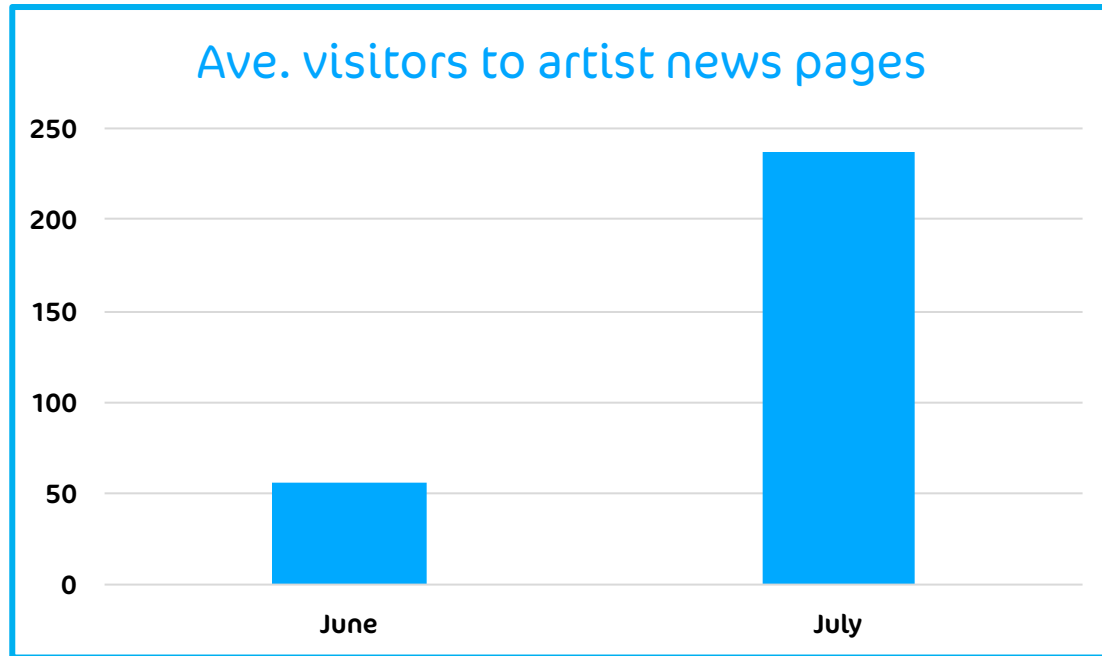


The content  
marketing  
quick win

Work with what you've got:

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

# Music publisher example



# EAT compliance

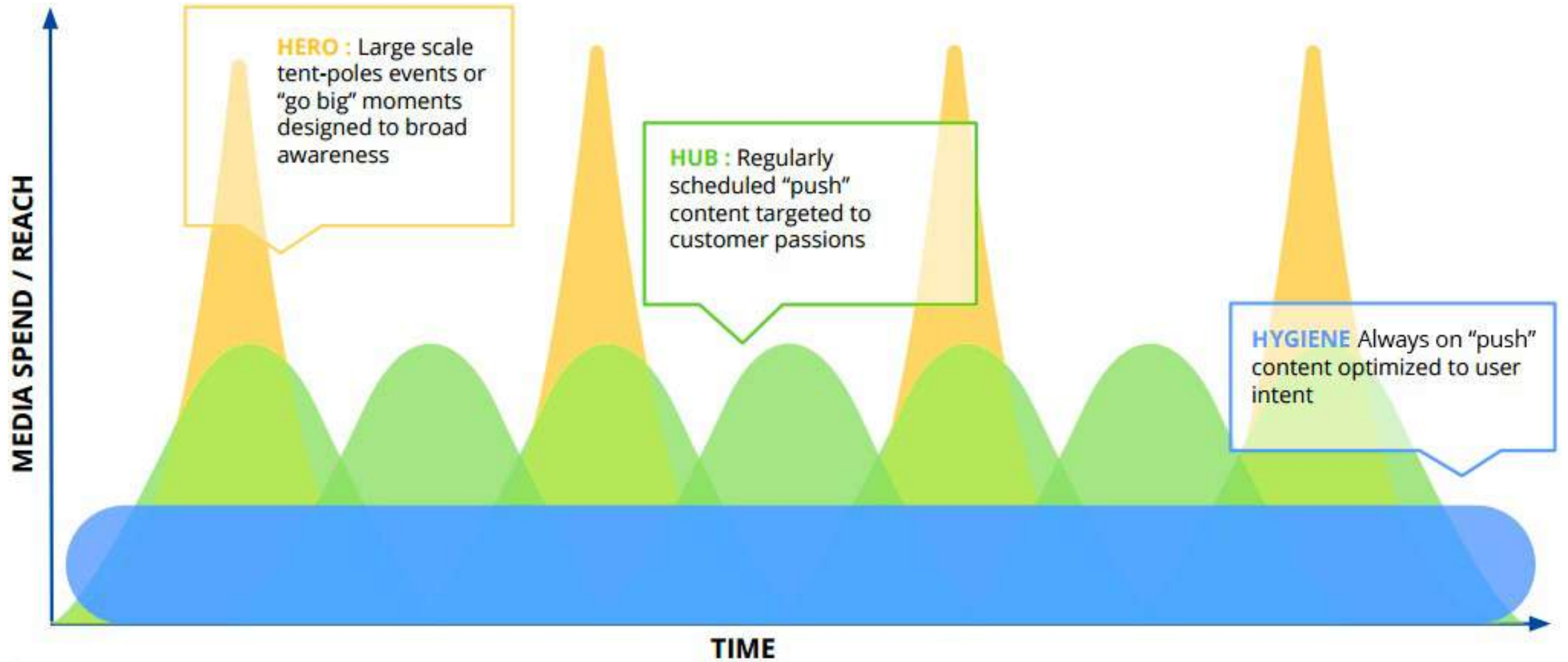


**The new best  
practice for  
content creation**

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

# Promoting your content

# The Hero, Hub, Hygiene model



# The big “hero” 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

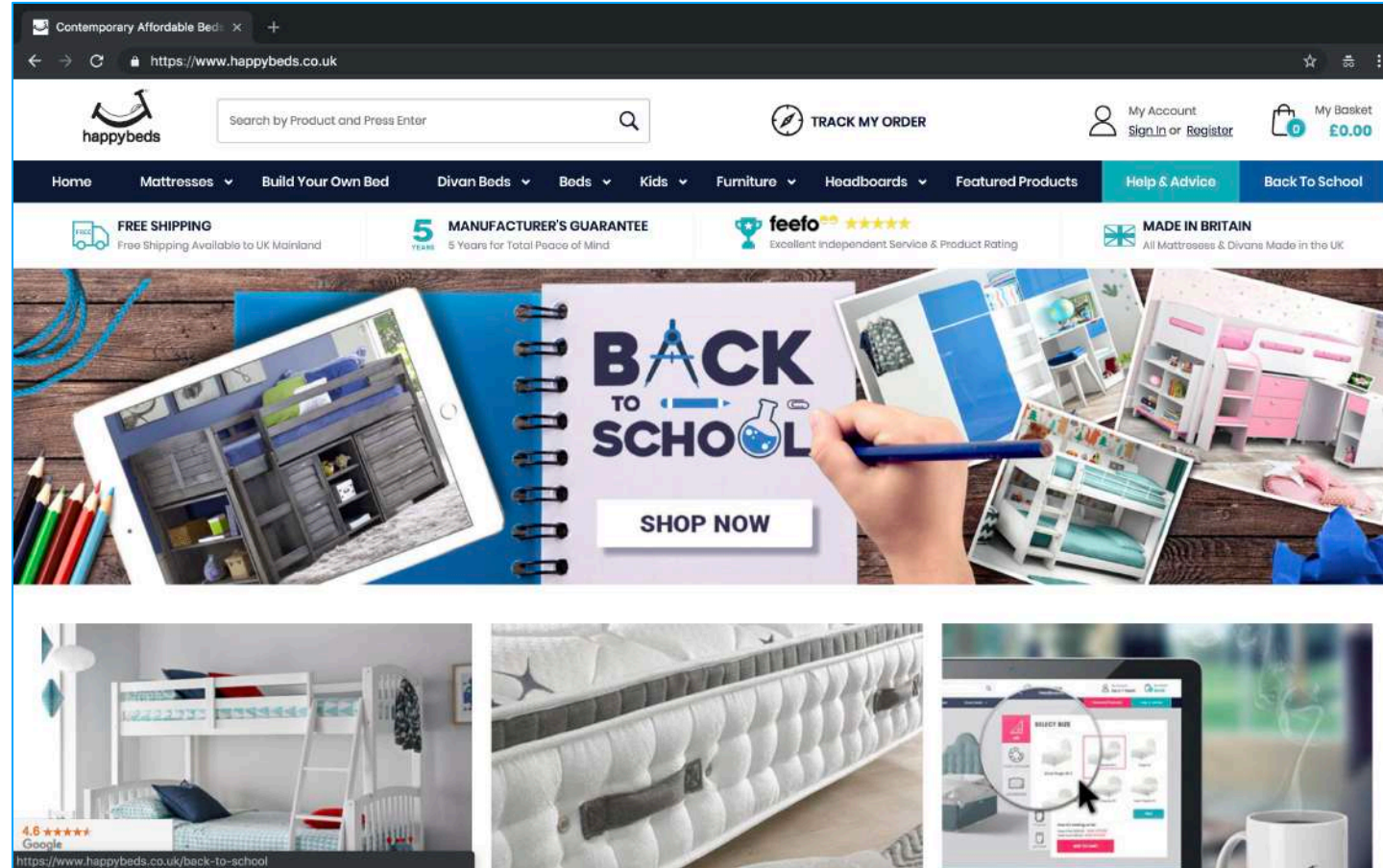
The  
important bit

£27,500 in new business last month



Here's how it all  
comes together...

