

Is your website your best sales tool?

It should be!



• to the web

Leads

How Can You Generate More Sales Leads?

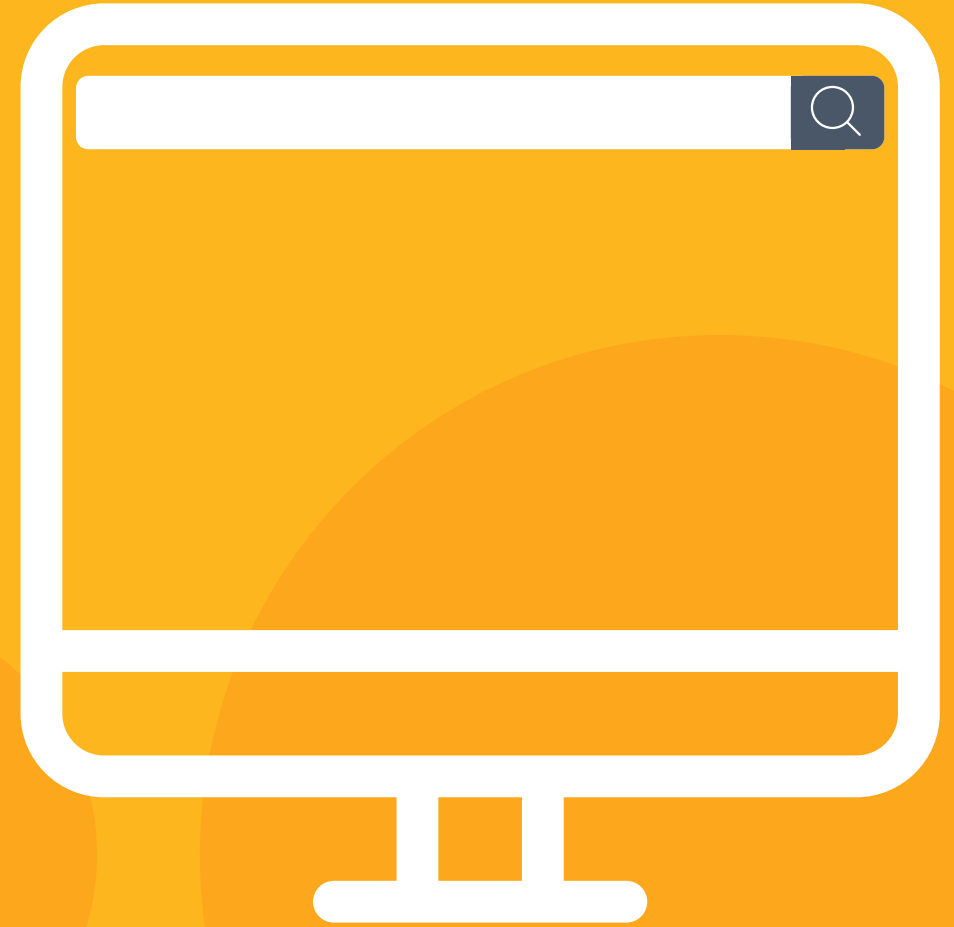
3 Easy Steps

1. Drive prospects to your site
2. Keep them there
3. Convert to customers

Introducing

Keyword Research & SEO

Techniques for Intelligent
Keyword Use to Increase your
Search Engine Opportunity



Improving Organic Search Engine Visibility

Everything comes
down **to the words**

your prospects type here!



Improving Organic Search Engine Visibility

What we're up against...

Over one billion websites. 60 trillion
pages. And growing every day.

What you
do on **your**
website



The activity you
generate on other
websites

and

the authority that
generates.

Improving Organic Search Engine Visibility

Create content for people who use search engines

If search engines can't find you –
people won't either!

Appeal to both.



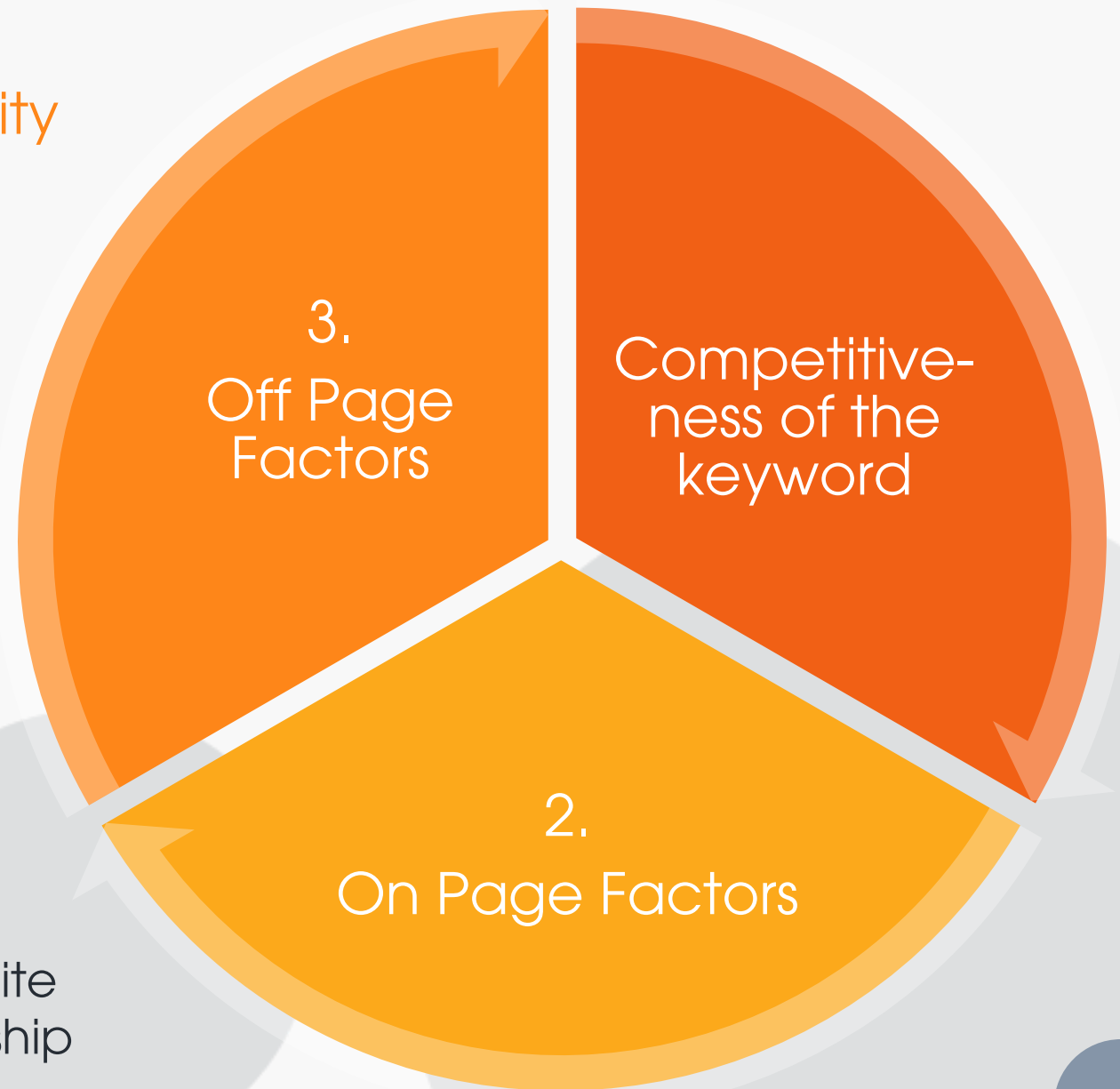
Improving Organic Search Engine Visibility

What factors affect **your search** **ranking?**

Improving Search Engine Visibility

Three factors have a dynamic relationship that varies **depending on the keyword**.

2. Keywords the page is optimized for, page content theme, link text, site architecture and engagement (bounce rate).
3. Quantity of links pointing to your site and social signals such as authorship & viewership.



Improving Organic Search Engine Visibility

>74%

of clicks occur in **Organic Listings.**

As you work to improve rankings, PPC is often the only choice to rank for highly competitive phrases.



Improving Organic Search Engine Visibility

1st page Click-Through-Rates in Google



Tool: <https://www.advancedwebranking.com/ctrstudy/#>

totheweb.com

Search engine optimization (SEO) is the science of influencing the position that a web page receives for a keyword

In 2017, much harder to influence ranking

In the early days of SEO, Google would determine a page's topic by identifying the keywords on the page.

In 2017, much harder to influence ranking

Now Google determines the relationship between words and phrases to better understand what a web page is about so it can map results to user intent.

Improving Organic Search Engine Visibility

Before

How do I rank for this keyword?

Now

How best do I answer my prospect's question?



