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Valuing and Prioritizing Content

Presenter: Kent Yunk, VP SEO Strategy

The leading industry event by digital marketers for digital marketers

Who Is Roaring Pajamas

- The company with the funny name
- SEO, Social Media and Digital Strategy services
- SEO and online marketing with companies of all sizes since 2009



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Everybody wants to be a winner!



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Especially when vying for traffic



- Big performance shifts are rare and exciting to share

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Challenges

- Need to grow online traffic and conversions
- Limitations - time, resources and/or budget
- Too much or too little content
- Deciding where to focus
- Measuring results

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Defining a Process

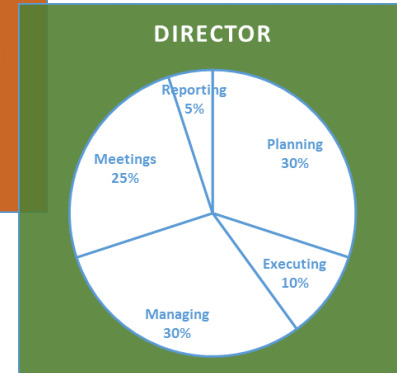
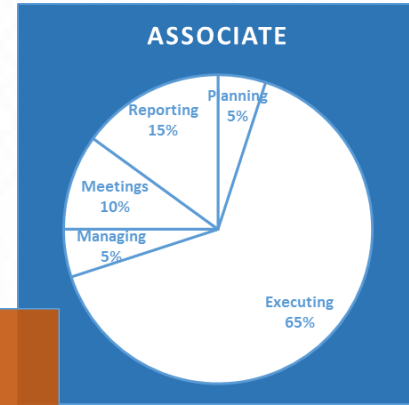
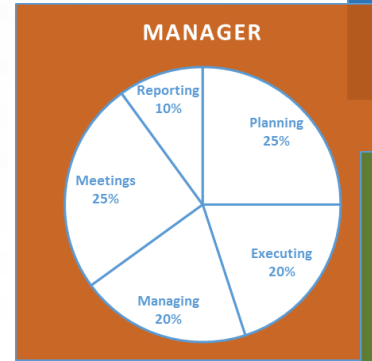
- What question are we needing to answer?
- Is there a tool, process or methodology to follow?
- Do we have data or know how to get it?
- If yes, make a plan.

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Available Resources

- Time allocations
 - Planning
 - Managing
 - Executing
 - Meetings
 - Reporting
- Resources
 - Number of reports, writers, experts
 - Access to each a percent of effort
- Budget
 - Total dollar allocation
 - % of flexibility



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Planning Your Content

- Use a calendar and get the team to use it

Editorial Calendar						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4	5	6	7
	Topic 1 blog article - support with tweet and Facebook post		Topic 2 blog article - support with tweet and Facebook post			
8	9	10	11	12	13	14
	Topic 3 blog article - support with tweet and Facebook post		Topic 4 blog article - support with tweet and Facebook post			
15	16	17	18	19	20	21
	Topic 5 blog article - support with tweet and Facebook post		Topic 6 blog article - support with tweet and Facebook post			
22	23	24	25	26	27	28
	Topic 7 blog article - support with tweet and Facebook post		Topic 8 blog article - support with tweet and Facebook post			

	Done
	Ready, not posted
	Not yet written
	In review
	Awaiting draft
	Holidays



Setting Goals

- Number of articles
 - Blog posts on site
 - Guest vs employee vs outsource posts
 - Whitepapers
- Social media activity
 - Number of SM profiles
 - Activity per profile
 - Posts
 - Likes/share/comments
 - Engagement
- Other demand generation
 - Email
 - Events (online and physical)
 - PR
 - Video

