

# How to Use SEO Data to Fuel Your Content Marketing Strategy

Leverage SEO data to identify winning topics and present them in a search-friendly way.



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## Summary

# In this guide

One of the main challenges of content marketing is finding a reliable source of quality ideas. Those are your main assets, and you need a lot of them, and the whole thing is riding on your ideas being popular with your audience. Not just from time to time, but most of the time.

How do you source these ideas? Well, one of the ways is by using SEO techniques to find topics that are popular in search. By knowing popular search terms, aka keywords, you will be able to create and serve content that's already in demand with your audience.

In this guide, you will find detailed instructions on using SEO data to find new content ideas, as well as to improve on the existing content, both yours and your competitors'. We'll also offer a few easy tips on how to optimize your content for search, so that you improve your odds of attracting organic traffic.



PART 1

# Search for content ideas





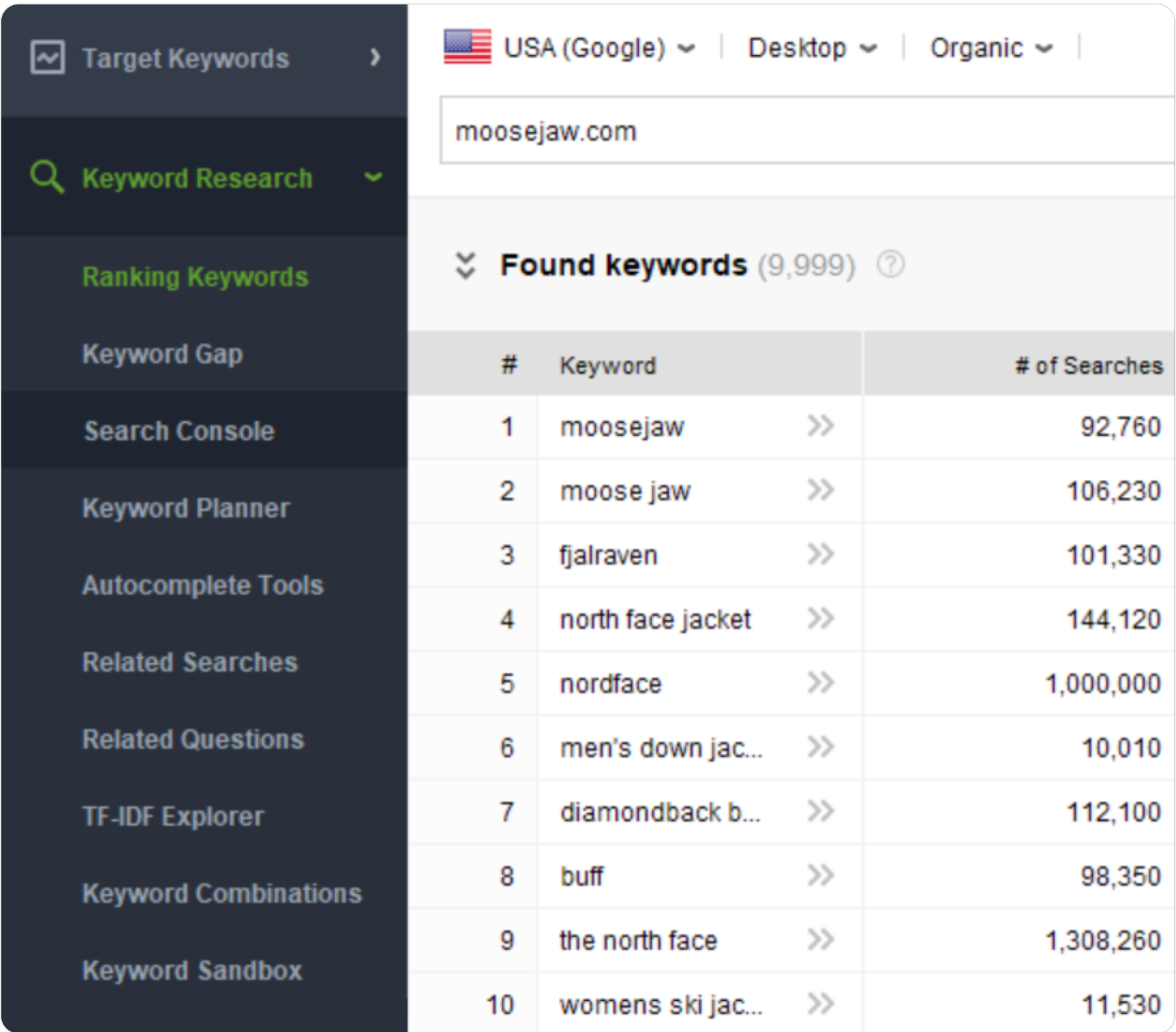
# Keyword research: collect keywords

The first stage of keyword research is a bit like a brainstorming session — we are going for quantity. The goal is to discover as many relevant keywords as possible, so that we can later select the ones with the highest potential. And because we are looking to collect thousands of keyword ideas, it is best to turn to specialized keyword research tools.

Now, there are plenty of keyword tools out there, like [Google Keyword Planner](#) or [AnswerThePublic](#), but they are often limited to just one research method or just one data source, so you have to use a bunch of them in order to view the whole picture. Instead, we suggest looking for a keyword research aggregator — a tool that merges multiple data sources and research methods. For the purposes of this guide, we are going to use [Rank Tracker](#).

## HOW TO USE RANK TRACKER

- 1 Launch [Rank Tracker](#), create a project, and go to the *Keyword Research* tab to find nine different keyword research methods.
- 2 Use *Ranking Keywords* to find top keywords driving traffic to any website.
- 3 Use *Keyword Gap* to find keywords that your competitors rank for but you don't.
- 4 Use remaining methods to find keywords based on different types of semantic associations.
- 5 View all discovered keywords in the *Keyword Sandbox* tab.



The screenshot shows the Rank Tracker interface. On the left is a dark sidebar with a menu: Target Keywords, Keyword Research (selected), Ranking Keywords, Keyword Gap, Search Console, Keyword Planner, Autocomplete Tools, Related Searches, Related Questions, TF-IDF Explorer, Keyword Combinations, and Keyword Sandbox. The main area on the right has filters for USA (Google), Desktop, and Organic. A search bar contains 'moosejaw.com'. Below it, a section titled 'Found keywords (9,999)' contains a table with 10 rows of keyword data.

#	Keyword	# of Searches
1	moosejaw >>	92,760
2	moose jaw >>	106,230
3	fjalraven >>	101,330
4	north face jacket >>	144,120
5	nordface >>	1,000,000
6	men's down jac... >>	10,010
7	diamondback b... >>	112,100
8	buff >>	98,350
9	the north face >>	1,308,260
10	womens ski jac... >>	11,530

# Keyword research: filter keywords

Once you've used [Rank Tracker](#) to collect a list of keyword ideas, you are likely to have tens of thousands of them sitting in your *Keyword Sandbox*. Assuming you are not going to create tens of thousands pieces of content, we'll have to filter the list and find keywords that are likely to be the most popular with your audience. Here are the features of high-potential keywords and instructions on how to find them using Rank Tracker's filtering options:

## ✓ HIGH SEARCH VOLUME

Remove keywords that have an insignificant monthly search volume — usually anything below 750, but this varies by industry.

## ✓ LOW KEYWORD DIFFICULTY

Remove keywords that are already taken by strong players — indicated by keyword difficulty of 40 and above.

## ✓ GREATER KEYWORD LENGTH

Keywords that consist of three or more words will help you generate better content ideas than generic one-word keywords.

## ✓ HIGH RELEVANCE

Of remaining keywords, manually remove the ones that are off-brand for your particular website.