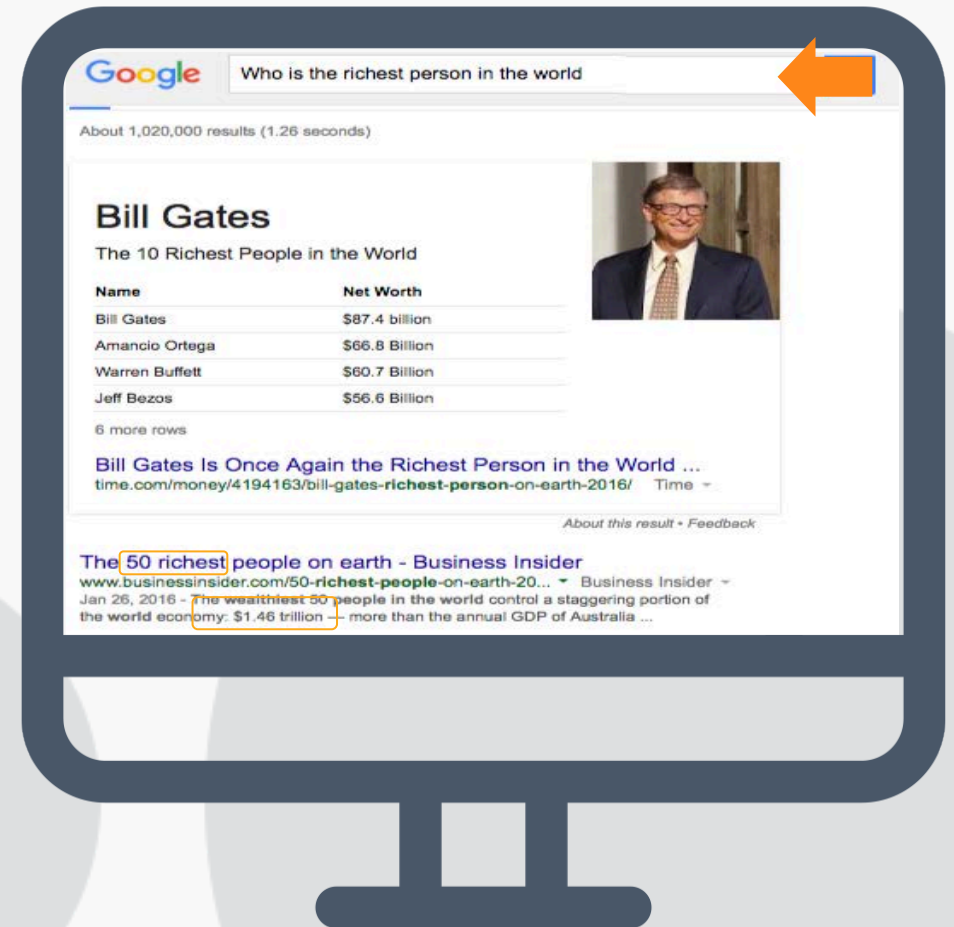
Semantic Search Example

My Search Query:
Who is the richest
person in the
world?

Semantic Search Example

Google understood that “**richest person in the world**”, was very similar to these results - even if my exact search query wasn't used on the pages.

- Richest people on earth
- Worlds billionaires list
- Richest people on the planet
- World's 20 richest people
- 11 Youngest billionaires in the world
- Global Rich List



Semantic Search Example

Use variations of primary keywords and themes.

Google will understand that they have the same meaning.

Before w/ 1 Phrase

paid advertising _____

__ paid advertising __

paid advertising _____

__ paid advertising __

After w/ Synonyms

paid advertising _____

__ ppc _____

pay-per-click _____

_____ SEM _____

_____ paid ads

Improving Organic Search Engine Visibility

Why don't we rank for
"fill in the blank"?

WHY?

Improving Organic Search Engine Visibility

- Low domain or page authority
- Low topical relevance to queries
- Increased keyword competition
- Poor user experience from SERPS (bounce rate)
- No media spend to drive buzz
- Thin content - low value pages, and
- Technical search indexing issues
 - duplicate content
 - old or changed URLs not properly redirected
 - site is slow to load or not responsive to mobile devices
 - poor site structure, etc, etc, etc.

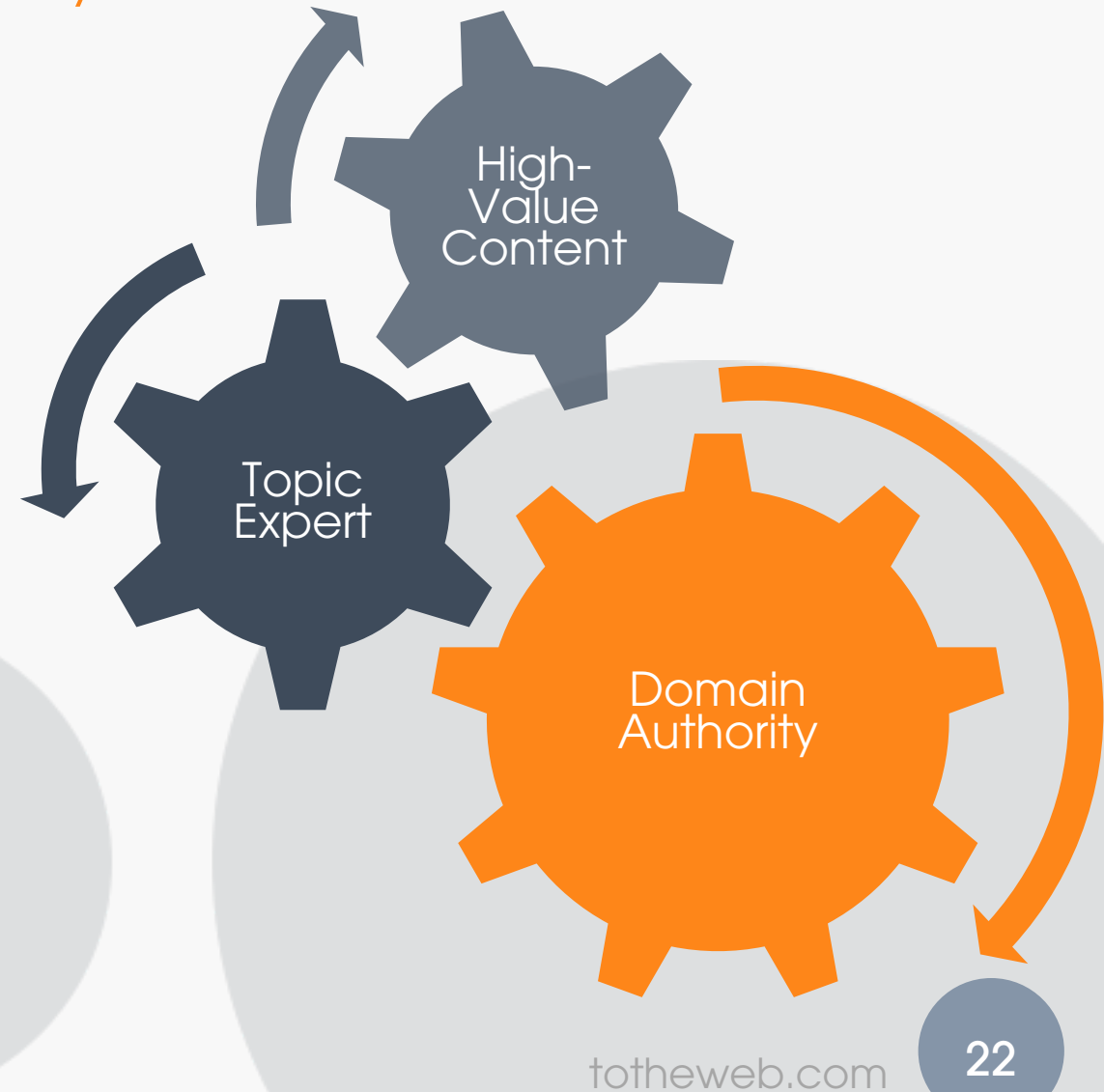
Improving Organic Search Engine Visibility

How Google Identifies Low Quality Content

Everyone is on Google –
we can reach them.

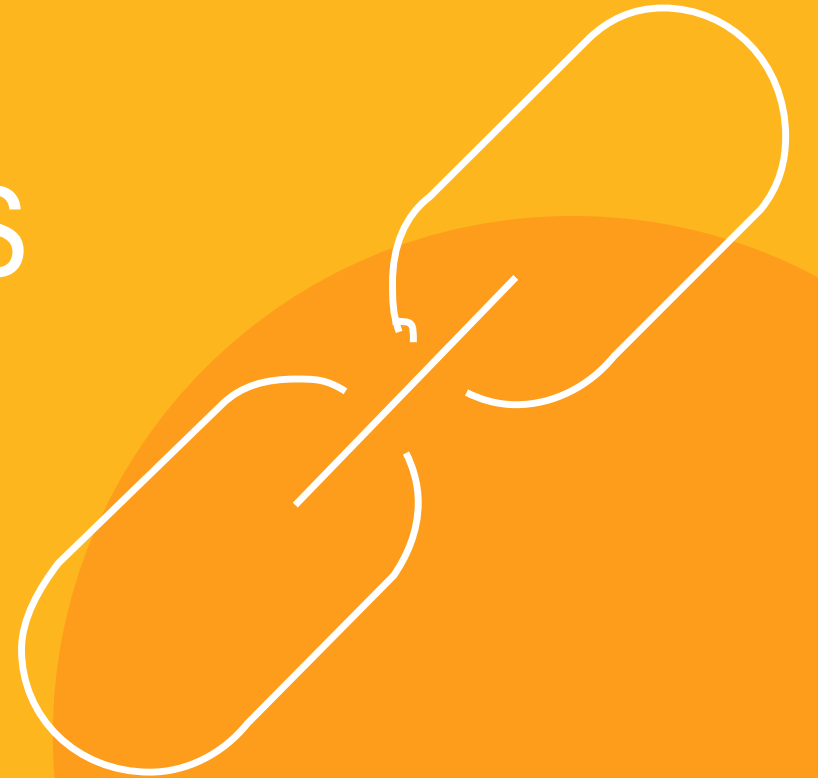
Improving Organic Search Engine Visibility

- There is an unsatisfying amount of main content.
- The author does not have expertise or is not trustworthy or authoritative **for the topic**.
- The quality of the body content is low.
- Secondary content is distracting or unhelpful, and
- The website has a negative reputation.



