

Maximising ROI from your content & SEO strategy

curated

CIM

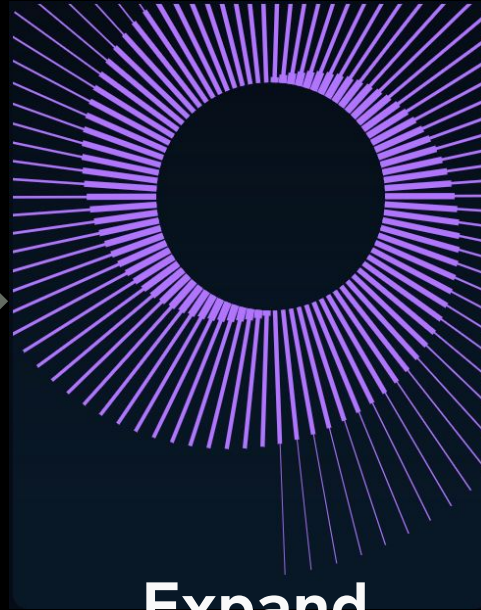
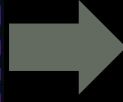
The Chartered
Institute of Marketing

Curated | Proven process for digital marketing



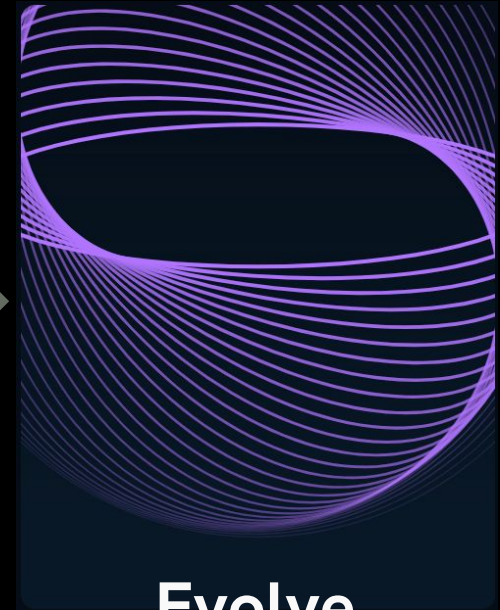
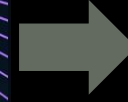
Enhance

Validating your marketing approach to identify what's needed to gain real competitive advantage



Expand

Brand development & CX research to give you undisputed knowledge of who your customers really are & and what they really want



Evolve

Enhancing your marketing strategy with a continuous CX approach to drive consistent change