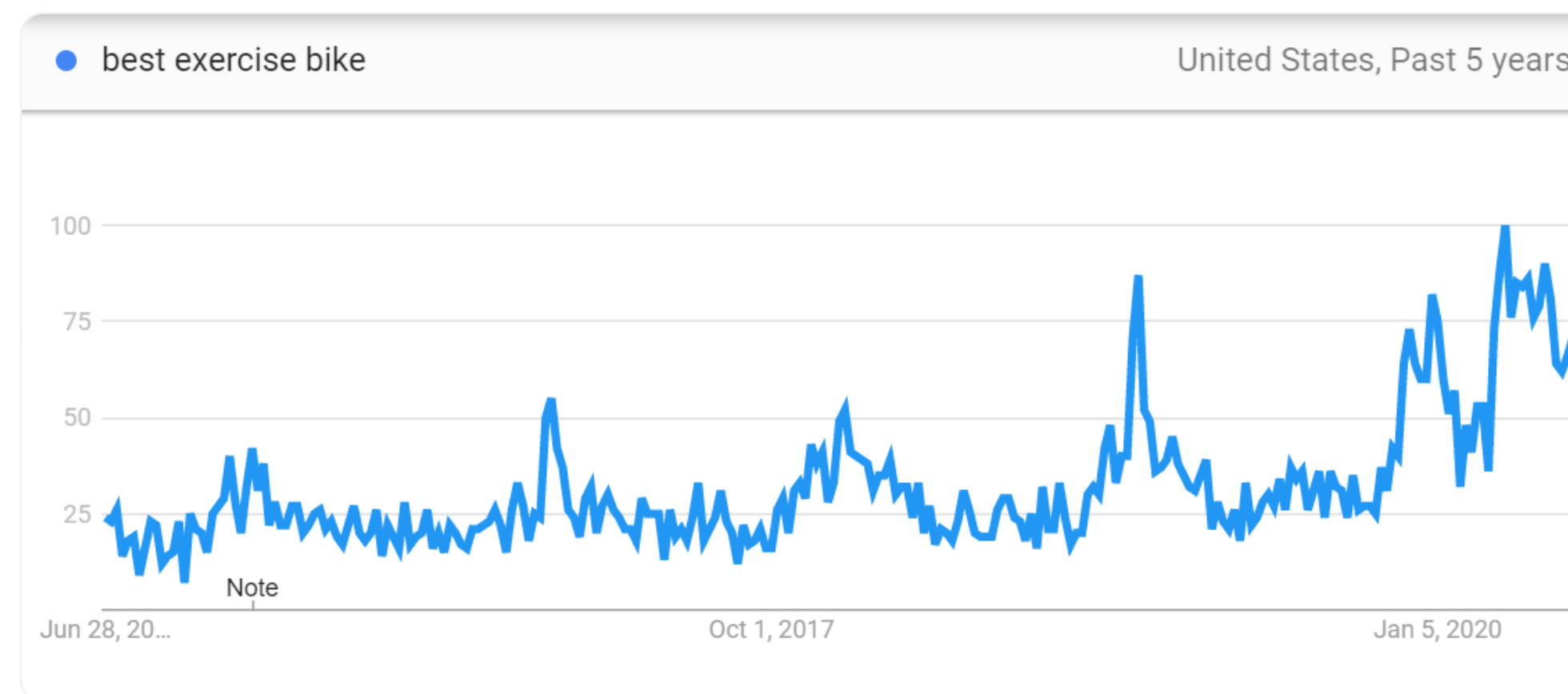
**Create custom filtering conditions** ×

Show results matching all of the following conditions Clear all

Keyword Length	more than	2	×
Keyword Difficulty	less than	40	×
# of Searches	more than	750	×

# Keyword research: see if keywords are trending

Once you've filtered your keyword list it has probably gone from having tens of thousands of keywords to having just a few hundred. Each keyword in this final list has the potential to be used for a great piece of content. And yet, there is still one thing to check before adding any of the keywords to your content calendar — we have to see whether the content will stand the test of time. Here, the best and the only tool to use is [Google Trends](#).



## HOW TO USE GOOGLE TRENDS

When creating content with SEO in mind, the idea is to have it bring a little of organic traffic over a long period of time. So, if you invest in a topic, it has to be trending upwards for the foreseeable future.

To check for longevity, enter your selected keyword into Google Trends and see if it's gaining popularity. Ideally, you want to see a trend similar to the top graph — stable, possibly slightly seasonal, but not volatile, with steady growth.

It is also not necessarily bad news to see a downward trend like in the bottom graph. If a topic is losing popularity, then there must be another topic taking its place and it's very likely to also be within your area of expertise. Here is a great [article on how to capitalize on downward trends](#) and find substitutes for the topics losing popularity.

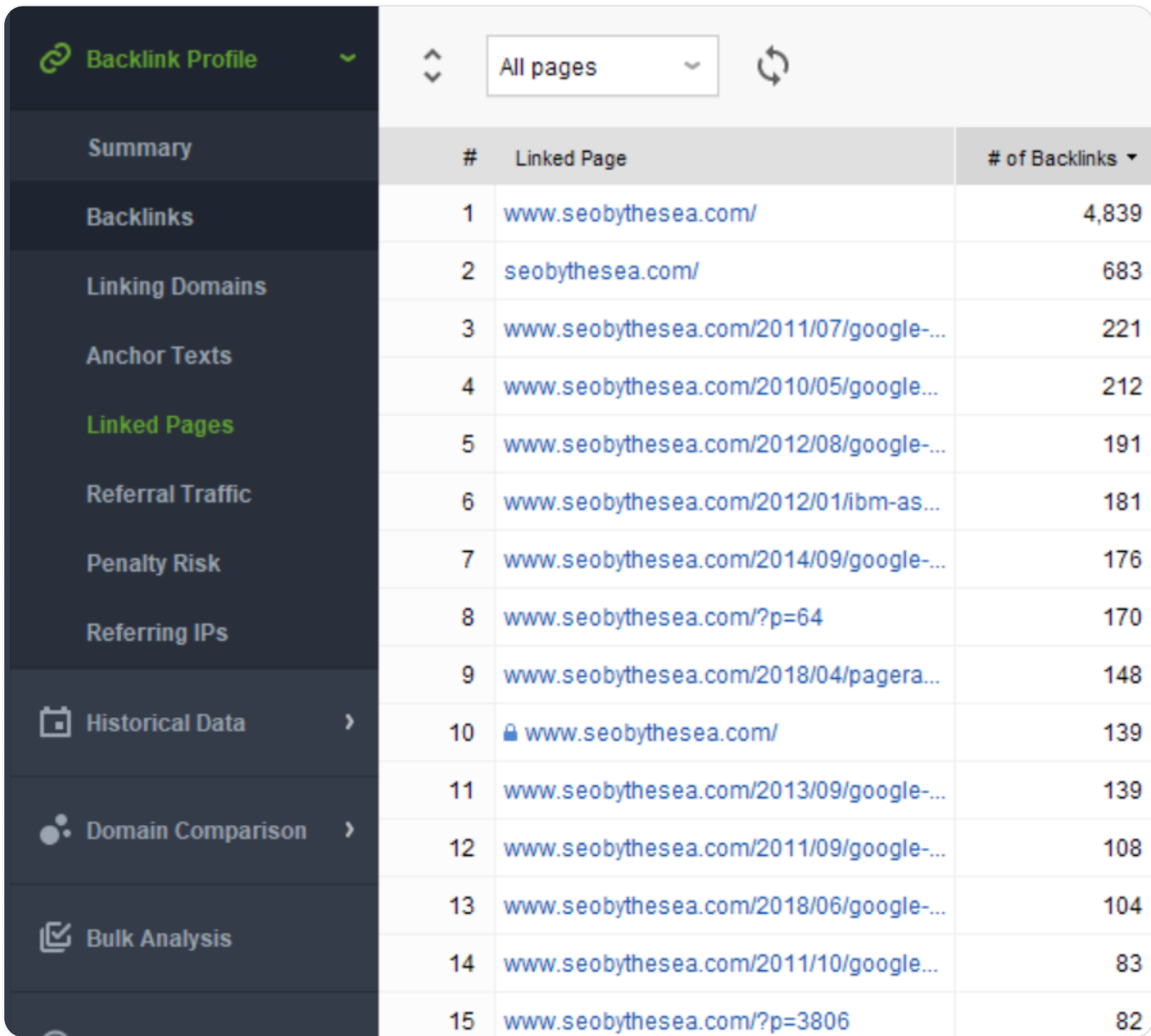


# Borrow ideas from your competitors

Another way to jumpstart your content strategy is to look at your competitors’ websites and borrow their most successful topics. Not plagiarizing, just seeing whether you can improve on their content, outrank them in search, and redirect some of their traffic towards your website. For this guide, we will use two [SEO PowerSuite](#) tools to find your competitors’ most linked-to pages and pages getting most organic traffic.