Great content creates more links

More links boosts search ranking
opportunities.



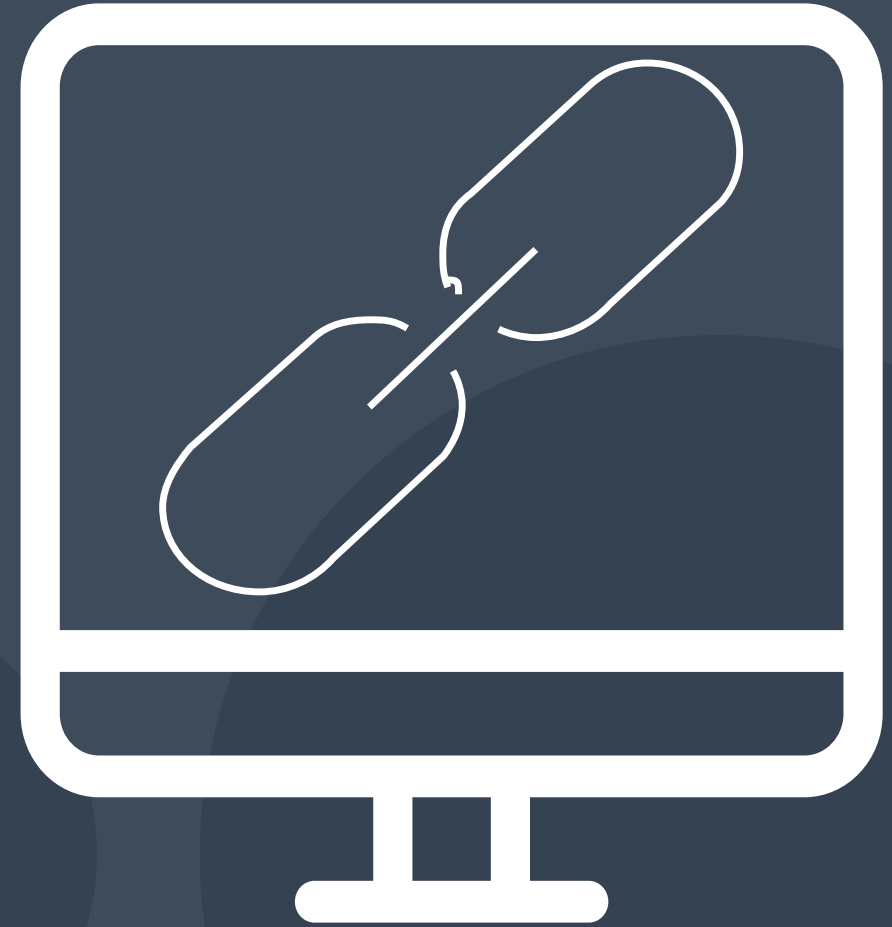
Links

External links
reflect the
importance of
a web page



Links

Your site's ranking potential is greatly impacted by the **quality + quantity of links** pointing to your website



Improving Organic Search Engine Visibility

Success comes from
using the same
keywords your
buyers use **in all
your content**

Most successful way to
increase buyers arriving
from organic search is to
create great content using
the keywords that buyers
type into Google

Optimizing Content with Keywords

Everything in search
marketing begins with
the keywords we use
in content

Optimizing Content with Keywords

- Your **Guide** is the result of an extensive review of industry keywords;
- Keywords are selected based on their **search volume** and **relevance** to your product; and
- The Guide contains detailed implementation instructions.



Optimizing Content with Keywords

Where will you use your keywords?

Everywhere.

Optimizing Content with Keywords

- All corporate website content
 - Web pages, microsites
 - Data sheets, white papers, case studies
 - Blog content, email broadcasts
 - Webinar, event content
 - Press releases and announcements.
- When talking to the press
- Social media
- 3rd-party blogs and in SlideShare
- Online forums such as on LinkedIn (groups and profiles)
- Corporate messaging document
- Video Scripts, Podcasts.

Optimizing Content with Keywords

Select highly
targeted keywords
that will form the
'theme' of the
content

Optimizing Content with Keywords

Start every piece of content considering the keywords you want the content to rank for

Optimizing Content with Keywords

- Consider searcher's intent and map your keywords and content to the questions your visitors are trying to answer
- Use the page's primary keyword(s) as well as their **variations; modifiers and synonyms**
- Break up content into easy-to-digest, bite-sized "chunks" - think mobile! (2-3 sentences per para); and
- Emphasize keywords by using them in headings, in the 1st paragraph, at the beginning of a sentence, in bold and in bulleted lists.

How will you use your keywords?

- As a central focus of a page
- Title Tags and Meta Descriptions
- Body Copy, Headings and in <H> Tags
- Within File Names
- Internal Links to another page on your site
- Images Alt text.

Optimizing Content with Keywords

Apply to **each and every** web page
for higher CTRs
from Google

Optimizing Content with Keywords

TITLE TAG: IT MATTERS – SERIOUSLY!

- Pick the keyword theme of each page and create unique, accurate page Titles (shows up in the SERPs);
- Use that primary keyword at the beginning of the Title;
- Use our [Title/Description Counter as a guide](#); and
- Test adding an element to draw the eye: — → **OR** long dash –.

META DESCRIPTION FOR WEB PAGES

- Create a unique description that describes the page's content. Don't duplicate from on-page content; and
- If the page has two themes; “paid search” and “search visibility” write, a sentence for each.

What Is Meta Data & Why Should I Care?

This is the information buyers will
see in Google.

Meta Data

Test your Title & Meta Description Visibility

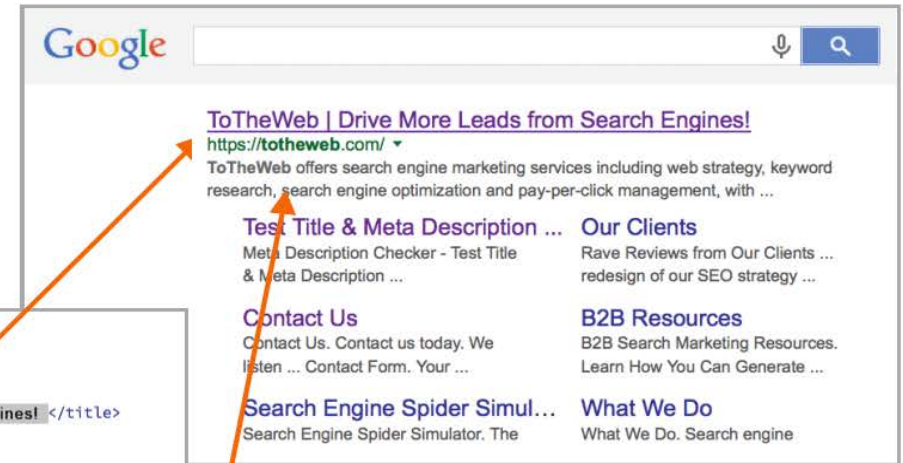
USE OUR FREE TOOL

Title Location

Now that you've identified your keywords, use them in the most effective way – in the Title Tag.

```
1 <!doctype html>
2 <html>
3 <head>
4 <meta charset="UTF-8">
5 <title>ToTheWeb | Drive More Leads from Search Engines!</title>
6 </head>
7 </html>
```

To see the Title tag text in your browser, right click and select: **View > View Page Source**



Meta Description Location

These snippets are picked up from either the Meta Description Tag, the body text or a combination of both.

```
1 <!DOCTYPE html>
2 <head>
3 <title>ToTheWeb | Generate Sales Leads: Optimize Your Website And Get More
  Prospects from Search Engines!</title>
4 <meta name="description" content="ToTheWeb, a San Francisco area company
  offers search engine marketing services including web strategy consulting,
  keyword research, link popularity programs, search consulting, search engine
  optimization, pay-per-click management and website design, with the goal to
  generate sales leads and optimize your website."/>
5 </head>
6 </html>
```