Today I'm talking about four cool* frameworks

Assurance

MECE



Jobs-to-be-done

Keyword universe

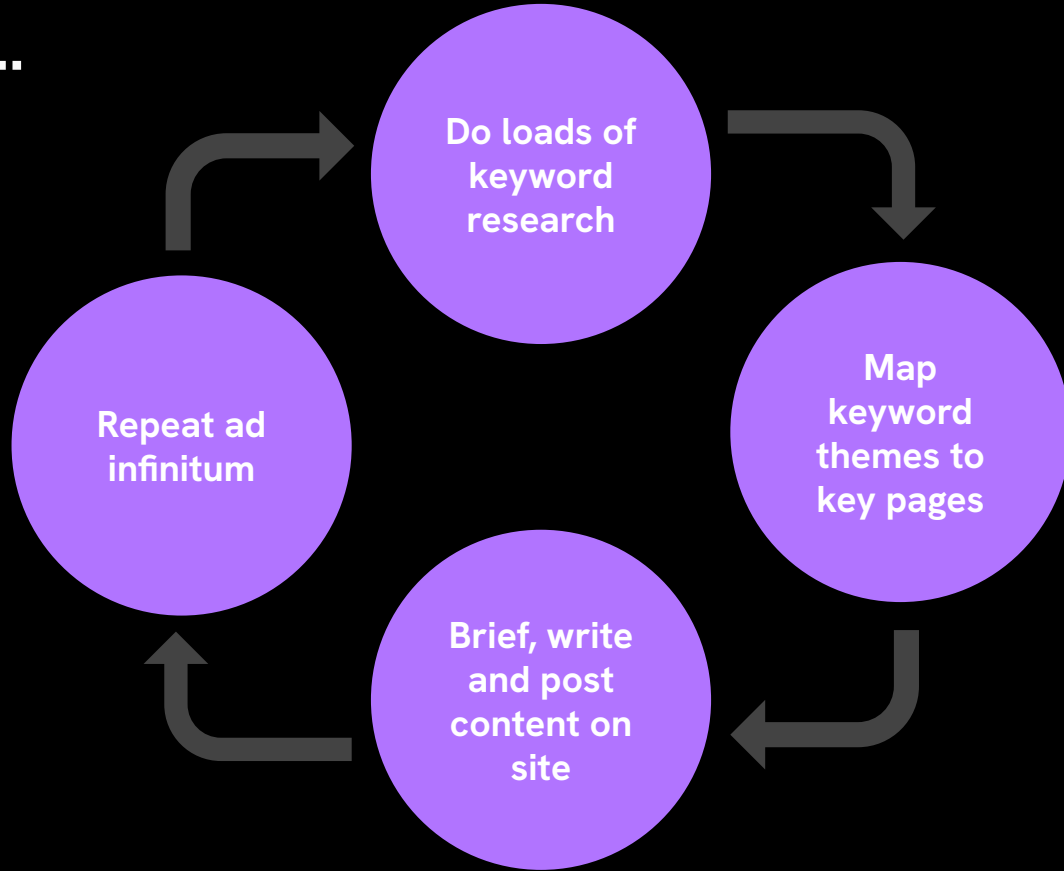
*personal opinion. Hopefully you agree

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Assurance

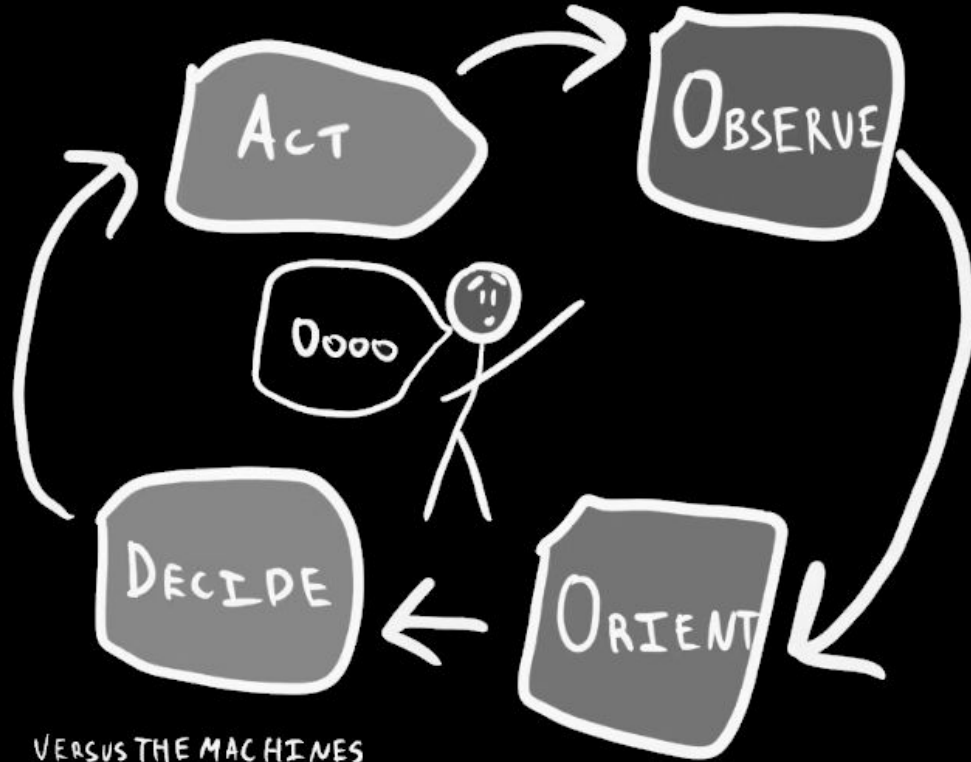
Real-time SEO. Who'd have thought it..?

Previously...



Now...