## FIND TOP PAGES BY BACKLINKS

In [SEO SpyGlass](#) create a project for your competitor’s website, go to *Backlink Profile > Linked Pages*, and find the most linked-to pages.

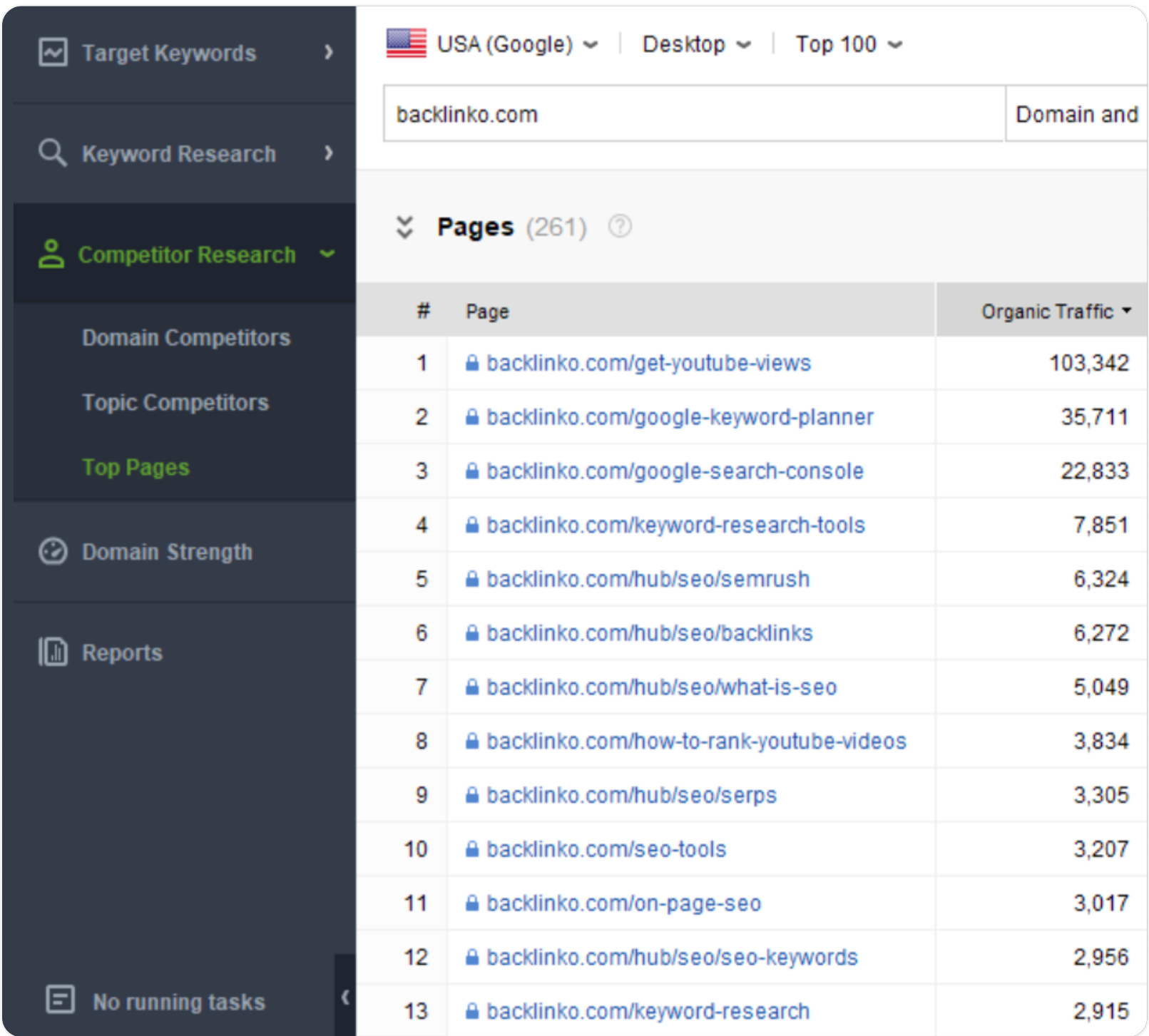


The screenshot shows the 'Backlink Profile' tool in SEO SpyGlass. The left sidebar has a menu with 'Linked Pages' highlighted. The main area displays a table of linked pages for the domain 'seobythesea.com'.

#	Linked Page	# of Backlinks
1	www.seobythesea.com/	4,839
2	seobythesea.com/	683
3	www.seobythesea.com/2011/07/google-...	221
4	www.seobythesea.com/2010/05/google...	212
5	www.seobythesea.com/2012/08/google-...	191
6	www.seobythesea.com/2012/01/ibm-as...	181
7	www.seobythesea.com/2014/09/google-...	176
8	www.seobythesea.com/?p=64	170
9	www.seobythesea.com/2018/04/pagera...	148
10	www.seobythesea.com/	139
11	www.seobythesea.com/2013/09/google-...	139
12	www.seobythesea.com/2011/09/google-...	108
13	www.seobythesea.com/2018/06/google-...	104
14	www.seobythesea.com/2011/10/google...	83
15	www.seobythesea.com/?p=3806	82

## FIND TOP PAGES BY TRAFFIC

In [Rank Tracker](#) go to *Competitor Research > Top Pages*, add any of your competitor websites, and find the pages that get most organic traffic.



The screenshot shows the 'Rank Tracker' tool in SEO PowerSuite. The left sidebar has a menu with 'Top Pages' highlighted. The main area displays a table of top pages for the domain 'backlinko.com' based on organic traffic.

#	Page	Organic Traffic
1	backlinko.com/get-youtube-views	103,342
2	backlinko.com/google-keyword-planner	35,711
3	backlinko.com/google-search-console	22,833
4	backlinko.com/keyword-research-tools	7,851
5	backlinko.com/hub/seo/semrush	6,324
6	backlinko.com/hub/seo/backlinks	6,272
7	backlinko.com/hub/seo/what-is-seo	5,049
8	backlinko.com/how-to-rank-youtube-videos	3,834
9	backlinko.com/hub/seo/serps	3,305
10	backlinko.com/seo-tools	3,207
11	backlinko.com/on-page-seo	3,017
12	backlinko.com/hub/seo/seo-keywords	2,956
13	backlinko.com/keyword-research	2,915

# Find old content that's worth updating

Whatever your business niche, there is probably a finite number of topics that you can write about and, eventually, you might have to start recycling some of your past content. Which is not a bad thing — topics evolve, as do audiences, and revisiting past topics can be a perfectly valid part of your content strategy. All you have to do is pick topics old enough to be recirculated, but relevant enough to still resonate with your audience.

## IDENTIFY PROMISING POSTS

The first way to find promising old content is to see which of your posts keep attracting organic traffic. To do this, log into your [Google Analytics](#), go to *Acquisition > All Traffic > Channels > Organic Search*, choose *Landing Page* as your primary dimension, and set the time period to past month. Now scroll through the list of pages and note the ones that have been published a while ago (over a year), but are still popular in search — these are your prime suspects.