Meta Data

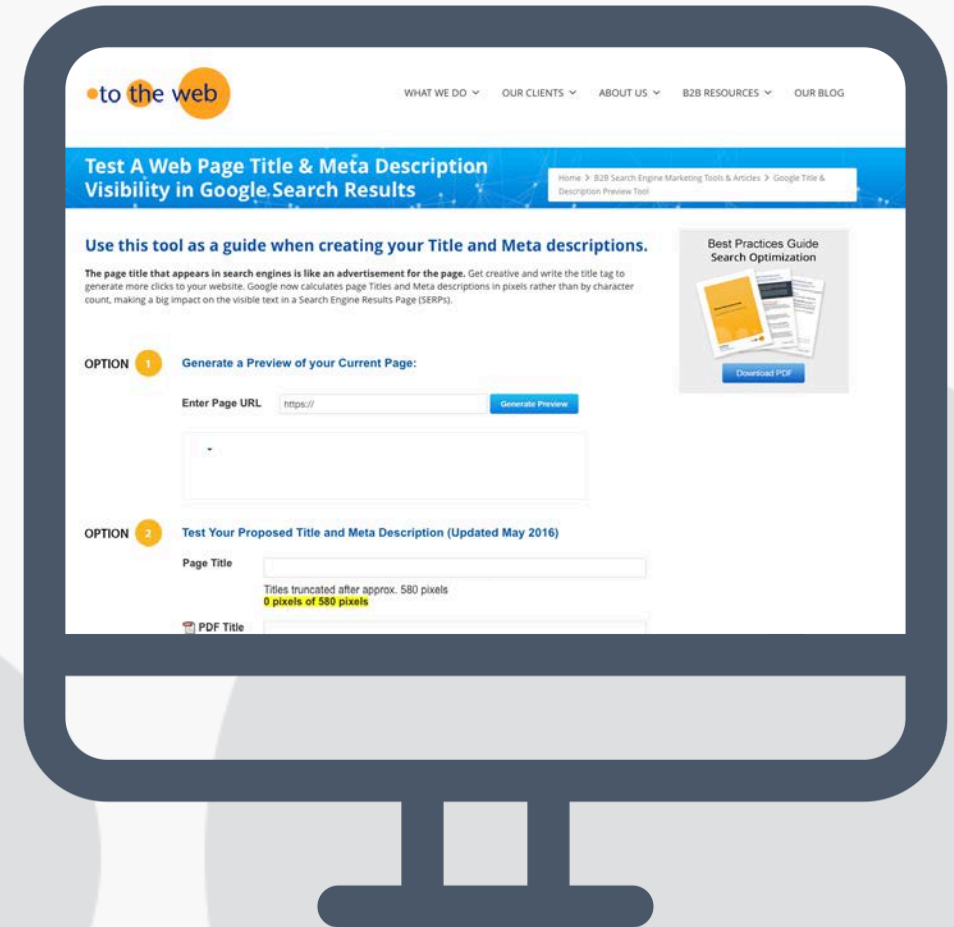
Use Our Title and Meta Description Measurement Tool



Meta Data

The Title tag is one of the most important on-page signals you can send to Google.

Make it Count!



https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths

Optimizing Content with Keywords

How to Start

Use our SEO Content Template

Download our template to simplify the SEO implementation process.

SEO CONTENT TEMPLATE

Optimizing Content with Keywords

Where to Start

1. **Prioritize content** starting in the Products area.
2. Your goal is to **improve the level of engagement and interest** in these pages.



Raising the Bar

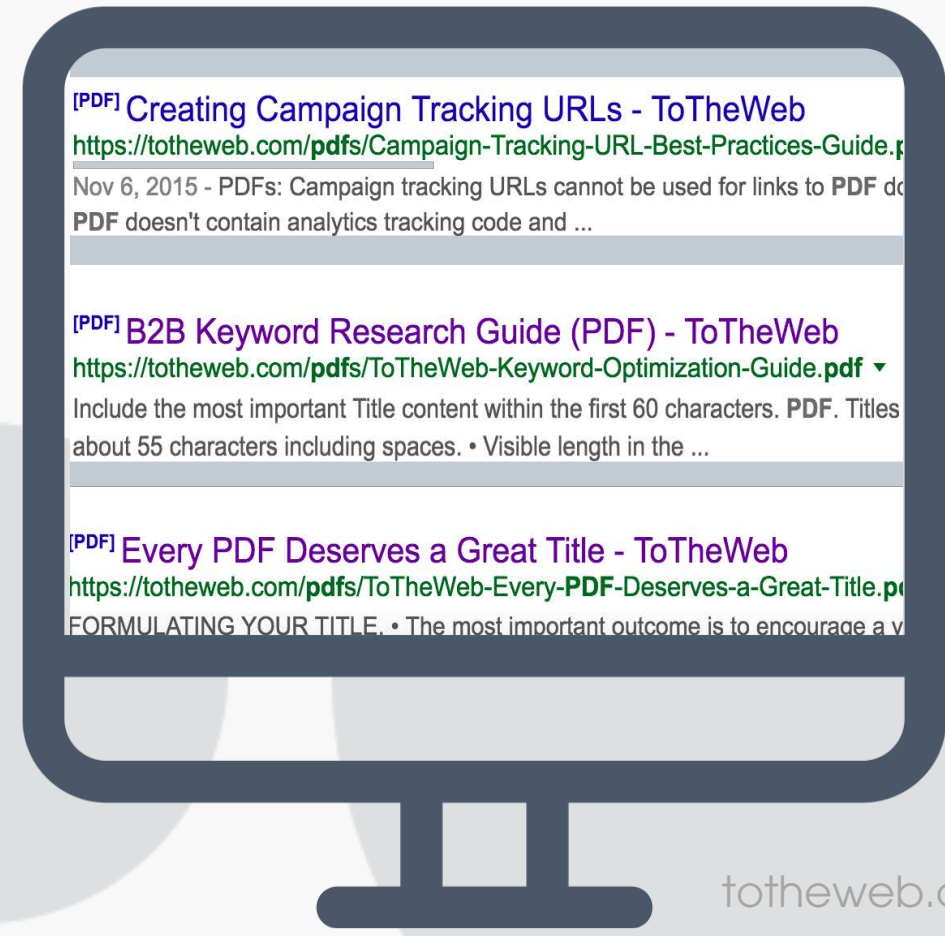
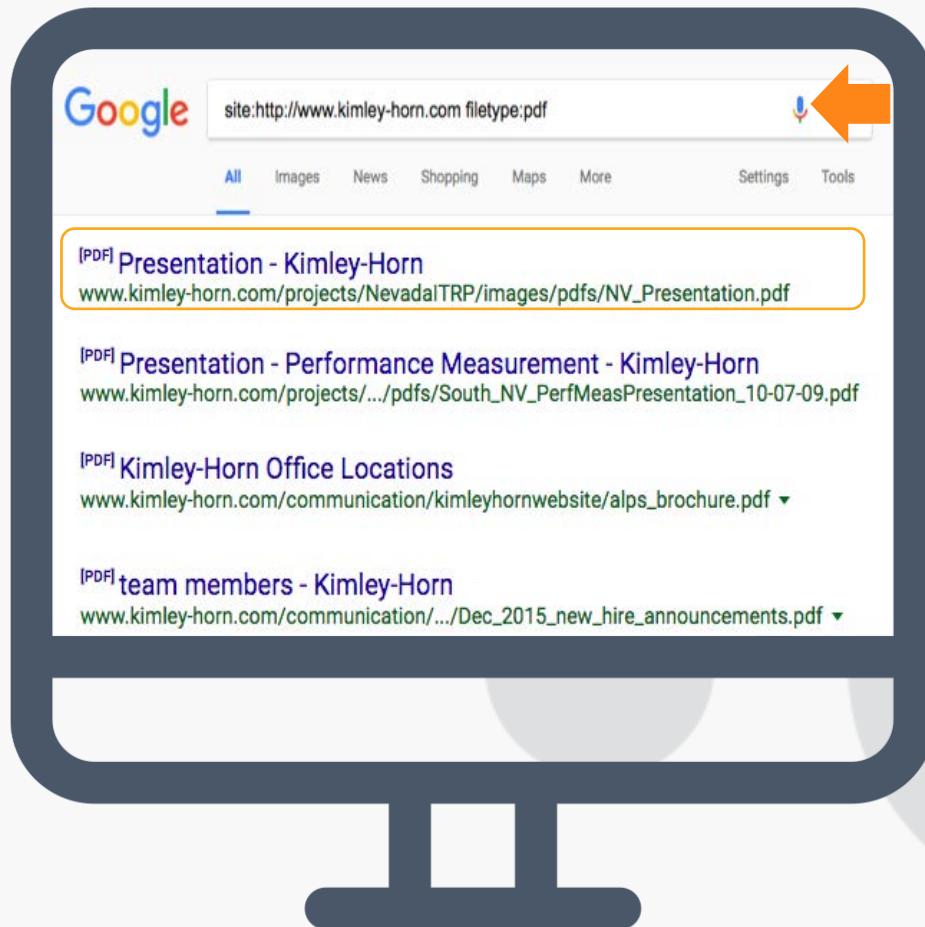
The Much-Neglected PDF

Learn how to give PDFs an extra boost to generate more downloads off-site.



Search Optimizing the PDF

Everyone forgets to optimize their PDFs



Search Optimizing the PDF

Why Does It Matter?