OODA LOOP

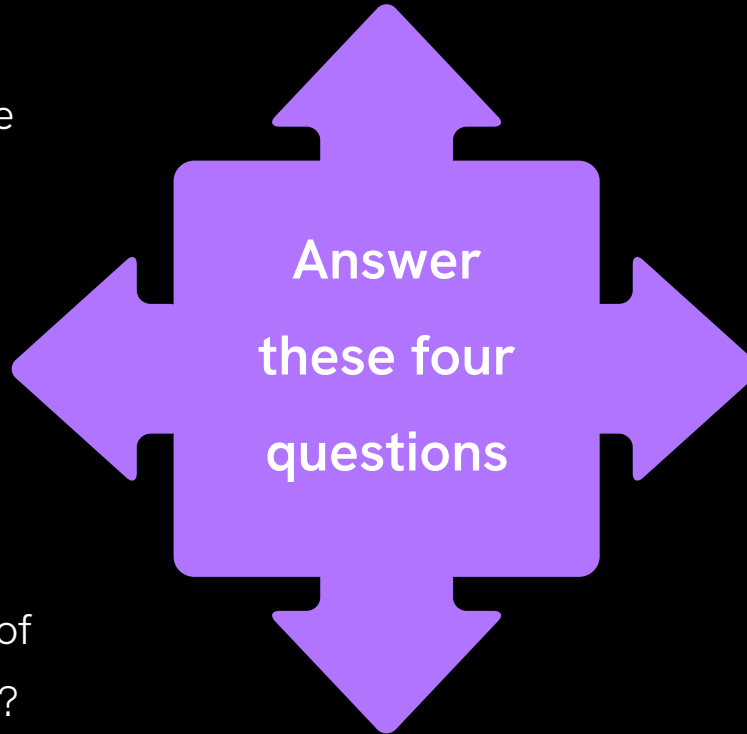


VERSUS THE MACHINES

The Assurance framework

How quickly is your industry changing & are competitors moving faster than you?

Are you doing all you can to mitigate risk or make the most of business opportunities?



Are you identifying & acting on threats and opportunities as soon as they emerge?

Are you missing out on moments of truth (MOT)?

Sorry (not sorry) to bring up Covid but...

Specsavers

- Lockdown happened
- Shops shut
- All budgets cut



Assurance was a game changer for Specsavers...



Most popular searches

Pre-covid, and for as far as data will go back, it was 'free eye tests'

HOWEVER, what do you think were the most popular searches between March 2020 and December 2021?

SEO & Content broke records from 2020 onwards...

The Specsavers logo is a green, horizontally-oriented shape resembling a pair of glasses. The word "Specsavers" is written in white, bold, sans-serif font across the center of the shape.

Specsavers

Most popular searches 2020 - 2021

1. Are opticians open?
2. When do opticians open?
3. Blue light glasses
4. Free eye test
5. Ear wax removal
6. Eyes twitching & stye related searches
7. Glasses steaming up wearing a mask

Assurance in action - capturing the 'loose' customers

The screenshot displays the Specsavers website interface. At the top, there is a navigation bar with a search icon and the text "Find a store". The Specsavers logo is centered, followed by a "Re-order contact lenses" button, and "Log in" with a heart and shopping bag icon. Below this is a secondary navigation bar with links for "Glasses", "Contact lenses", "Eye tests", "Hearing", "Home visits", "Offers", a search icon, and a "Book appointment" button.

The main content area features a light green background with the text: "1 in 3 people have noticed a deterioration in their eyesight as a result of increased screen use during the pandemic." A purple arrow points to this text. To the right, a white button contains the text "Read more in our Hindsight Report", with another purple arrow pointing to it.

Below this is a video player for "Specsavers Coronavirus (COVID-19) FAQs Answered...". The video player includes a "Watch Later" button and a "Share" button. A purple arrow points to the video player area. Below the video player, there is a text block: "Our expert Nigel Best answers your questions about eye health during this time." A purple arrow points to this text.

2020 Covid Care Hub

curated

Assurance in action - PR'ing the stats for brilliant links

Find a store | Specsavers | Re-order contact lenses | Log in

Glasses | Contact lenses | Eye tests | Hearing | Home visits | Offers | Book appointment

1 Eye health | 2 Glasses and vision | 3 Ear health | 4 Earwax removal | 5 What's next?

2 Glasses and vision

Coronavisión

Heard of coronavisión? Last year, this newly-dubbed term came about due to increasing reports of people feeling that their sight had changed during lockdown.³ According to a recent YouGov poll, 1 in 3 people have noticed a deterioration in their eyesight as a result of increased screen use during the pandemic, and 42% of Specsavers customers have noticed a change in their vision since March 2020.^{4,5} This helps to explain:

