



FOUND CONF

SEO & Content Creation

Optimizing the process



SEARCH DISCOVERY

How to better infuse SEO into content process

1. Topic chosen

Research data may or may not support why a topic has been chosen.

2. Content created

Content is created (and sometimes launched).

3. SEO

Content is optimized (sometimes after launch).

Traditional SEO writing process

What the SEO + Content process should look like



1. Discover

Deep research on brand, customers, relevant topics, content gaps, and search frequency.



2. Strategize

Selection of topics (always with supporting data), and decisions on where/when content should live.



3. Execute

Topic-by-topic research of competitors, subject depth, types of content to determine what it will take to rank.
Content QA'd/created.



4. Amplify

Proactive plan to integrate content into marketing and website. **Content launched.**



5. Measure

Deep analysis of content performance. Learn what is worth repeating.

How to better optimize individual content pieces

1. Topic mapping

- Organize common keywords into topic groups
- Each piece of content aligns to one topic group

2. Research SERPs

- Learn who and what content ranks well
- Understand content depth, subtopics, types, etc.

3. Create content

- Develop content brief (e.g. “what it takes to rank”)
- Write content, QA, then “optimize”

4. Launch plan

- Amplify content via other channels
- Have an internal linking plan

5. Measure & repeat

- Have a plan to measure impact
- Adjustment process to fit needs

Case study: 418% YoY growth in sessions ('17 vs. '18 YTD)