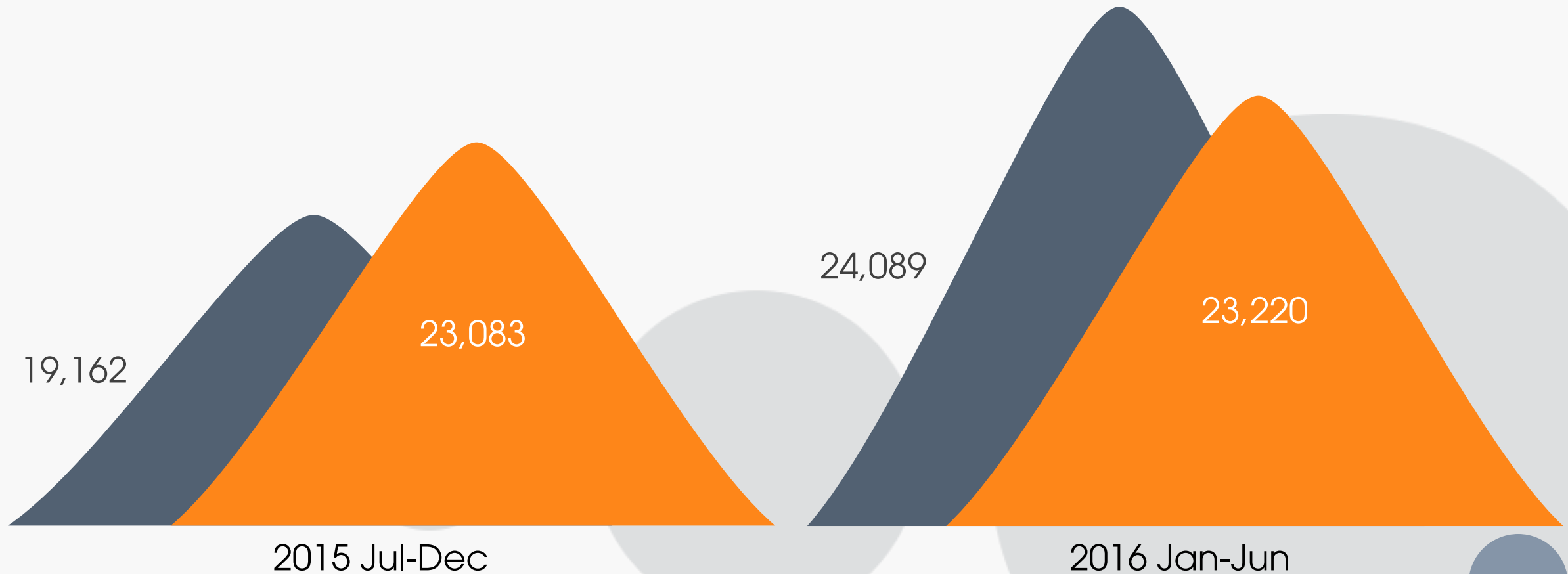
PDF On-Site vs Off-Site Activity

PDF engagement is one method of tracking a micro-conversion.

Search Optimizing the PDF

■ Clicks on PDFs in Google

■ On-Site PDFs Downloads



Why might this happen? Is Google Biased to PDFs?

PDFs are content-rich documents that generally contain in-depth content on a topic.



Search Optimizing the PDF

The screenshot shows the 'to the web' logo in the top left corner. Navigation links include 'WHAT WE DO', 'OUR CLIENTS', 'ABOUT US', 'B2B MARKETING', and 'OUR BLOG'. The main heading is 'Keyword Research'. Below it, a sub-header reads 'Your key to SEO success: Strategic keyword use'. The text explains that a keyword reference guide is essential for SEO success, providing clear directives for content optimization. A graphic shows a hand holding a key labeled 'KEY WORDS' with the text 'It starts with...'. Below this, a list of steps for the keyword research process is provided. A section titled 'Your keyword reference guide is gold' states that clients value the guides provided. At the bottom, there are three related content thumbnails: 'B2B Keyword Research Guide (PDF)', 'Keywords & Content Marketing', and 'Keywords & The SEO Connection'.

to the web

WHAT WE DO OUR CLIENTS ABOUT US B2B MARKETING OUR BLOG

Keyword Research

ToTheWeb delivers a comprehensive, custom keyword reference guide to drive SEM efforts across your website, content and social media networks.

Home > What We Do > Keyword Research

Your key to SEO success: Strategic keyword use

Your website team, writers, social media team all need a keyword reference guide featuring clear directives for optimizing every piece of content for success with search.

This is the key to effective SEO programs that boost your site's ranking in organic search results. We'll conduct thorough keyword research to determine the terms and phrases most likely to be used in search engines by prospective customers and use the results to revise the content throughout your site.

The keyword research and discovery process often includes:

- Discussing the keywords you want to include
- Sourcing keyword possibilities from past or ongoing PPC campaigns
- Talking to your clients and sales team
- Researching competitor sites
- Analyzing your site to find the pages effectively using exact keyword phrases (ToTheWeb has a proprietary software tool used for this activity)
- Evaluating keywords being used in search engines that currently drive traffic to your site
- Gathering keywords visitors entered into your on-site search tool

Your keyword reference guide is gold

ToTheWeb clients rave about the keyword reference guides they're provided. Your keyword guide will be used by your entire content creation team—and not only on your website—but also in social media, videos, and all media relations.

Related B2B Content [all B2B Content](#)

B2B Keyword Research Guide (PDF)

Keywords & Content Marketing

Keywords & The SEO Connection

233 words

2,400 words

The screenshot shows the 'to the web' logo in the top left corner. The main heading is 'KEYWORD RESEARCH GUIDE'. Below it, a sub-header reads 'Keywords are used in web content to increase your site's ranking in the search engines and generate more qualified leads.' The page is divided into two main sections: 'IMPORTANT "TAGGING" TACTICS FOR SEO' and 'THE FOUNDATION OF SEARCH ENGINE OPTIMIZATION (SEO)'. The 'TAGGING' section includes a list of tactics for title tags, such as ensuring they are unique, descriptive, and contain the primary keyword phrase. The 'FOUNDATION' section includes a link to 'Test your Page Title Length' and 'Click Here to Run Test'. At the bottom right, the page number 'P. 13' is displayed.

to the web

KEYWORD RESEARCH GUIDE

Keywords are used in web content to increase your site's ranking in the search engines and generate more qualified leads.

IMPORTANT "TAGGING" TACTICS FOR SEO

TITLE TAGS

- **Title tags**—though they might be invisible on the web page, every page should have a well-written, unique Title tag. It is an important way to tell Google and searchers what the page is about. And it's the major contributor to higher click-through-rates from a search engine results page (SERP).
- **Words you use in the Title should describe the theme of the page.**
- The **primary keyword phrase should be the first words** or near the beginning of the Title. Include the most important keywords in the page Title but in a readable manner, don't just string keywords together.
- Titles should be written for both search engines and people -with the focus on people! They should contain about five to eight words so that the important message appears in the SERP's.
- Capitalize the first letter of each word. This helps to improve your SERP's click-through-rate.
- **Titles are now truncated at approx. 580 pixels or about 55 characters.** What appears in the SERP's depends on the words you use. Include the most important Title content at the beginning. PDF titles should be limited to approx. 560 pixels or about 50 characters.
- **Company Name in Title:** It's not necessary to use your company name in the Title tag as it appears in the URL but if you do, use it at the end.
- It is still widely believed that Google will index more words from the Title even if it does not display them in the SERP's. This means that Google will associate those words with the page even if it does not display them in search results.

THE FOUNDATION OF SEARCH ENGINE OPTIMIZATION (SEO)

Test your Page Title Length

[Click Here to Run Test](#)

P. 13

Every PDF Deserves a Great Title

The key outcome is to encourage visitors to click on your PDF link.

[Download Instructions](#)



Search Optimizing the PDF

- Think about the keywords this PDF should rank for.
- Use that primary keyword at the beginning of the Title in the Document Properties. This phrase should **reflect the primary focus of the content**.
- Each PDF Title should be unique. Don't simply repeat the document's page title in the Document Properties.

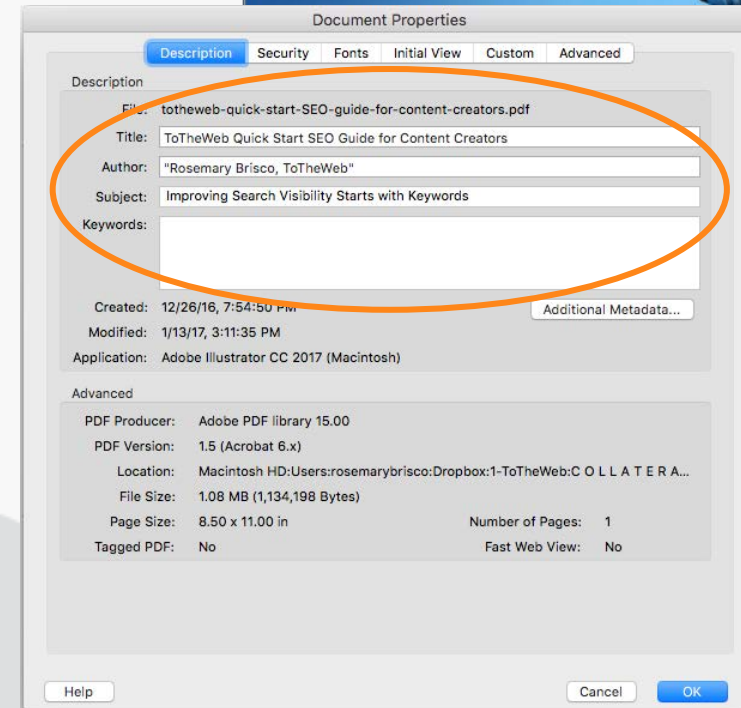
Search Optimizing the PDF

- Use known abbreviations and other easily-recognized short forms to reduce pixel count. Refer to a synonym-finder to identify shorter words. For example:
 - "Deploy" is 53 pixels vs the word "Implement" at 83;
 - Use our [Title Pixel Measurement Tool](#);
- Capitalize 1st letter of each word; and
- Don't use all capital letters.