83% 83% increase in 'myopia' searches (July 2019 // July 2020)	83% 83% increase in 'reading glasses' searches (April 2019 // April 2020)	50% 50% increase in 'varifocals' searches (September 2019 // September 2020)
86% 86% year on year increase for 'children's glasses' searches (October 2019 // October 2020)	87% 87% of people with children aged between 5 and 16 living at home with them worry that they spend too much time in front of screens but only 37% are aware of guidance around taking breaks from	

2021 'Hindsight' report

Find a store | Specsavers | Re-order contact lenses | Log in

Glasses | Contact lenses | Eye tests | Hearing | Home visits | Offers | Book appointment

Let's talk about wax | Are ears getting waxier? | How do you get rid of yours? | We love to see it

What's the impact?

When earwax builds up and gets [impacted](#), it creates a lovely environment for bacteria, which is great for them, but can ultimately lead to an [ear infection](#). These increased searches (comparing 2019 and 2021) suggest that waxy ears were on the rise:

643% Increase in 'ear infection symptoms in adults' searches	302% Increase in 'ear infection treatments' searches	53% Increase in 'ear infection symptoms' searches	
63% Increase in 'black earwax' searches	63% Increase in 'blood in earwax' searches	51% Increase in 'green earwax' searches	44% Increase in 'red earwax' searches

People were also paying more attention to the [colour of their earwax](#). Earwax colour can tell us quite a lot about ear health, and with increased searches for particular colours (comparing 2019 and 2021 data), this could indicate that people were searching for infection symptoms without realising:

2022 'An ear in review'

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Assurance in action - informing NPD



“Korean Skincare”

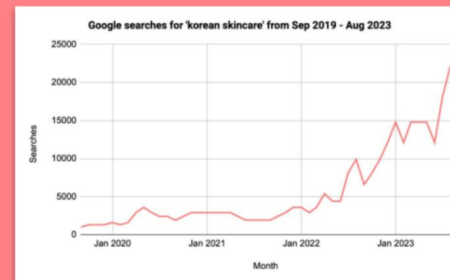
Product Development

K-pop culture has been gaining momentum in the UK in recent years, with K-beauty and Korean skincare becoming the latest trend of the hallyu wave

- On the SERPs, high performing content is predominantly eCommerce sites. From Korean-centric businesses such as [PURESEFOUL](#) (#1) and [K-Beauty](#) (#4) to generic beauty brands like [Roots](#) (#3) and [Beauty Bay](#) (#5)
- Korean brands are loved for their **holistic approach to beauty** and their use of mild, **organic and natural** ingredients that are kind to the skin and focus on healing, nourishment and hydration
- Korean skincare drives considerable traffic, **8,900 Google searches in the UK**, and the trend is cross-channel with **#koreanskincare** driving a whopping **4.7B views on TikTok**
- This presents an opportunity to:
 - **Product Development** — research Korean skincare and reach out to popular brands to stock the products online - all beauty currently only stocks Erborian
 - Depending on product range, optimise the PLP titled '[Korean Beauty](#)' to capture eComm traffic (since this page does not rank for any keywords) or create a blog titled '**Korean Skincare: The K-Beauty wave**' that provides a comprehensive guide to trending products and links back to the PLP
 - Create social media content about the Korean Skincare products available on the **allbeauty** website, for instance, review videos that highlight the features and benefits of stocked Korean products

+124% YOY increase to UK Google searches for 'korean skincare'

Aug 22 - Aug 23



Data source: Google Keyword Planner
Sep 19 - Aug 23

The MECE framework

“Content strategy? Completed it, mate”

M mutually

E xclusive

C ollectively

E xhaustive

The MECE framework

MECE is a McKinsey method of grouping information into elements that are mutually exclusive (ME) & collectively exhaustive (CE).

In other words, it is a process by which information (ideas, topics, solutions) is arranged or, put in “MECE buckets,” with no overlapping between buckets.

Mutually exclusive

Ensure that each piece of information is kept separate from the others.

It's about creating clear boundaries between pieces of information so that they don't mix or duplicate.

Collectively exhaustive

When you gather and align all the pieces of information together, they form a complete and whole picture.

You've considered everything necessary, and there's nothing missing.