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Focus Areas

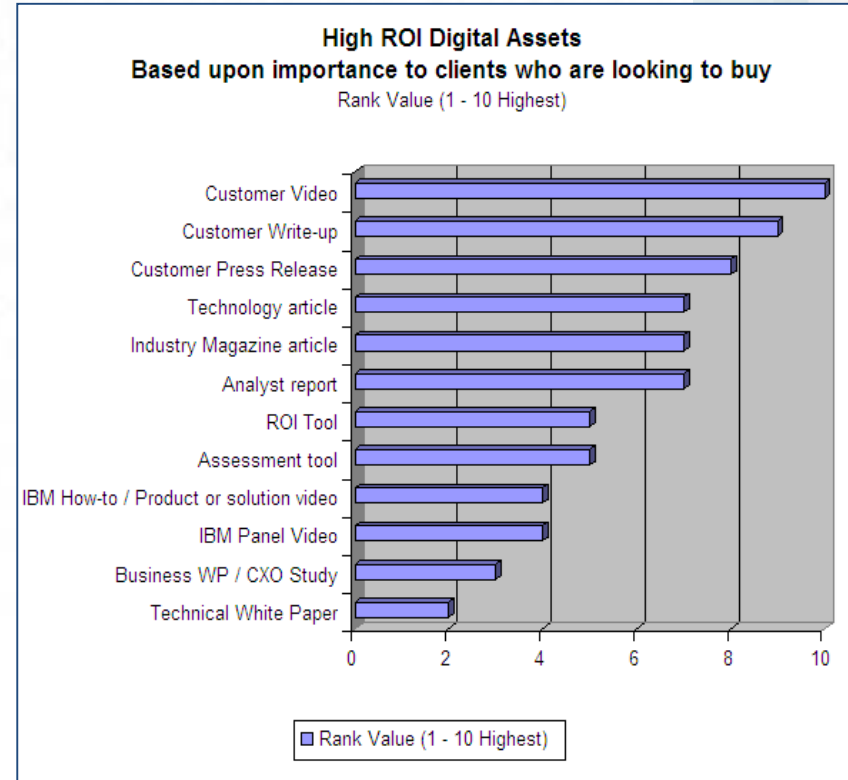
- Asset types - most impactful digital assets
- Topics - most impactful content topics

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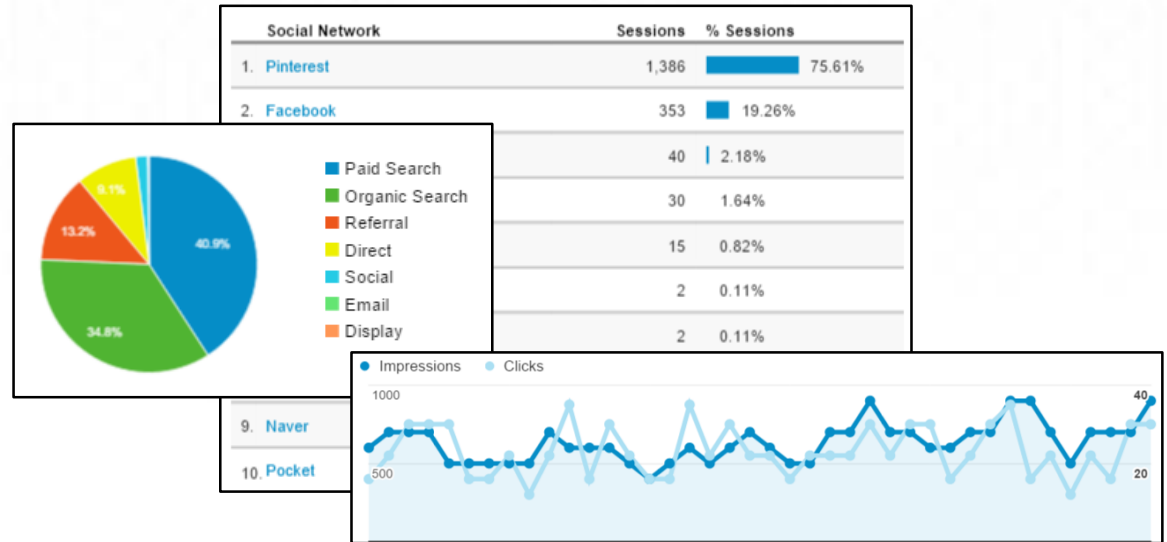
What is a 'high ROI digital asset'?