Another way to find old posts that might benefit from an update is by using [Google Search Console](#). Go to *Performance > Search Results* and look for pages either at the bottom of SERP (position 7-10) or on the second page of search results. Strictly from an SEO perspective, these are the best pages to update as it might give them the push needed to reach top positions and bring in much more traffic. All you need to do is make sure that the topics are still relevant.

## UPDATE THEM WITH NEW INFORMATION

Updating an old post is definitely easier than creating one from scratch and it is a big part of the appeal. But there is still work to be done if you want an updated post to look like a new one:

- ✓ See if there have been any developments in the field and rewrite your post accordingly;
- ✓ Swap outdated images (e.g. showing old interfaces) for fresh ones;
- ✓ Click on each link and see if it works, find better pages to link to if the information is outdated;
- ✓ Edit the post to follow current best practices — your writing has evolved, as did your editorial guidelines and seo requirements;
- ✓ Change the date to say when the post was updated;
- ✓ Publish and promote the post as if it were a new one — a sufficiently updated post will be valuable even to those who read it in the past.

PART 2

# Decide on the content type

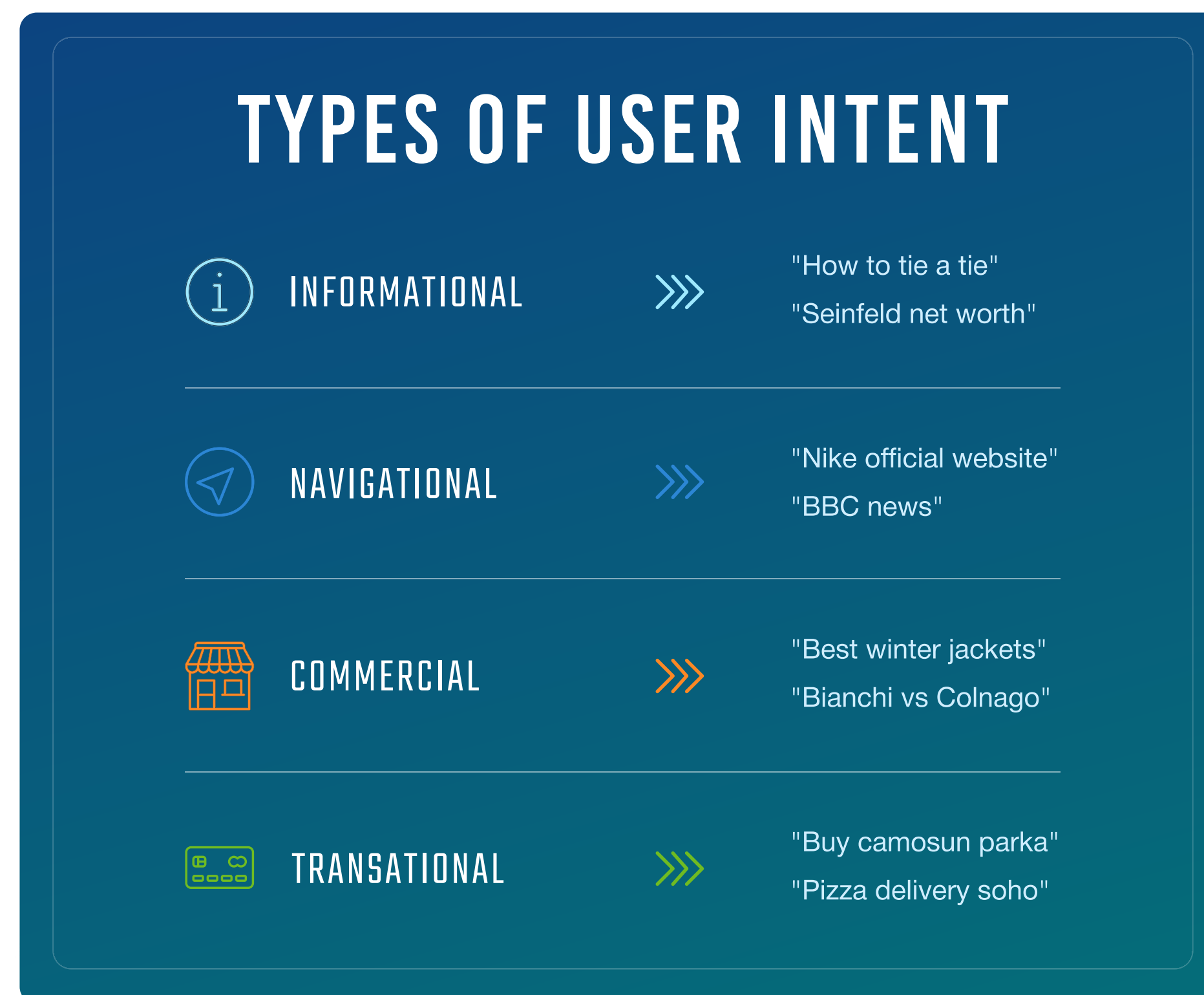




# Match content type to search intent

Google assumes that there is a very specific intent behind every search query. The idea is that, depending on the way the search query is phrased, the user is looking to either learn, compare, buy, or navigate. So, in response, Google will only serve a certain type of content to match the assumed intent of the query.

For example, if the user is searching for best *winter jackets*, Google will assume that they want to compare several jackets and it will only show listicles — no guides and no product pages. If the user is searching for *winter jacket*, Google will assume that they want to buy any winter jacket and it will only show catalog pages. Finally, if the user is searching for *arc'teryx parka*, Google will assume an even stronger purchase intent and start showing product pages of different Arc'teryx parkas. So, if you want your content to stand a chance in search, you have to make sure that it is a good match to search intent.



## HOW TO DETERMINE SEARCH INTENT

Nothing simpler. All you have to do is search the main keyword for a planned piece of content and see what kind of pages come up. If most results are listicles, then you create a listicle. If most results are guides, then you create a guide. And so on.

Keep in mind that Google increasingly serves narrower and narrower types of intent. For example, many how-to guides are now served as videos and not articles, because most users are visual learners. Reviews, job ads, and product listings are increasingly served via Google panels — you have to apply Schema markup in order to compete for these placements.

# Create guides to satisfy informational intent

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The best way to satisfy informational search intent is to create thorough guides. That's really where most buyer journeys begin. Say, you are looking for a new laptop. You are likely to ask Google *how to choose a laptop, 64 vs 32 processor, how much CPU do I need*, and so forth. These types of questions are very common and tend to have very high search volumes.

Granted, people who read these types of guides are not ready to buy, they are just learning. But, you are still going to get a ton of motivated readers, some subscribers, and maybe even a few people who are going to link to your guide from elsewhere. That kind of attention will earn you a certain level of credibility with search engines and users alike, which means your other pages will have easier time ranking in search and attracting visitors.

## PICK ONE OF THE TWO GUIDE OUTLINES

### Step by step outline

Most guides follow a sequential outline, where each chapter continues from the previous one. Say, you are writing an article about removing plaster from a brick wall. Your outline will look something like this:

Step 1. Prep the room.

Step 2. Wear protective gear.

Step 3. Chisel the plaster.

Step 4. Brush the brick.

Step 5. Apply the sealant.

### FAQ outline

Some guides consist of chapters that cover the same topic, but do not follow any particular order. Say, you are writing a guide about choosing the right bike. Your outline will look something like this:

How do you intend to use the bike?

How much are you willing to spend on a bike?

What is the best bike frame material?

How to tell quality components?

What size bike is right for your height?



# Create listicles to satisfy commercial intent

Listicles are exactly what they sound like — lists of items, most likely products, usually accompanied by brief reviews. Listicles tend to target people who are about mid-way through their buyer journeys. These people already know what type of product they want to buy, but they are not settled on a model yet.