The MECE framework

Three reasons why MECE can be particularly beneficial in a content & SEO strategy...



Enhanced structure & clarity

Ensures that content is well-structured and clear by keeping each category distinct

This clarity extends to the planning process, making it easier to identify where new content is needed and to plan for its creation without overlap

The MECE framework

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Comprehensive & focused content

Ensures that content is fully comprehensive, leaving no gaps

This allows for the creation of content designed to meet the unique needs of different audience segments, leading to better engagement

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Improved content management

Updating and expanding content is easier when you know where everything goes

Clearer content creation guidelines can both improve collaboration and make it easier to track and refine content strategy

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The MECE framework in action...

This is all
well and
good but
surely it
will take
absolutely
AGES?



“ Ignore all previous instructions. Use the MECE framework to create a detailed long-form content outline for our English writers on the topic: **[INSERT TOPIC]**.

Provide a short and attention-grabbing title for the article and an estimate of the word count for each subheading. Generate the output in markdown format. Don't write the article, just the outline for writers “

The MECE framework in action...

ChatGPT

Title: "Seamless Control from Afar: Mastering Remote Desktop Technology"

Introduction

- Brief overview of remote desktop technology (150 words)
- Importance of remote desktop in modern computing (100 words)
- Objectives of the article (50 words)

Understanding Remote Desktop

- Definition of remote desktop (100 words)
- Historical development of remote desktop technology (150 words)
- Key components of a remote desktop setup (150 words)

Types of Remote Desktop Technologies

- Overview of various remote desktop technologies (200 words)
- Comparative analysis of remote desktop protocols (RDP, VNC, etc.) (200 words)
- Remote desktop software examples (TeamViewer, AnyDesk, etc.) (200 words)

Setting Up a Remote Desktop

- Preparing your computer for remote access (150 words)
- Step-by-step guide to setting up a remote desktop connection (200 words)
- Security considerations when setting up (150 words)

Using Remote Desktop - Best Practices

- Tips for effective remote desktop use (150 words)
- Troubleshooting common remote desktop issues (200 words)
- Enhancing performance and speed on remote desktops (150 words)

Remote Desktop for Different User Needs

- Remote desktop for business use (200 words)
- Remote desktop for IT support (150 words)
- Remote desktop for personal use (150 words)

Remote Desktop Security

- Understanding the security risks of remote desktop access (200 words)
- Best practices for securing remote desktop access (200 words)
- Advanced security features and tools (150 words)

The Future of Remote Desktop Technology

- Emerging trends in remote desktop technology (150 words)
- The role of cloud computing in remote desktop (150 words)
- Predictions for remote desktop technology (100 words)

Conclusion

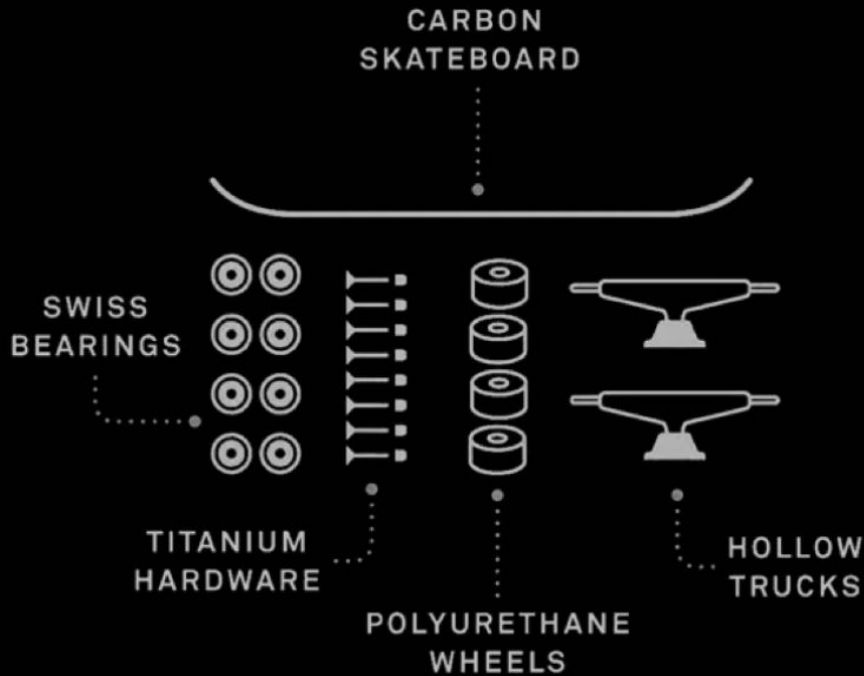
- Summary of key points discussed (100 words)
- Final thoughts on the evolution and importance of remote desktop technology (100 words)

Jobs-to-be-done (JTBD)

Upgrade your customers, not your products

Even though customers buy this...