- **High ROI digital assets** are those online sources considered most valuable for clients who are looking to buy
 - Customer videos are customers selling to customers, and are examples of testimonials that become necessary references to win deals.
 - Industry articles are 3rd party views on a topic vs. a potentially biased view from the vendor.
 - ROI and assessment tools help to prove business value of a solution.



Finding the right digital assets and topics

- Highest traffic assets
- Highest traffic content
- Highest traffic keywords
- Highest converting page



Tracking the Results

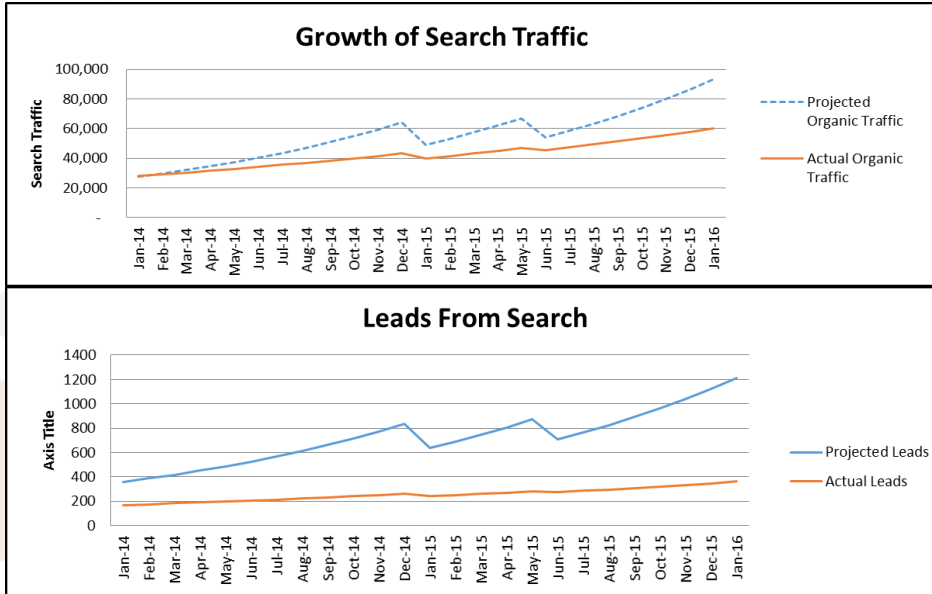
- Set up analytics
 - Use analytics goals
 - Add tracking code
 - Use attribution models
 - Pull data from other networks
- Watch traffic/activity by channel
 - Check the channels for activity
 - Work on attribution
 - Tease out best performers
- Adjust

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Measuring Results

- Determines most valuable keywords and content
- Helps make the decision for content investment
- Provides a baseline for measurement



Month	Projected Organic Traffic	Actual Organic Traffic	Projected Leads	Actual Leads
Jan-14	27,500	28,105	358	169
Feb-14	29,700	29,229	386	175
Mar-14	32,076	30,398	417	182
Apr-14	34,642	31,614	450	190
May-14	37,413	32,879	486	197
Jun-14	40,407	34,194	525	205
Jul-14	43,639	35,562	567	213
Aug-14	47,130	36,984	613	222
Sep-14	50,901	38,464	662	231
Oct-14	54,973	40,002	715	240
Nov-14	59,370	41,602	772	250
Dec-14	64,120	43,266	834	260
Jan-15	49,250	39,997	640	240
Feb-15	53,190	41,597	691	250
Mar-15	57,445	43,261	747	260
Apr-15	62,041	44,991	807	270
May-15	67,004	46,791	871	281
Jun-15	54,364	45,682	707	274
Jul-15	58,713	47,509	763	285
Aug-15	63,410	49,410	824	296
Sep-15	68,483	51,386	890	308
Oct-15	73,962	53,441	962	321
Nov-15	79,879	55,579	1038	333
Dec-15	86,269	57,802	1121	347
Jan-16	93,170	60,114	1211	361

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Practical Takeaways

1. Setting reasonable goals
2. Determine where to focus (assets and topics)
3. Mapping content performance

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