Let's say you are buying your first bike. You've already googled *how to choose a bike* and you've decided that a gravel bike would be the right choice for you. Now that you know the type of bike you want, it's time to find out which gravel bike model is the best option. So you might google something like *best gravel bikes*. Or you might go one step further and include a modifier, like *best gravel bikes 2021* or *best gravel bikes under \$1000*. As a content creator, you can target these types of queries and attract people who are on the verge of making a purchase.

## TYPICAL LISTICLE STRUCTURE

Listicles are very easy to write, because each chapter within a listicle follows the same structure. This way it is easier for the reader to compare the products. A listicle chapter usually contains:

- ✓ Name of the product
- ✓ Image
- ✓ Brief review
- ✓ Pros/cons
- ✓ Purchase button

At the end of a listicle article it is also common to have a table that compares all of the discussed products against each other.

### 1. Cannondale Topstone 1 (\$1,950)

**Frame:** Aluminum

**Gears:** 2 x 11

**Tires:** 700c x 37mm

**Brakes:** Hydraulic disc

**What we like:** Quality components and impressive versatility at a good price.

**What we don't:** A bit heavy for weight-conscious riders.



We'll start by saying that we didn't anticipate our top gravel bike pick being an aluminum-frame rig, but the Cannondale Topstone 1's versatility, smart build, and competitive price tag won us over. In terms of design, the Topstone features a gravel-specific Shimano GRX drivetrain complete with hydraulic disc brakes, proven WTB Riddler 37-millimeter tires, and appropriately wide wheels for soaking up bumps (the wheel and tire combo also is easy to set up tubeless). The cherry on top: the mid-range Topstone 1 manages to undercut much of the competition in price at a reasonable \$1,950. From weekend gravel rides to daily commutes, the Cannondale Topstone is an excellent option.

[See the Cannondale Topstone 1](#)



# Convert written content into YouTube videos

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YouTube is the second largest search engine in the world. And it's understandable. Some people are visual learners and they'd rather watch a video than read an article. So there is a fair share of of your potential customers, who can only be reached via video format.

Luckily, the process of creating an article and the process of creating a video are not that different. A lot of the prep work that has gone into writing your articles can be recycled when making a video. We are talking research, outline, some of the copy, and maybe even some of the visuals — all of these things can be reused. All you have to do is adjust your copy a little and shoot the video. Well, and editing.

## ✓ **USE YOUTUBE AUTOCOMPLETE**

When researching keywords for a video, you can utilise YouTube autocomplete. Simply start typing your seed keywords into YouTube search bar and pay attention to the autocomplete suggestions — some of them may be better than your initial keywords. You can also use [RankTracker](#) to check your keywords in bulk — no need to enter them into the search bar one by one.

## ✓ **ADD KEYWORDS TO THE SCRIPT**

Keywords in your video are as essential as keywords in your written article. Today's AI capabilities allow YouTube and Google to listen to your videos, analyze what you are saying, and determine the relevance of your script to certain search queries.

## ✓ **ADD ESSENTIAL METADATA**

Metadata is all that attractive stuff that users look at when browsing search results. For a video, metadata includes titles, descriptions, thumbnails, hashtags, and tags.

## ✓ **PROVIDE CLOSED CAPTIONS**

Closed captions are a written copy of your video script and search engines can use it to better understand what you are saying in the video. AI is good, but not yet perfect.

## ✓ **AVOID TIMESTAMP MISTAKES**

Timestamps are essential for ranking your videos in search, but are often implemented incorrectly. Place them in the description, not the comment section and make sure the first one starts at 00:00.

# Create downloadables to collect leads

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Downloadable materials are another great way to recycle your existing content. Convert your article or video into an infographic, a PDF doc, or a presentation, and you've got yourself another piece of content at almost no expense.

The beauty of downloadable materials is that you can use them to collect users' names and emails — essentially add them to your database of leads. Most downloadable materials are gated — they require a name and email either to initiate the download or to mail the materials. And if your content appears to be valuable enough, users will not mind providing this information.

## ✓ INFOGRAPHIC

You can create infographics using your entire article or just the most interesting part. Compress your chapter down to a few words each, add visuals, done.

## ✓ CHECKLIST

Literally any guide can be converted to a checklist. Just put your H2 headings in a list and you are done.

## ✓ PRESENTATION

People love downloading presentations and then never reading them, it's just the way we are.

## ✓ RESEARCH REPORT

If you are running any type of study, you can discuss it in an article, and then offer more detail via a downloadable. A wholesome way to collect leads.

## ✓ WHITEPAPER

Let's be honest, whitepapers are just opinion pieces layered with data — almost too easy to produce.

## ✓ STATISTICS

Unique statistics are hugely valuable, so if you have data that no one else has, it's likely to be in high demand and using a gate is not a problem.

## ✓ EBOOK

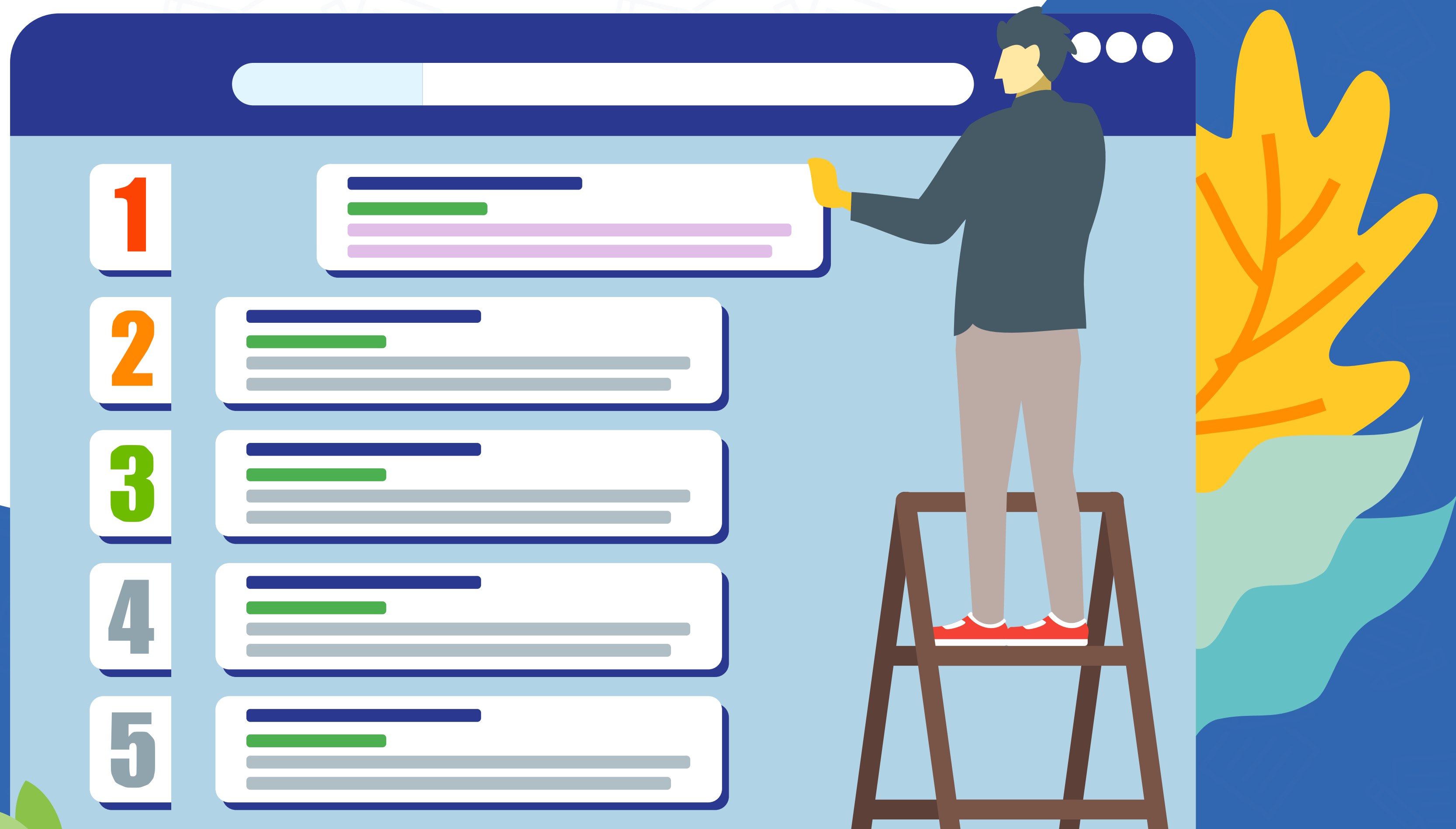
Ebooks are a lot of work. But, if you have a series of articles covering a topic completely, you can just stitch them together in a book.

