#wcchi

WordCamp Chicago 2018

Analyze, Plan and Execute: Creating an effective SEO & Content Marketing Plan

Ryan Erwin

@ryanerwin33

Linkedin.com/in/ryanerwin

Orbit Media Studios

Ryan Erwin

- Web Strategy & Business Development
  - @ Orbit Media Studios
- Lead #hackhunger
  - Greater Chicago Food Depository Annual Hackathon
- Organizer
  - WordCamp Chicago

Creating an Effective SEO and Content Marketing Plan

1. Audit & Analyze Current Situation
   - Righting the Ship
   - Short Term Execution

2. SEO Marathon
   - slow/steady wins the race

3. Ongoing: Analyze, Plan and Execute

Audit & Analyze

Audit Your Foundation

Set it & Forget it

1. SSL
2. Hosting
3. Analytics
   - GTM - raise of hands?
   - Search Console & GA
4. Responsive/Mobile
5. XML Sitemap & Robots file

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SSL

htt...what?

- http vs https
- ssl providers
- https = stated ranking signal (Aug '14)
  - redirects - Force SSL
  - secure images
  - Use Inspector in Browser
    - Console errors

🔒 Secure | https://c

# Hosting

Hosting - Speed/Reliability

- **Shared Hosting**
  - Low volume
  - Shared box
- **Dedicated**
  - High Volume
- **Managed**
  - Manage WP core
  - Backups, CDN, SSL

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Analytics

Analytics

- GA is so often underutilized
- **Must setup Search Console**
  - Integrate Search Console w/ GA (kw)
  - AdWords Integration
- Google Tag Manager
  - Data Layer
  - Setup GA
  - Add other tracking via dashboard

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Search Console Integration

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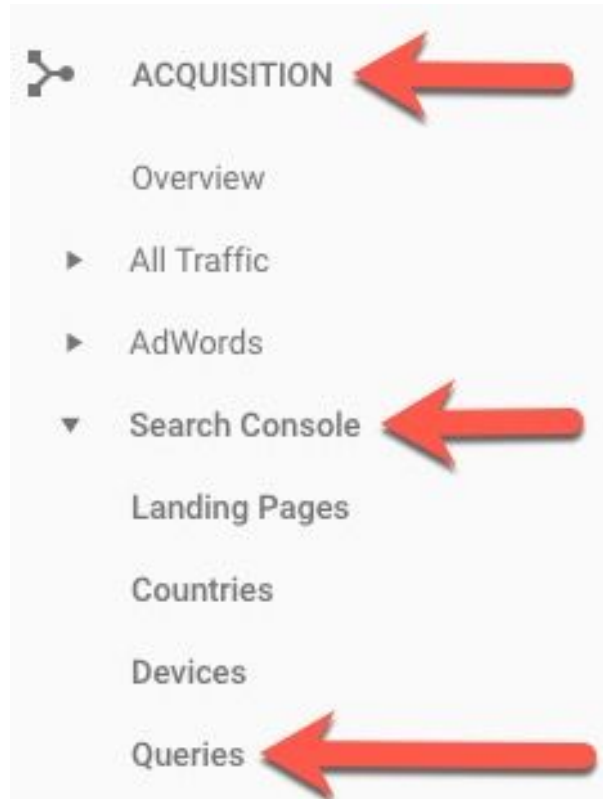
Sitemap & Robots

Sitemap & Robots

- html site map
  - bit dated - proper navigation
- XML sitemap
  - sitemap.xml talks to search engines
- robots.txt
  - YES/NO crawl my site
  - sitename.com/robots.txt

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Analyze, Plan and Execute

- Analyze
  - Audit infrastructure
  - Right the ship

- Plan
  - SEO (on/off page) Improvements

- Execute, Execute, Execute

WAR

WAR!!!