Search Optimizing the PDF

This is Easy to Fix!

Update your Adobe Document Properties for each PDF. Take your **best shot** at boosting clicks with awesome Titles.

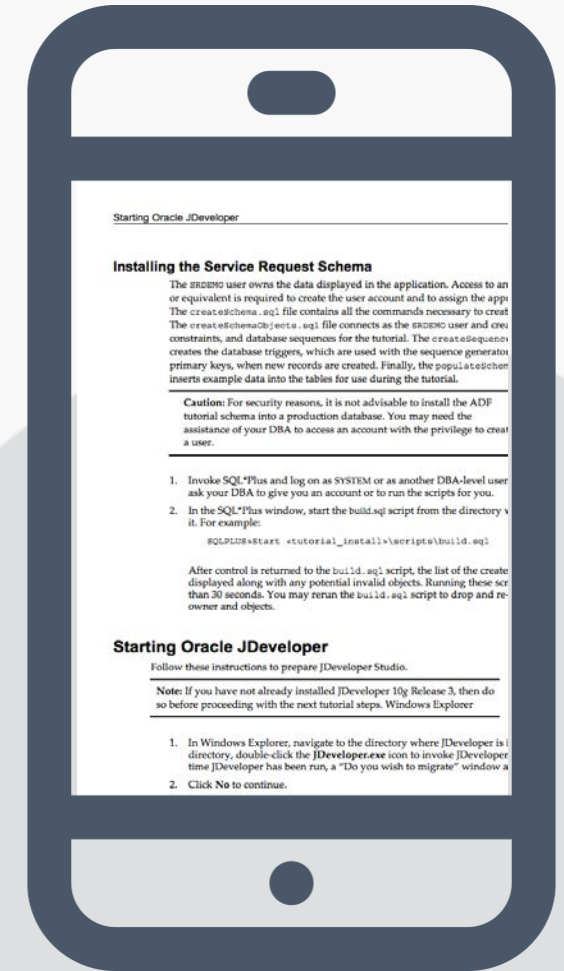


Use our Free Tool

Search Optimizing the PDF

Making PDFs More-Easily Digested **on** Mobile Devices

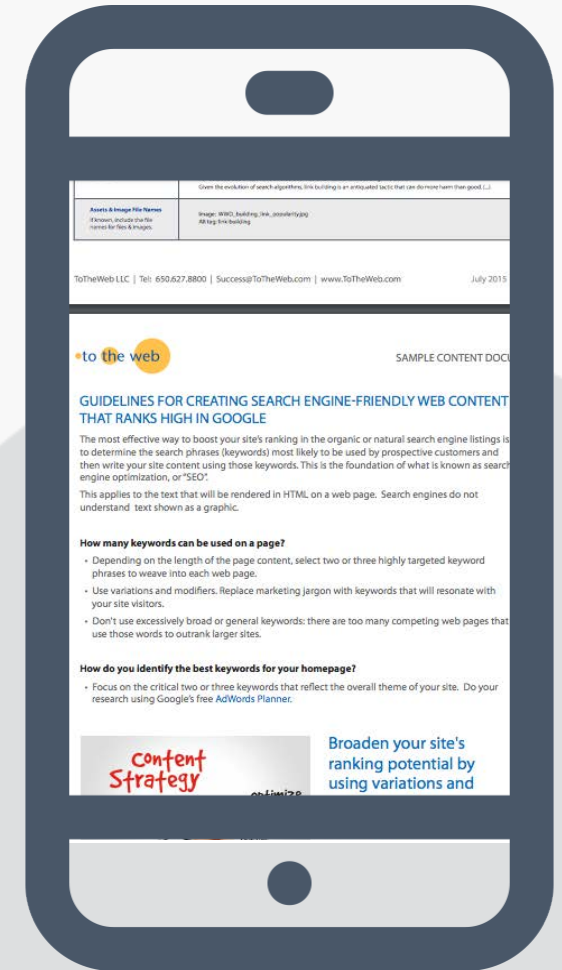
Improve the display of your PDFs and reduce the “Bounce-Back” to Google SERPS by improving PDF readability.



Search Optimizing the PDF

<http://www.responsimulator.com/>

- Use high-readable fonts
- Break up blocks of text. Use short paragraphs – 2-3 sentences
- Left align main body content – try to make it readable without horizontal scrolling
- Add more space between rows of text and paragraphs
- Use lots of headings/sub-headings (include keywords).



This is Easy to Fix!

- 1. Add a Title to the Document Properties** of the PDF file. One that will encourage Google visitors to click it on a search engine results page. *Write the title like ad copy.*
- 2. Use descriptive file names** – include a link back to your site.
- 3. People Scan – Design for Them:** Improve readability by breaking up the content that is currently in large blocks of text and use headings/sub-headings to describe.

Keep Prospects On-Site

How Can You Generate More Sales Leads?

3 Easy Steps

1. Drive prospects to your site
2. Keep them there
3. Convert to customers

Leads

Big change starts on the homepage

It generates the highest clicks
compared to any other page.

Where do Buyers go after the
1st click?

Homepage Bounce Rate

What is it? The percentage of single-page visits to the homepage.



Homepage Bounce Rate

Is your home
page a
bouncer?