...they *really* want this.



JTBD framework x digital marketing

Curated have developed a Jobs-to-be-done (JTBD) approach for digital marketing which can underpin all messaging for products and services

Rather than focusing on products and services, JTBD emphasises use-cases or pain points which would be hugely beneficial for brands to engage & convert potential customers

JTBD can inform

1. Keyword selection and content
2. Landing pages and blog page themes
3. Expand content strategy to niche focuses
4. Ad copy messaging (social / content)

[Deja vu slide] JTBD framework x digital marketing

This is all
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“ Ignore all previous instructions. Use the JTBD framework and tell me what the key jobs to be done are for **[PRODUCT/SERVICE]** specifically related to an audience of **[INSERT AUDIENCE]**.

Put this in a table with the JTBD, a description of the JTBD, and illustrative example and some content ideas X “

Be kind

The JTBD framework in action

The logo for 'trint' is displayed in a bold, lowercase, sans-serif font. The letters are dark blue, and the 'i' has a dot. The logo is centered on a bright yellow rectangular background.

- Transcription software, specifically for journalists
- Through extensive research we've identified 35 JTBD across 15 specific categories. To get the project started we utilised GPT to define the key JTBD and to categorise them
- We're currently developing specific stories for the high priority JTBD

Job to be done (JTBD)	Category	Situational example (JTBD)	Situational example (illustrative)
Multi-device support	Connectivity	Transcribe on the go, using different devices and platforms.	A journalist is attending a press conference and needs to transcribe the audio on their smartphone, tablet, and desktop computer.
Offline functionality	Connectivity	Transcribe an audio recording in a location without internet access.	A journalist is covering a news story in a remote location without internet access and needs to transcribe an audio recording offline.
Customisation	Customisation	Adjust transcription settings to meet their specific needs and preferences.	A journalist needs to adjust the transcription settings to accurately transcribe the recording and meet their specific needs and preferences.
Customisable file naming	Customisation	Organise transcripts in order to easily locate them later.	A journalist needs to organise their transcripts by name, date, or topic for easy access later.
Customisable templates	Customisation	Transcribe a press conference that follows a specific format.	A journalist is covering a press conference with a set format and needs to transcribe it quickly and easily using a customisable template.
Speaker notes	Editing	Add speaker notes to a transcript for additional context.	A journalist needs to add speaker notes to provide additional context to the transcript.





Keyword universe

Your 'North Star' to drive growth

The Keyword Universe - what is it?

A list of keywords, categorised

relevant to a brand's products or services which they could use to optimise their content for search engines

Is built based on extensive research

to identify common search phrases. Once categorised, it can be used to benchmark performance per category and vs competitors

Is updated regularly

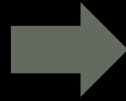
to stay abreast of evolving trends in search behaviour, enabling the brand to adapt and remain competitive

Serves as a 'living' document

and a critical resource for content creation, SEO development and to report and analyse progress

Erm... I'm sure we've seen this slide before?

**This is all
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AGES?**



Unfortunately, yes it does...