WAR

- Battling on 3 Fronts
  - Search (SERP) Impression
  - Click Search - Drive Traffic
  - Convert
    - Contact Form
    - Call
    - Purchase

SEO long game - Marathon not a sprint

1. Cohesive integrated strategy
    a. Optimized website
    b. Content creation plan
        i. Fresh, Relevant & Consistent
    c. Enhance w/Social media
2. Email Marketing
3. Marketing Automation
4. *Audit, Analyze, Course Correct (if need)*

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Content Marketing

A,P,E: Content Marketing

1. Maximize the value of content
   a. keyword usage
2. Measure successes and failures
   a. Exploit successes
   b. Adapt modify change to optimize misses

Content Marketing

- This is ongoing SEO…

- Sites don't rank, pages do

- non branded keywords = $ phrases
  - branded top of page 1

- Search Console + GA
  - keyword ranking data

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A,P,E: Content Marketing

- Game = Organic Search
  - SERPs

- Rankings
  - Pages vs Site
  - Common miss

- Analytics hold the key

Content Marketing

- Keyword 1st Approach
  - Keyword Rankings = Opportunities
  - GA<-->SC or 3rd Party Tools

Keyword	Position	Previous Position	Search Volume	Keyword Difficulty Index	CPC	Url
do bagels contain eggs	12	0	90	76.4	0.01	https://www.einsteinbros.com/i
where is a bagel from	12	0	50	79.26	0	https://www.einsteinbros.com/
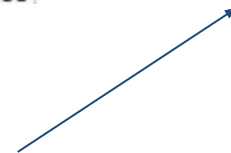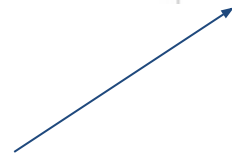
Search Console Integrated Data

Search Query	Clicks ↓	Impressions	CTR	Average Position
	58 % of Total: 100.00% (58)	**866** % of Total: 100.00% (866)	**6.70%** Avg for View: 6.70% (0.00%)	**15** Avg for View: 15 (0.00%)
1. (other)	**30** (51.72%)	419 (48.38%)	7.16%	17
2. camp kawaga	**19** (32.76%)	82 (9.47%)	23.17%	1.1
3. kawaga camp	**5** (8.62%)	10 (1.15%)	50.00%	1.7
4. campgrounds near minocqua wi	**1** (1.72%)	12 (1.39%)	8.33%	1.0
5. camping minocqua wi	**1** (1.72%)	8 (0.92%)	12.50%	1.0
6. kawaga	**1** (1.72%)	127 (14.67%)	0.79%	2.1
7. summer camp wisconsin	**1** (1.72%)	1 (0.12%)	100.00%	9.0
8. 1940 images	**0** (0.00%)	1 (0.12%)	0.00%	21
9. 1950 boys	**0** (0.00%)	2 (0.23%)	0.00%	93
10. 1950 images	**0** (0.00%)	1 (0.12%)	0.00%	52

Conversion Optimization

Conversion Optimization

- Page Layout
  - CTA - Call To Action
  - Intended Audience Taking an Action
  - Choreographed experience
  - Drive down digital sales/lead funnel
- Analyze
  - Data/Heat Mapping/Mouse Rec
- Course Correct → Execute
  - Rinse and Repeat

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Off Page SEO

Off Page Points

- Inbound Links
  - Monitor, only disavow as a last resort
  - Attract links w/ high quality content
- Social Profiles
  - sharing and engaging
- Building out content relationships
  - I scratch your back & you scratch mine
- Submit and update relevant directories

Key Takeaways

1. Improve Usability
2. Improve Searchability/Indexability
3. Increase Conversions
   - Sales
   - Leads
4. Process LOOP
   - Analyze, Plan and Execute

Now what???

- Lots of on and off page information
- Content creation work
  - keyword research and rankings
    - identify content battles to fight
  - find influencers in space
    - share
    - guest posting

Time to Plan

- Create an action plan
  - Short term - low hanging fruit
    - immediate high impact issues
  - Long term - slow and steady wins SEO race

- Content/Editorial Calendar
  - create 1 month out
  - forecast 12 months out

Prioritized Roadmap

- Immediate high impact issues should be remedied ASAP

- Content plan
  - content creation calendar
  - sync w/ editorial/ publishing

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THEN….

- Execute
- Analyze
  - Course Correct
    - Exploit Success
    - Pull back on fails
- Plan
- Execute….

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Thank You & Questions

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