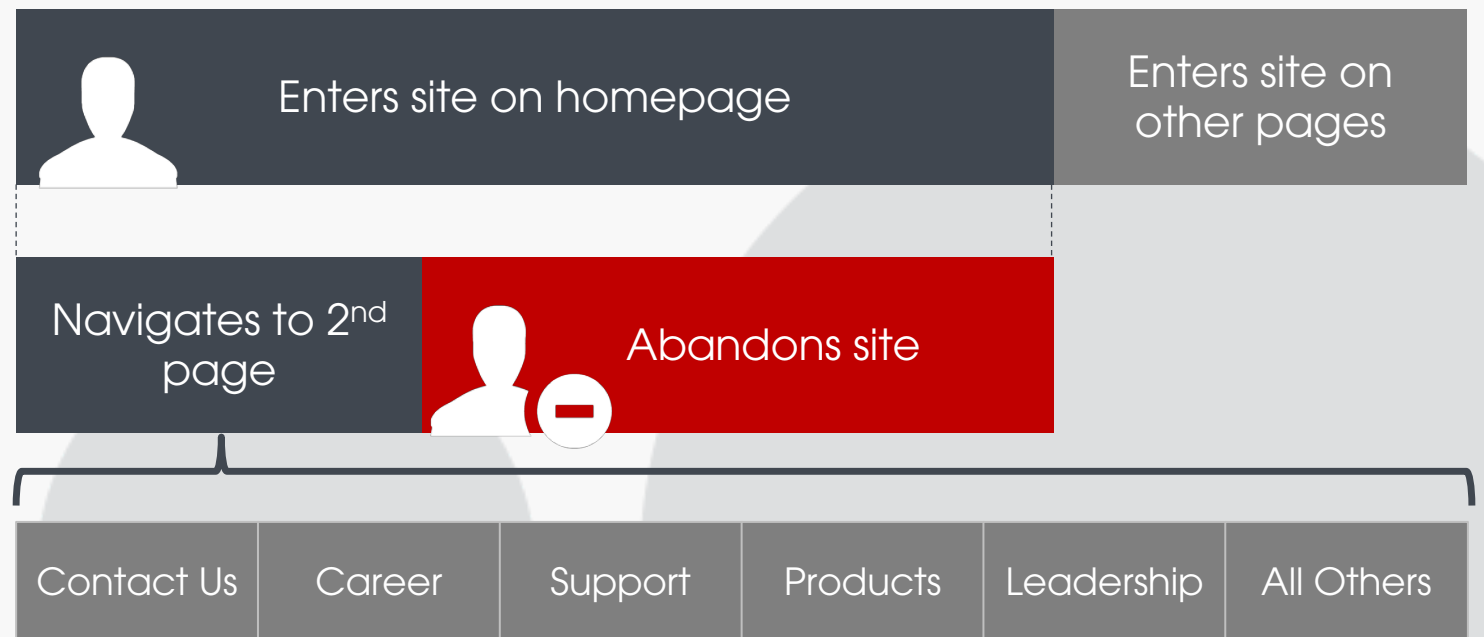
>50% bounce = needs work



Homepage Bounce Rate

Bounce rate problem

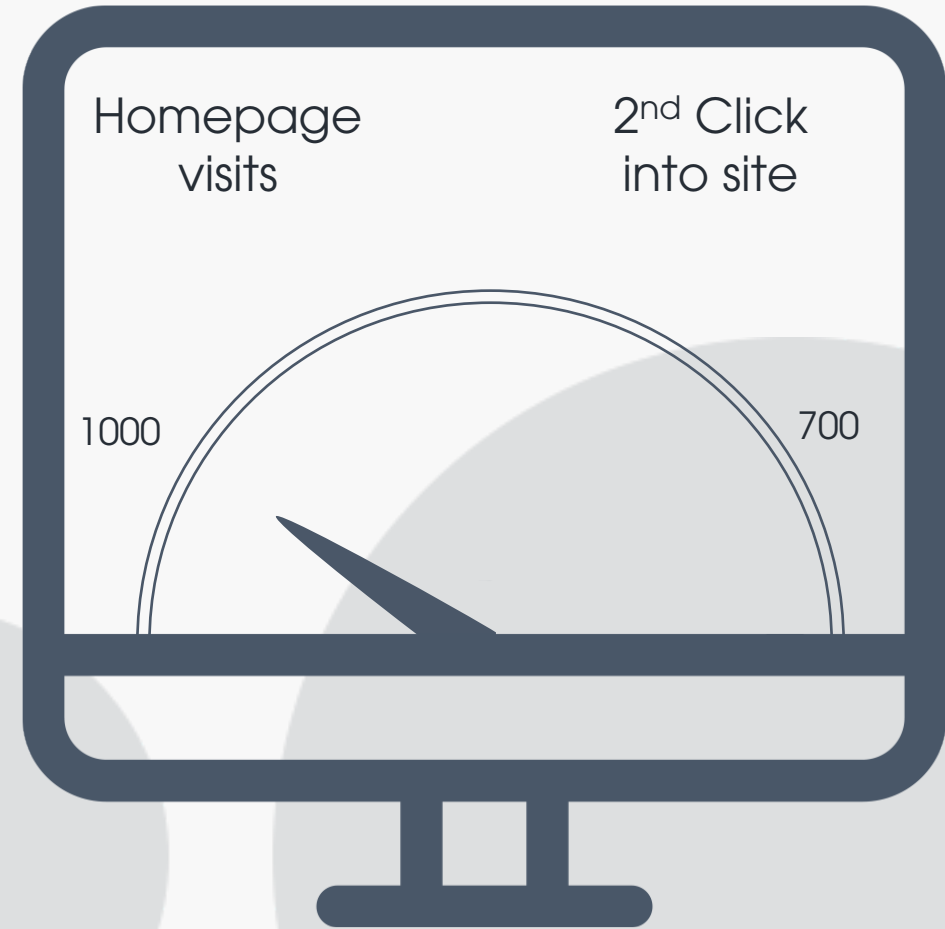
Too many visitors abandon the site from the home page.



Homepage Bounce Rate

Fix your homepage bounce rate

Move the needle. Keep buyers on the site. Assess the number of homepage visits relative to 2nd page click.



Homepage Bounce Rate

Optimize for the Buyers

What's getting clicks? Google Analytics will not visualize this data but heat mapping will.



Homepage Bounce Rate

Heat Mapping

Reveals what's clicked.
Use it!

Crazy Egg Heat Maps



Do visitors see what you sell?

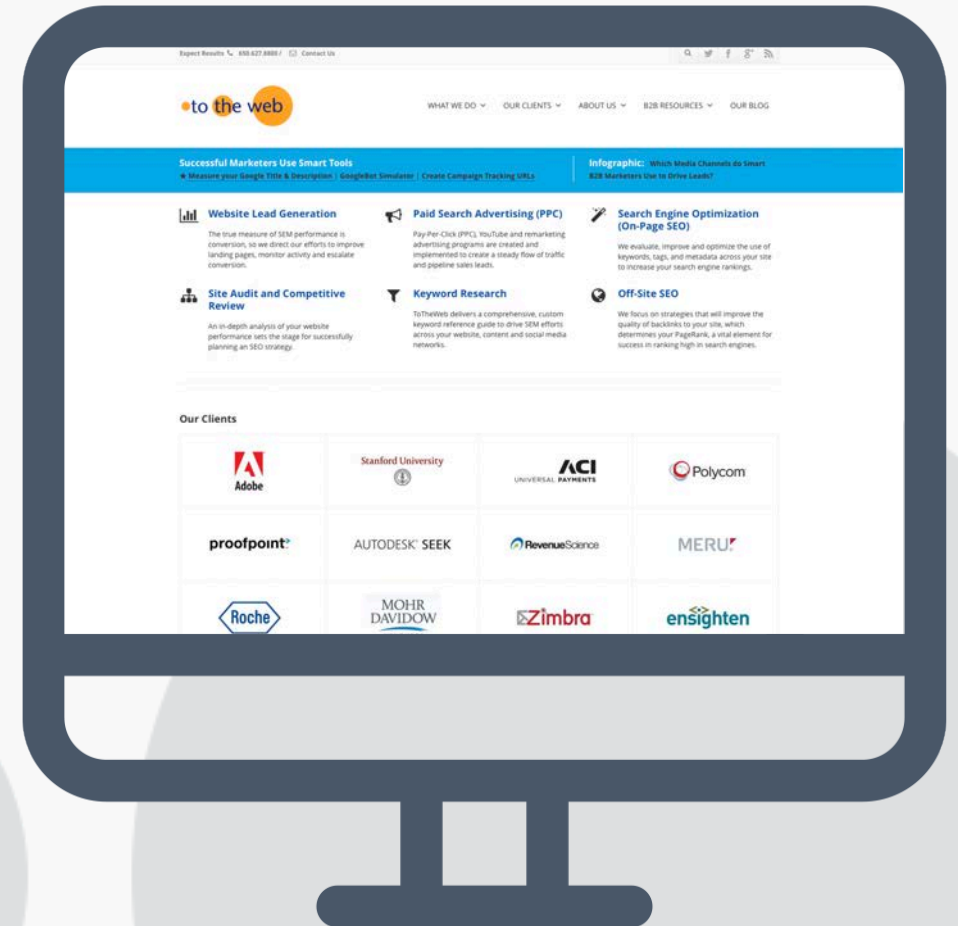
People don't buy from the homepage.



Drive Visitors to Products Pages

Drive Visitors to Product Pages

Prospects need to learn about your products and services **first** before they will request a demo or fill out a contact us page.



Drive Visitors to Products Pages

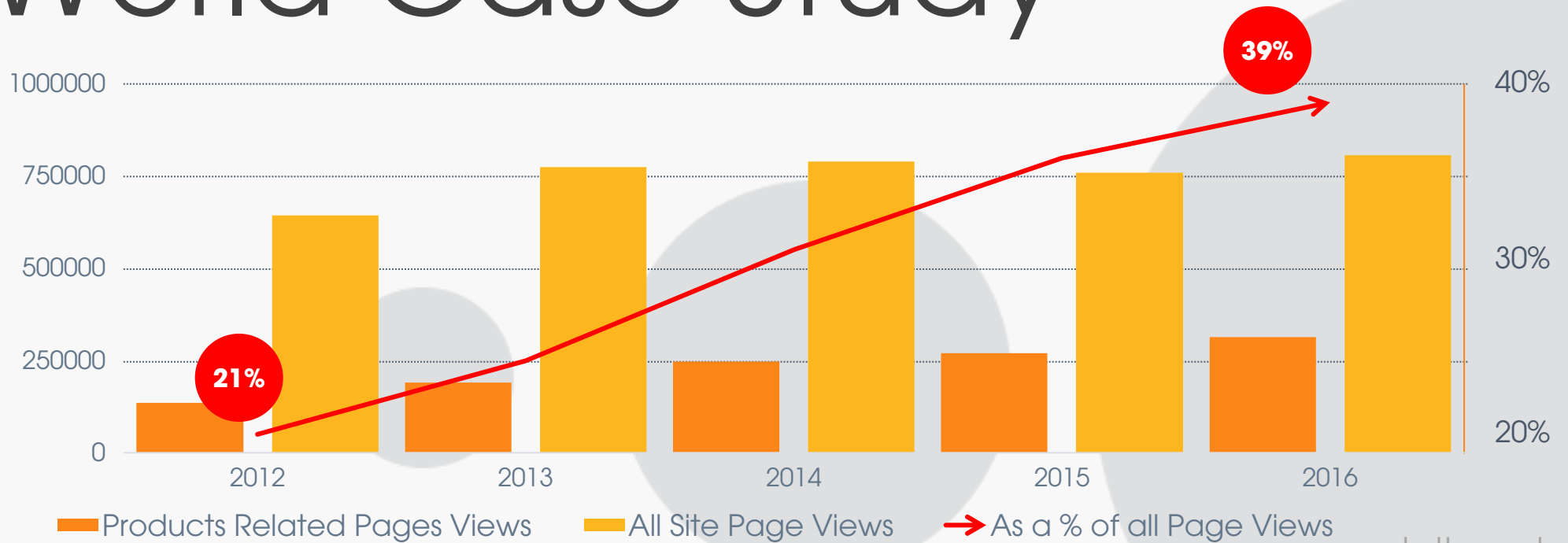
Products Views = More Leads

- Your home page needs to serve as a launch pad to products pages.
- Analyze and test alternative approaches with copy, offers and design changes.