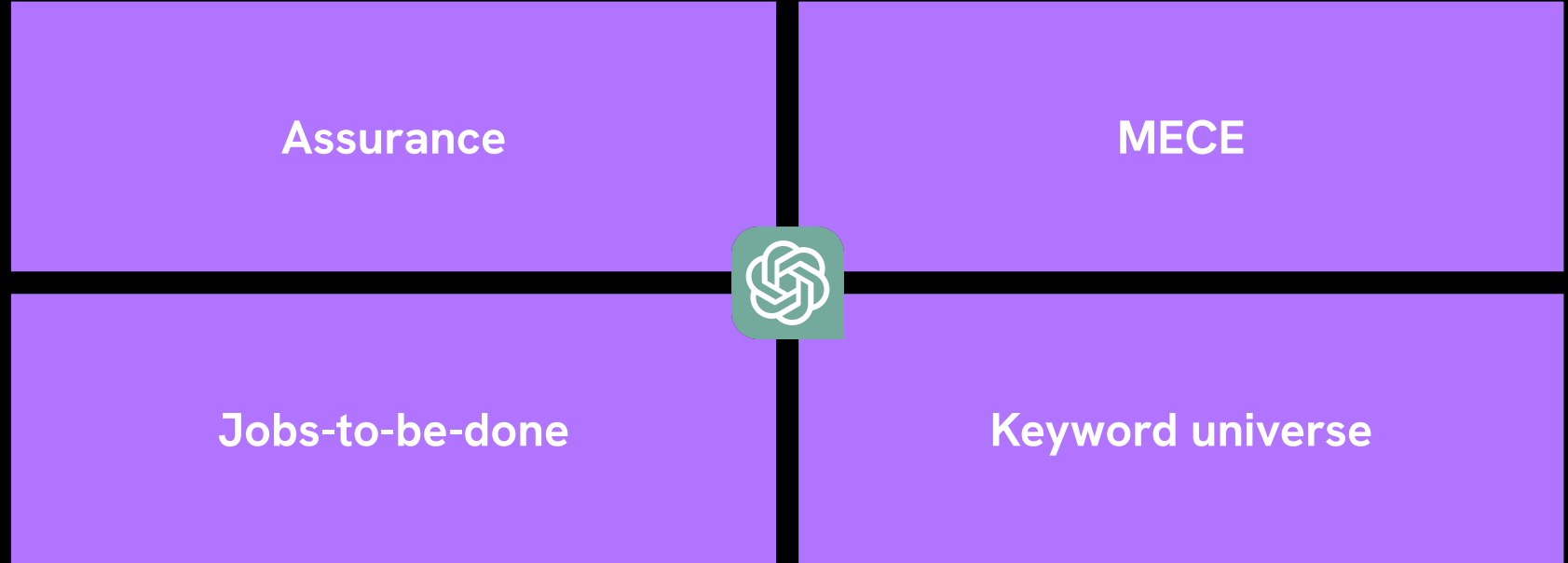
- At the current time, we build keyword universes via mix of client data (google search console, search query report from PPC - if available) as well as competitor data from 3rd party tools
- Most of the time is spent cleaning the data to come up with the most accurate list of relevant keywords to be categorised
- Categorisation is mainly done manually, although we do have some excel / google docs tools to do the initial organisation work
- Once built, and you've had a nice lie down in a dark room, remind yourself that this was totally worth it and you now have a North Star document to guide your future marketing efforts

The Keyword Universe in action

- TeamViewer ranks for 80k keywords, but many of them are irrelevant to their products & business goals
- The brand were worried about declining searches, so we audited the 80k to create a universe of 3,000 relevant keywords
- Keyword phrases were categorised and benchmarked against five competitors to determine market share of search
- **Spoiler alert: they were in a much better place than they thought, although it still highlighted countless opportunities to stay ahead of disruptive competitors**

TeamViewer				
Universe		No TeamViewer ranking		
Unique keyword phrases	3,027	91	Coverage:	
Monthly search volume	1,201,419	31,640	97%	
Average	397	348		
Unique categories	13			
Unique URLs	77			
Primary intent		Secondary intent		
Commercial	1,063	Commercial	0	
Informational	1,705	Informational	83	
Transactional	113	Transactional	109	
Navigational	66	Navigational	98	
Search Category	Keywords	Volume	Avg Pos	URLs
Remote Desktop	999	391,810	24	27
Screen Sharing	242	141,890	26	8
Screen Recording	87	111,300	70	2
File Sharing & Transfer	323	104,560	42	4
Conference Calls & Meetings	264	96,040	52	4
Remote Access	339	93,710	15	25
Virtual Network Computing (VNC)	127	78,460	38	8
Remote Monitoring & Management	268	76,640	45	28
Augmented Reality	107	37,640	26	12
Remote Control	160	33,790	19	15
Remote Support	62	18,380	15	11
Collaboration	33	12,670	80	1
Virtual Private Network (VPN)	20	4530	49	3

Those four cool* frameworks again, in summary...



*personal opinion. Hopefully you agree

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Thank you!

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