## ✓ CHEAT SHEET

Cheat sheets are great for all types of manual instructions, like recipes.

PART 3

# Write search -friendly copy





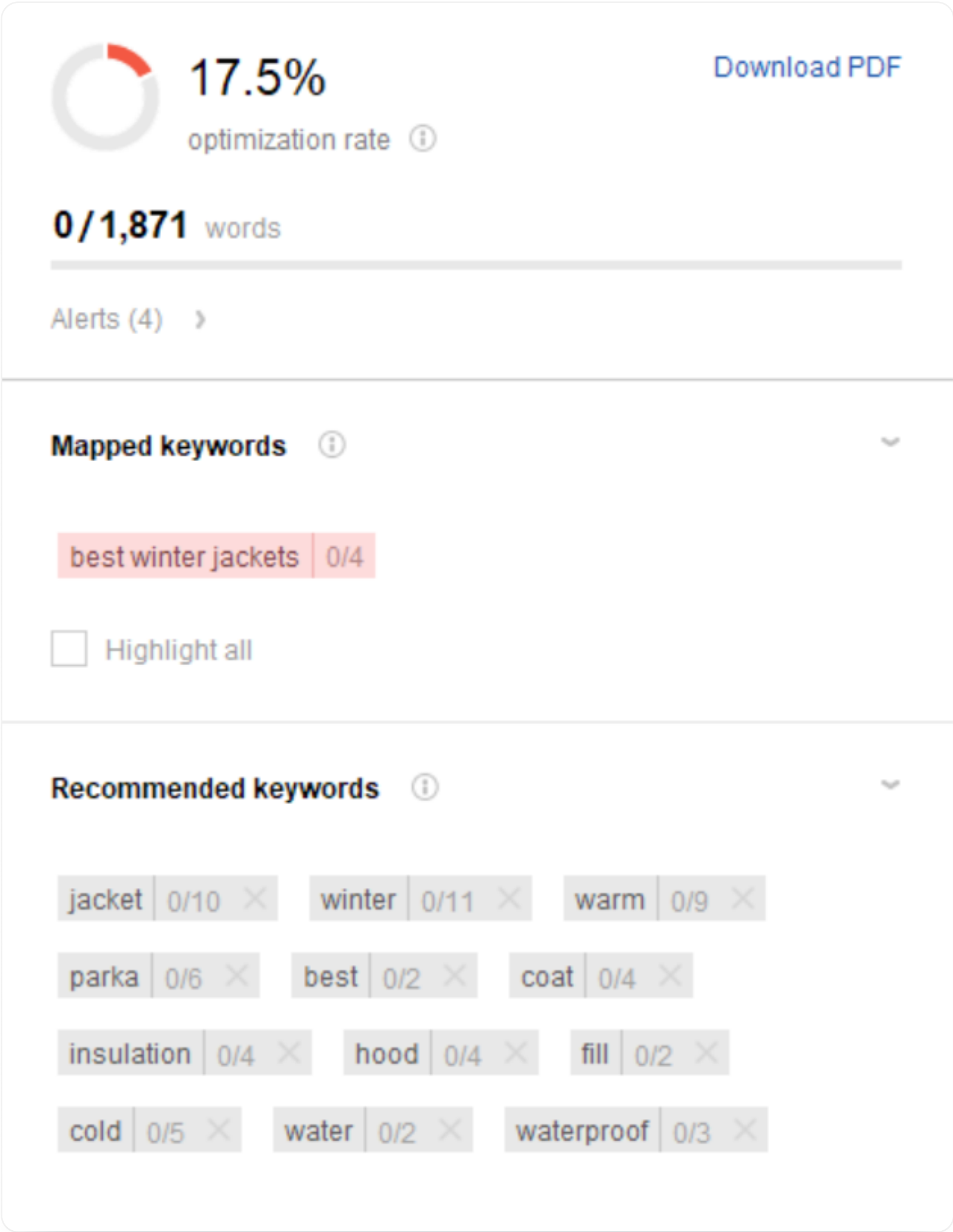
# Determine length and keyword saturation

Content length and keyword count are no longer considered to be strong ranking signals and there is no need to max these out. The best practice today is to research the values that work for your competitors and use them as a relaxed guide for your own content.

## ESTABLISH LENGTH AND KEYWORD BENCHMARKS

Launch [Website Auditor](#) and go to *Content Analysis > Content Editor*. There, choose to create a new page, enter your main keyword, and click *Create*. The editor will analyze top 20 pages competing for this keyword and use them to calculate the average length of content and the optimal count of main keywords as well as secondary keywords.

Now, it doesn't mean that your content should be of this exact length and include these exact keywords, but it is a pretty good indicator for the general scope of your content. If your finished article is significantly under/over the average length of top-ranking pages or is missing some of the keywords, then it is a cause for concern — perhaps you should revise your content and include/exclude some of the points.



# Provide a readable structure

Readability is a cross between user experience and search optimization. Users and search engines alike prefer an aesthetically appealing copy, broken into bite-size pieces, with plenty of visuals and other navigational elements.

## SKIMMABLE TEXT FORMAT

Most online readers are skimmers — they scroll through articles until they find the one section they are interested in, give it a quick read, and bounce. As content creators, we have to accommodate this process as much as possible.

One way to do it is by creating predictable outlines with a logical structure of headings:

- ✓ Use proper tags to mark H2-H6 headings — it catches the eye of both users and search engines;
- ✓ Make sure that headings of each level follow parallel syntax — it makes the copy flow;
- ✓ Make each heading self-sufficient — a user should be able to land on any heading within the page and immediately understand what is going on;
- ✓ Try to keep a rhythmical structure — make sections of similar length and similar composition.



# Optimize for key HTML tags

HTML tags help Google see the structure of our content and understand which bits of text are more important than others. They also help us create attractive search snippets. Here are some of the tags that you absolutely can't miss:

## ✓ PAGE TITLE

Title tag is the most important bit of text in your content — it's what users see in search and what Google uses to identify the topic. Make sure it's loud and optimized for keywords.

## ✓ META DESCRIPTION

The description goes hand in hand with the title and is a summary of your page in search results. Make it ad-like and include keywords.