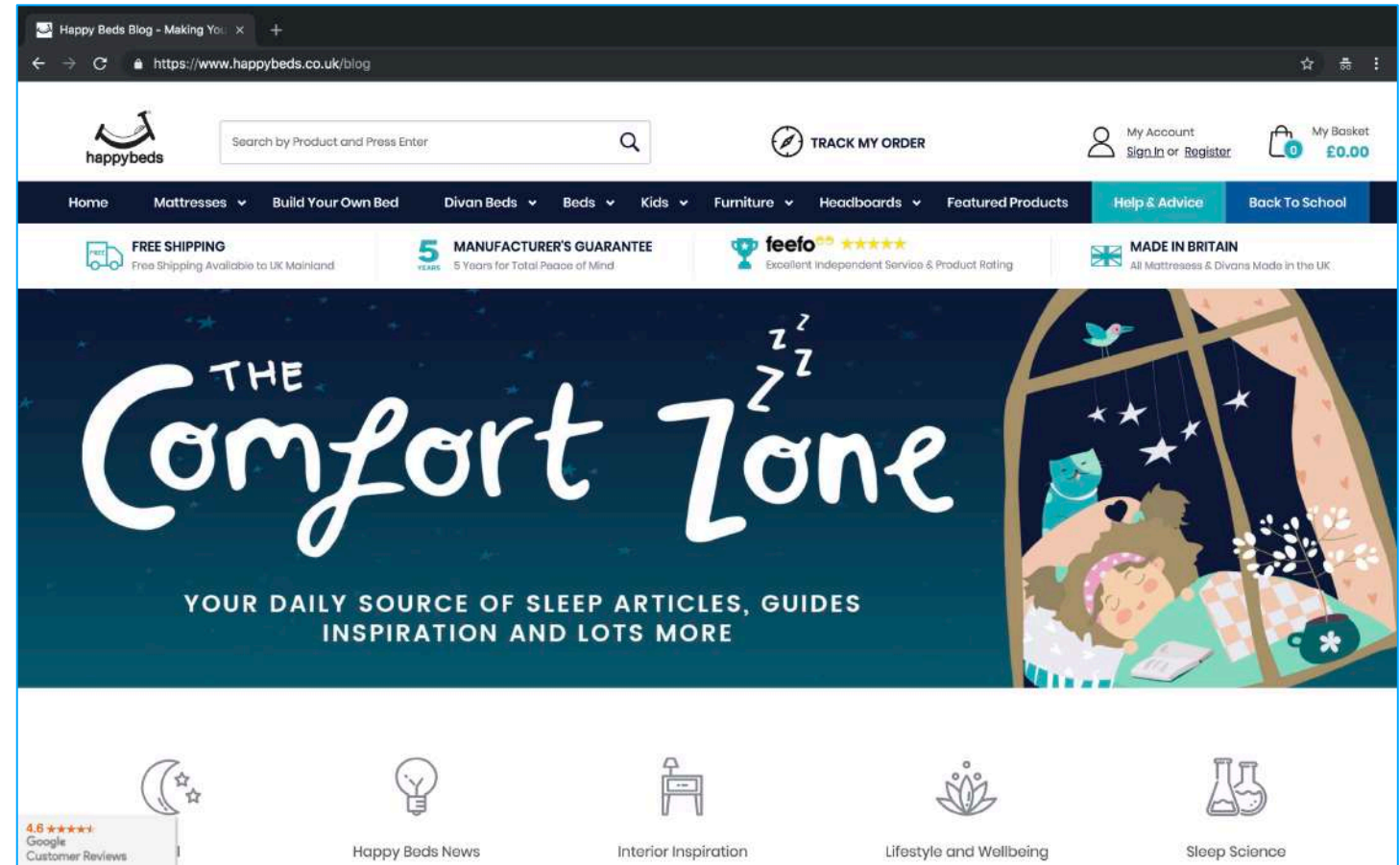
# Happy Beds



# 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

Google search results for "bunk beds".

Search results include:

- Loaf Clamberdoodle Kids Bed | Kids' Cabin Bed | loaf.com**  
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**  
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**  
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**  
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**  
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

See bunk beds

Sponsored

Product listings include:

- Oxford Single Bunk Bed in... £189.97 Furniture 123 ★★★★★ (45) By Google
- Tucker Single Bunk Bed Just... £268.99 Wayfair.co.uk By Productcaster
- Jayden Triple Sleeper Bunk V... £449.99 Wayfair.co.uk By Productcaster
- Julian Bowen Orion Bunk Be... £349.00 childrens bed sh... ★★★★★ (6) By Google
- Sky Bunk Bed in Oak - Ladder C... £249.97 Furniture 123 ★★★★★ (7) By High Street ...
- John Lewis & Partners Wilton... £299.00 John Lewis & Pa.. ★★★★★ (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



# Any questions?

Visit: [LibertyMarketing.co.uk](http://LibertyMarketing.co.uk)

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