## ✓ HEADERS

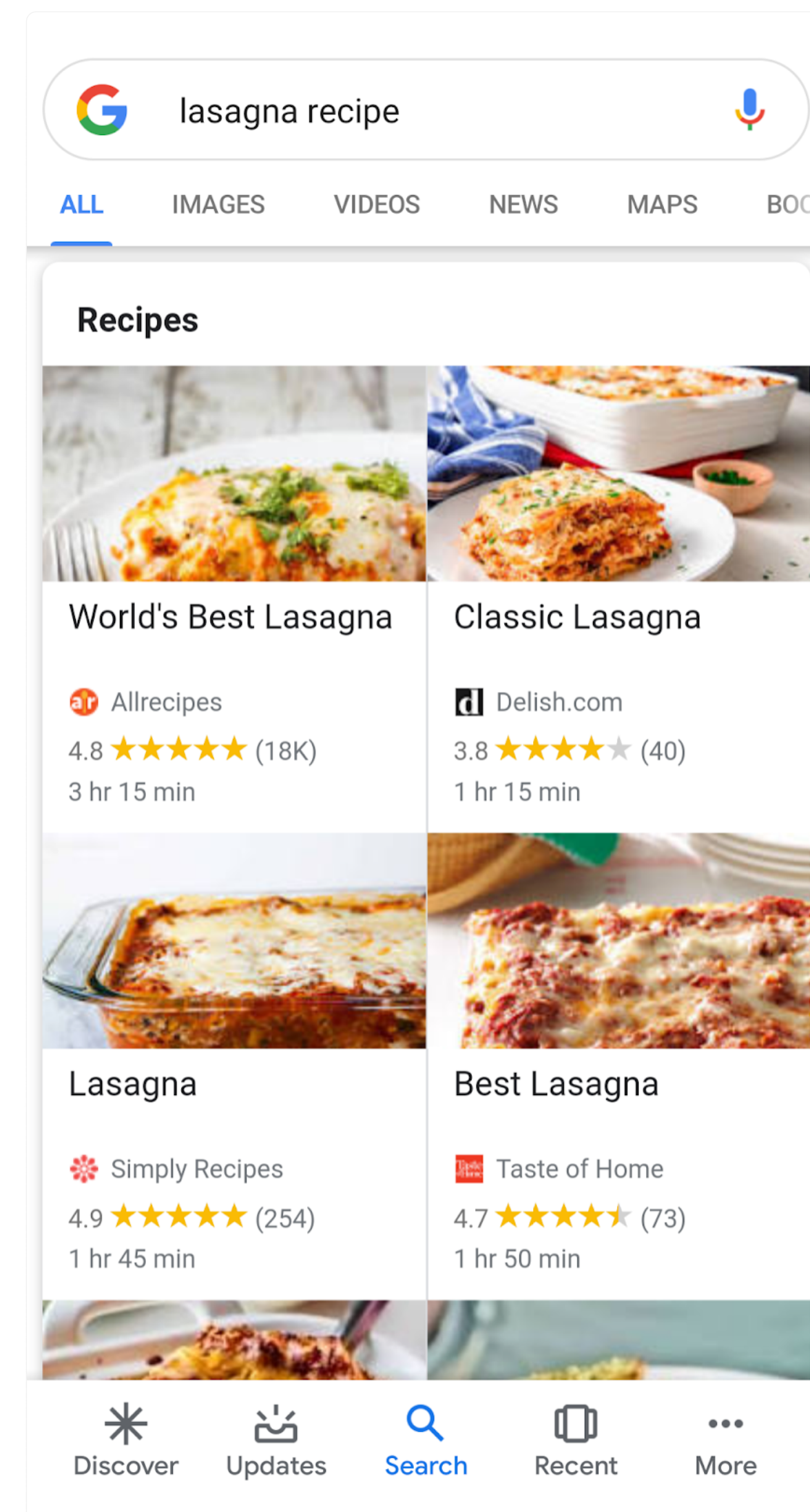
Give images a descriptive alt text to make sure that Google can understand them and include them in image search results.

## ✓ IMAGE ALT TEXT

Give images a descriptive alt text to make sure they participate in image search.

## ✓ SCHEMA MARKUP

[Schema markup](#) is an advanced SEO technique, but it is essential to master if you want to compete for local search, culinary content, product reviews, and many other types of content.





## PART 4

# Distribute the content



# Reddit

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Reddit might be among the last active forums on the web — it's a dying breed of online platform. Reddit has a ton of subreddits, covering every topic imaginable. So, whatever is your business, whatever is your content about, you will find a matching reddit community to join. Perhaps even more than one. For every topic, there is usually a smaller community of purists and then a much larger community of populists.



## EARN KARMA

Don't start promoting your content right away — this will be too suspicious. Start by joining relevant subreddits or even just subreddits you genuinely interested in. Participate in discussions, earn some upvotes/karma. Do it for a few weeks, create an appearance of a natural profile, and then you can start promoting your content. But make sure to space your promotions out, perhaps one adsy post to three or more regular ones.



## DON'T SHARE LINKS RIGHT AWAY

Sharing links is generally considered poor behavior on Reddit. If you think your content might be relevant to a particular thread, start with a regular message. Say that you've been actually looking into the topic for your recent article/video and you've discovered this and this. Then, if other users ask you to share the article, feel free to post the link. When your link is prompted by others it is viewed in a much more positive light.



## BE TRANSPARENT

One thing about Reddit is that users themselves are very vigilant when it comes to promotion. If they suspect you are trying to hide the fact you are promoting your own website, they will destroy your account. So it's best not to play any games and be upfront about the links you share. If the content is indeed useful, people will not mind a little self-promotion.



## BE USEFUL

Continuing from the previous point, make sure you are actually contributing to the community. Take time to craft genuine comments, reply to messages, reply to comments to your posts. Don't just drop a link and bail — your Reddit lifespan will be very short. Redditors are a tough crowd to please, so it will take some work. But if you treat them right, they can also be very generous.

# Quora

Quora is a Q&A platform. It started out as a way for fiction writers to address professionals from various fields and get insights into their jobs. Today, anything goes on Quora, it's just people asking people about all kinds of stuff. So, similar to Reddit, you can find enough discussions where your content will be relevant, regardless of what your content is about. The only problem with Quora is that it has very strict content policy and very vigilant moderators, so promoting your content will often get your posts removed and your account may get banned.



## EARN CREDIBILITY WITH THE PLATFORM

Similar to Reddit, Quora appreciates users who've been around for a while and taken time to participate in the community. Here, you also get upvotes, although there is no running tab like on Reddit. Still, users with good stats seem to have easier time getting exposure for their answers. You'll often notice that answers from popular users are often shown above the answer from less popular users.



## WRITE EACH ANSWER FROM SCRATCH

We've experimented quite a bit with sharing our content on Quora and one thing that the platform hates the most is copy/pasted answers. Which is annoying, because there are many near-identical questions, all of which can be answered with the same copy. And yet, if you try using the same copy for multiple answers, all of your posts will be removed. So it's best to sit down and write all of your answers from scratch.



## ANSWER THE QUESTIONS IN FULL

Another thing that Quora hates is if you answer a question with a link — your answer is almost guaranteed to get removed. While sharing links on Quora is generally ok, it's not ok to make people work for their answers. What we found works best is answering the question in full on Quora, and then providing a link at the end as *further reading* or as *source*.



## BE TRANSPARENT ABOUT YOUR LINK

Don't hide your links under misleading anchors. First, make sure to introduce your link by describing what kind of content will be on the other side and how it is relevant to the current Quora answer. Second, copy the title of your content, whether it's an article or a video, and make it your anchor. This kind of transparency removes any suspicion of spam and generally is ok with Quora moderators. We still get our answers removed from time to time, but not nearly as many as before we followed these rules.



# Private Facebook groups

And the emphasis is on *private*. Facebook has a ton of public groups with barely any moderation. It's much easier to share your content in these public groups, but they are so overrun with spam that there are no real users left.

Private groups take their content policies much more seriously. You have to go through a screening process when joining a private group and your posts usually have to be approved before they get published in the feed. So it's more work, but it means higher quality audience, motivated readers, and traffic with a measurable conversion rate.



## FEEL THE VIBE

Facebook groups are not created equal. Some are very focused on the subject and no shenanigans is allowed, no memes, no promotions, no off-topic posts. Others are much more relaxed. With each private group you join, make sure to take your time and feel the vibe of the group. Afterall, there are usually only a few groups relevant to your field and you don't want to get banned from the permanently



## SHARE YOUR CONTENT AS COMMENTS

Posts in private groups usually go through an approval process, but comments do not. So the easiest way to share your content is to wait until someone asks a relevant question and then share a link in the comment section. Again, don't just drop your link and go — take a minute to introduce your link and describe what kind of content is on the other end and why it is useful.



## SHARE YOUR CONTENT AS POSTS

As you are getting more confident, you can try and mimic the style of some other posts and publish your own. You can say something like *hey, guys, I've been working on this post about this and this, what do you think?* — this approach works for most types of content. Or, if you are sharing something truly useful, no need to be coy about, just say *I've done some research and discovered this amazing thing, check it out.*



## BUILD RELATIONSHIPS WITH ACTIVE MEMBERS

Facebook groups have a much better sense of community than either Quora or Reddit. You are constantly rubbing shoulders with the same people and, over time, you are bound to build relationships with competitors, brand champions, and other people enthusiastic about your niche. Take time to engage these people in meaningful conversation, they can do wonders for your reach.

# Personal and brand accounts

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If you are just starting out as a brand, you might not have a huge social following yet. Thing is, you are not going to get it overnight. To build your audience, you have to consistently share solid content and, over time, subscribers will come. And when they do, they are likely to become your most loyal readers and watchers.

## ✓ TWITTER

Even though Twitter does not allow long posts, Twitter users prefer transparent descriptions of shared links. Make sure to summarize your content as best as the character limit allows.

## ✓ INSTAGRAM

Instagram is all about the visuals, especially the ones involving people — consider focusing on the authors of your content as well as the content itself.

## ✓ FACEBOOK

Facebook is plain weird, but the crowd there seems to respond to controversial statements the most. Sooo.. clickbait?

## ✓ PINTEREST

Pinterest is a great fit to ecommerce, it is commonly used for shopping ideas, so consider sharing the photos of your products.

## ✓ ENGAGE OPINION LEADERS

With any social network it's important to seek out key players in your niche and engage them in genuine conversations. It will take time and effort to build a relationship with these people, but, if you get on good terms, they will have the power to magnify the reach of your content manifold. Or, if you have the budget, consider paying them for a couple of mentions.

## ✓ ASK EMPLOYEES TO CHAMPION YOUR CONTENT

Another often untapped resource is your own employees. Any social network rates content based on engagement — likes, comments, and shares. Especially the ones that happen immediately after the post is published. So what you can do is notify your employees when you share your content on social networks and ask them to at least like the posts. This will contribute to your reach and your posts will get recommended to a larger number of users.



# Email subscribers

People who subscribe to your email campaigns become a sort of a captive audience. For many companies, their email subscribers turn into a major course of traffic and also a major source of conversions. But, if you want to take advantage of email subscribers, you first have to design processes that will turn your visitors into your subscribers.

## ✓ GATED CONTENT

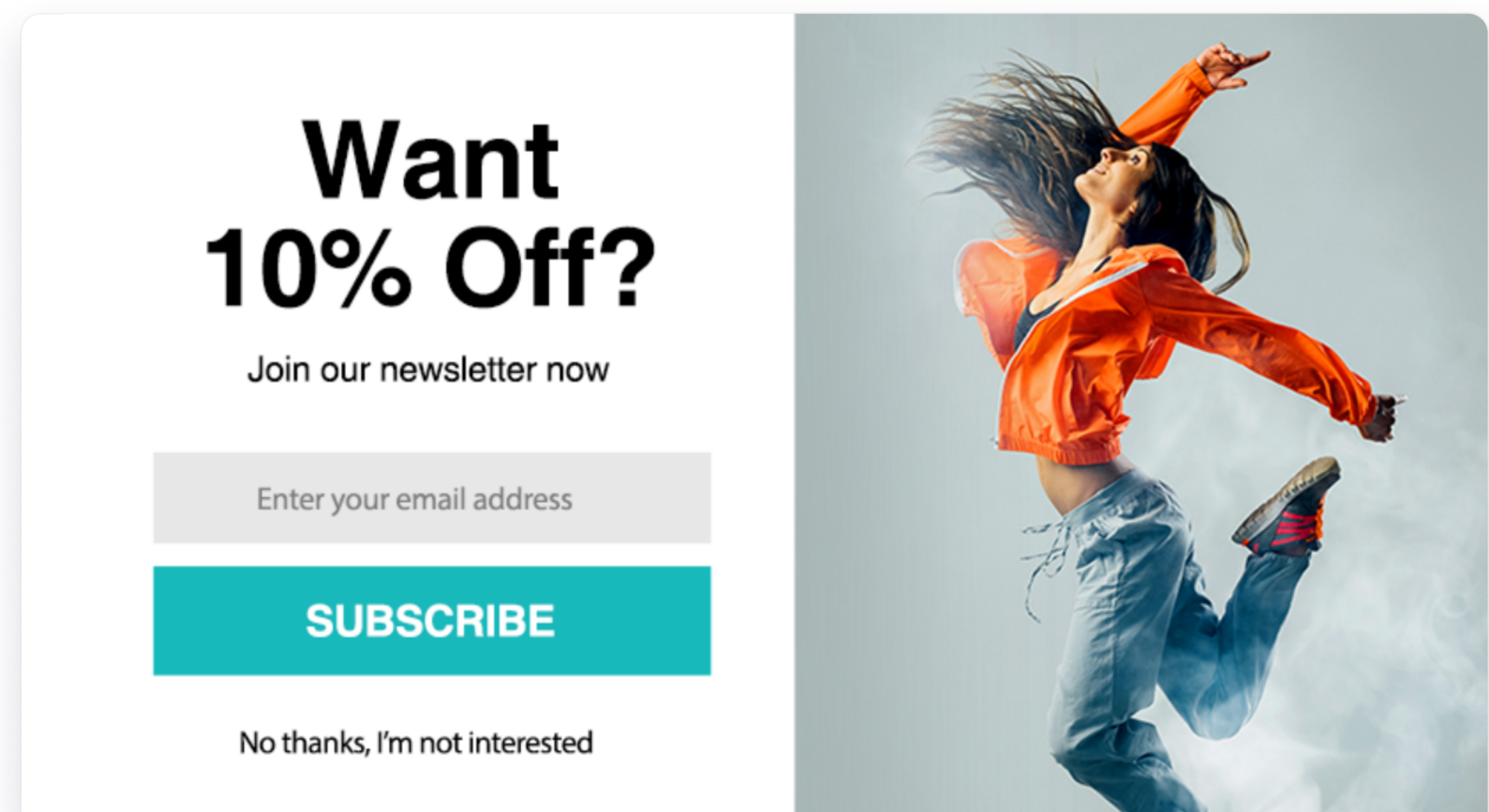
As discussed above, all kinds of downloadables work wonders for adding new subscribers to your newsletter. Research findings, pdfs, presentations, infographics, online tools, and other kinds of content can be locked behind a gate and require an email to access. If the content is valuable enough, users will not mind sharing their contact details.

## ✓ PURCHASES

Whenever users make a purchase on your website, make sure to include a newsletter subscription option upon checkout or when creating an account. Most users won't pay attention to this option and will leave it on by default. This is how most companies add new subscribers to their lists.

## ✓ SUBSCRIPTION PROMPTS

Make sure to include well-timed and well-placed subscription prompts throughout your content and throughout your website. This could be in the form of widgets or in the forms of pop-ups, which are traditionally placed in the middle and at the end of your articles. As well as triggered by exit intent.





# Final thoughts

It used to be that content designed for marketing was something very different from content designed for SEO — stuffed with keywords and completely unsuitable for a human reader. But since search engines are becoming more human, these two types of content are increasingly aligned. Today, many of the best SEO practices can be borrowed by content marketers, helping them find better ideas and opening the content up to search engines.



Boost your SEO with powerful tools for keyword research, link building, and website audit.

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