Drive Visitors to Products Pages

Products Real-World Case Study



Products Placement

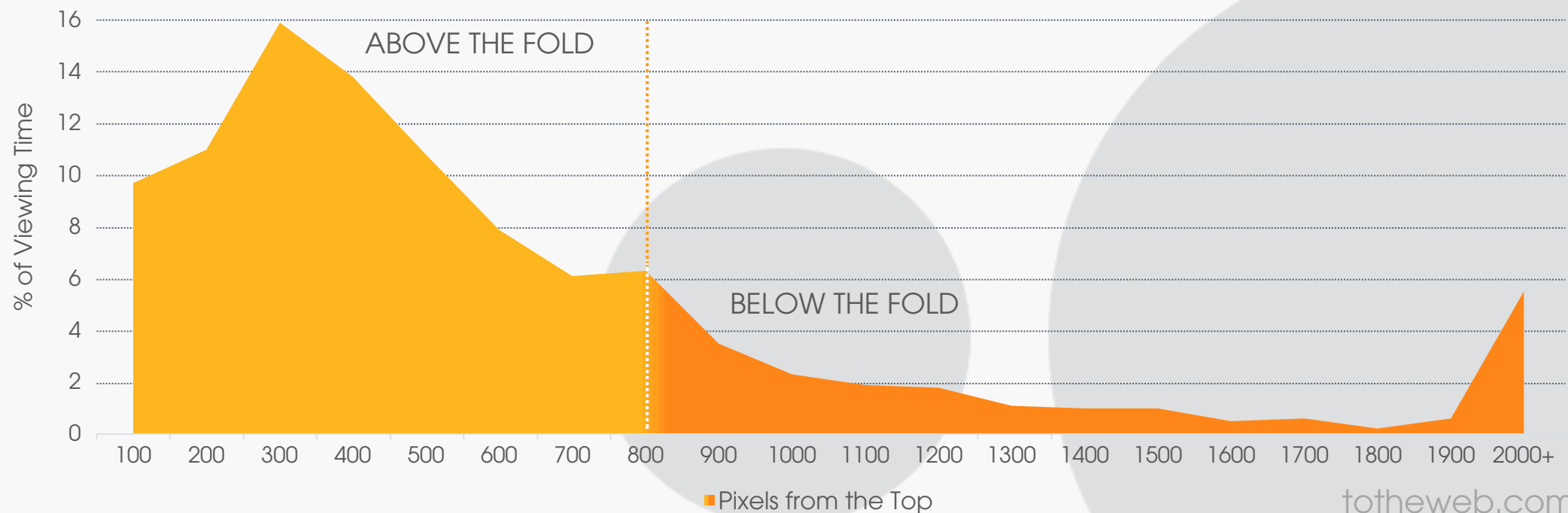
NNGroup's research indicates that visitors spend about 80% of their time "above the fold".

This is where Products content should be.

Promote Products contents above the fold

B2B Screen Resolutions

1024 x 768 pixels or higher.



Drive Visitors to Products Pages

User Experience Optimization

- Improve high-value landing pages and conversion paths
- Experiment with new offers, and
- Test– find what works – repeat.



Drive Visitors to Products Pages

Click-throughs

- Examine **traffic sources** to key product pages
- Set a **baseline** to evaluate changes against, and
- **Test** alternative approaches.



Create Awesome Blog Content



Create Awesome Blog Content

Blog Content Matters

Blogs are the fastest way to increase your content and expand your footprint on the web.

Create Awesome Blog Content

Don't Send The Wrong Signal to Google

Think Mobile – Think about the
User Experience from Search.

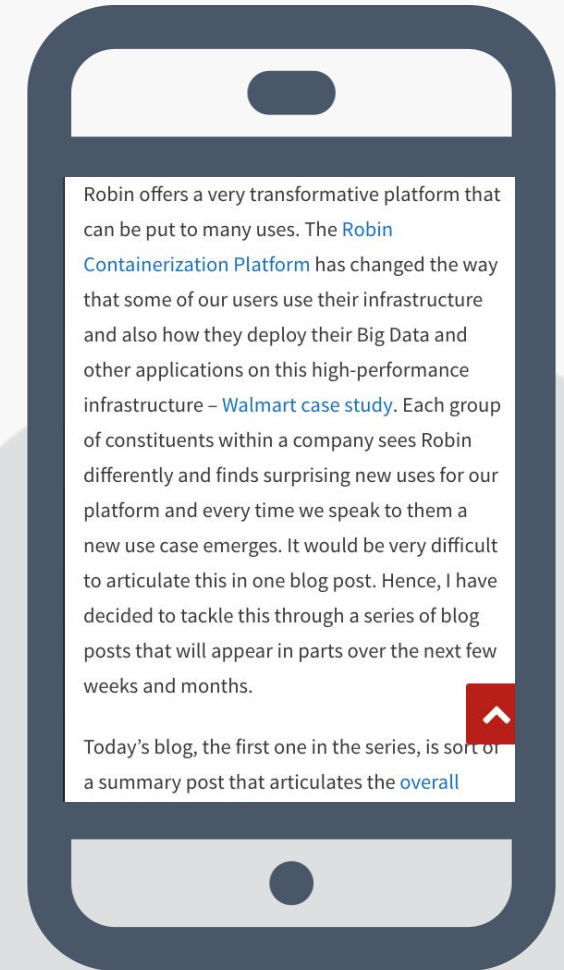
60% of all searches are on Mobile.

Create Awesome Blog Content

You Have **7 Seconds** for the Long-Click

- Visitor click on your blog post in Google;
- Searcher lands on your page;
- They take 5-7 seconds to decide to stay; and
- If they immediately return to Google, you've sent a **strong signal** that your URL wasn't a good result for the search query.

Tested with: [MobileTest.me](https://mobiletest.me)



Create Awesome Blog Content

Create Blogs for the Way People Read

Make your content easy to scan.

Create Awesome Blog Content

People Don't Read Word-For- Word

They quickly scan a page.

Adapt your blog to the way
people read content.



Create Awesome Blog Content

In the “old” days when we had newspapers, they were optimized for scanning.

- Visitors scan a page glancing at headings. if they don't find content that matches their problem – they leave.
- Use awesome imagery.
- Use lots of white space (air) to draw the eye to important content.



Create Awesome Blog Content

Super-Charge your Blog Content

- Write content with a conversational tone.
- Blogs have high bounce rates – add strong Calls-to-Action. (especially to Products pages), and
- Improve engagement by adding videos and relevant images.

Create Awesome Blog Content

Super-Charge your Blog Content

- Create high-quality, valuable, sharable content.
- Identify topics that have been popular in the past in terms of sharing.
- Search for popular posts your competitors have written.

Create Awesome Blog Content

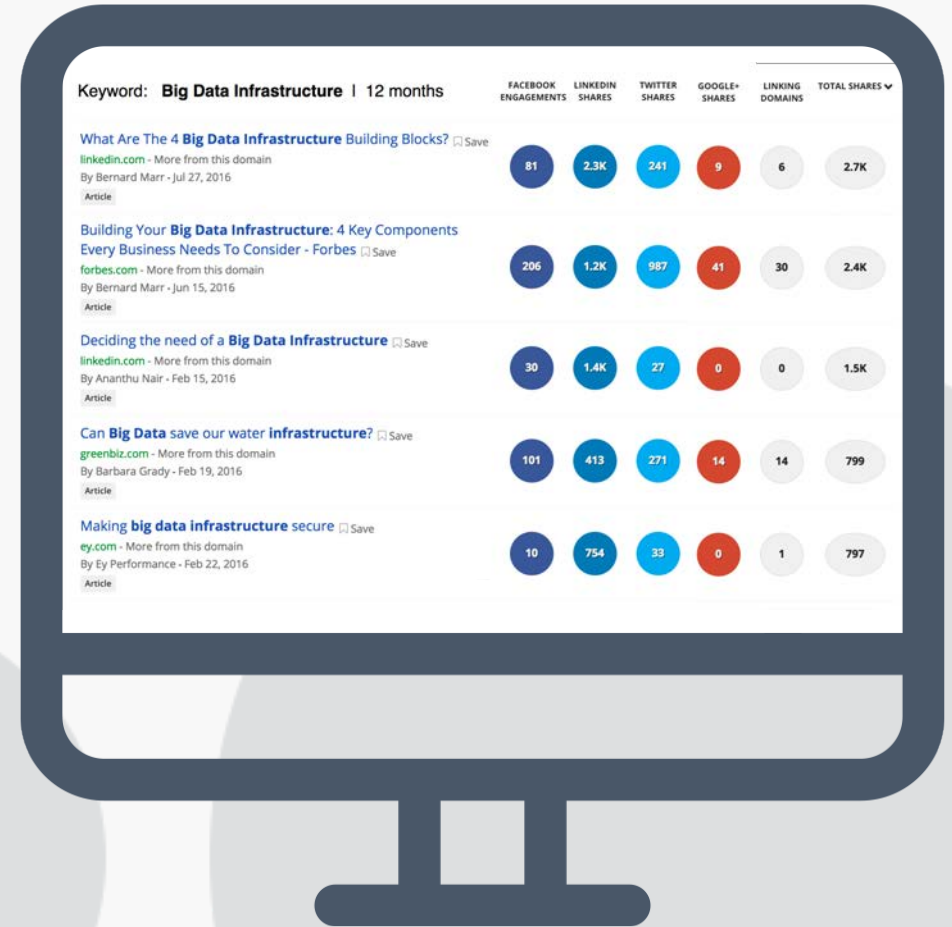
BuzzSumo: find highly-shared topics

Titles and topics matter.

Create Awesome Blog Content

Create
awesome blog
titles with high
shareability

Measure Your Blog Titles Here



Create Awesome Blog Content

- Use BuzzSumo to identify topics that have been popular in the past in terms of sharing;
- Search for popular posts your competitors have written; and
- Learn the best social network for sharing your content.



Create Awesome Blog Content

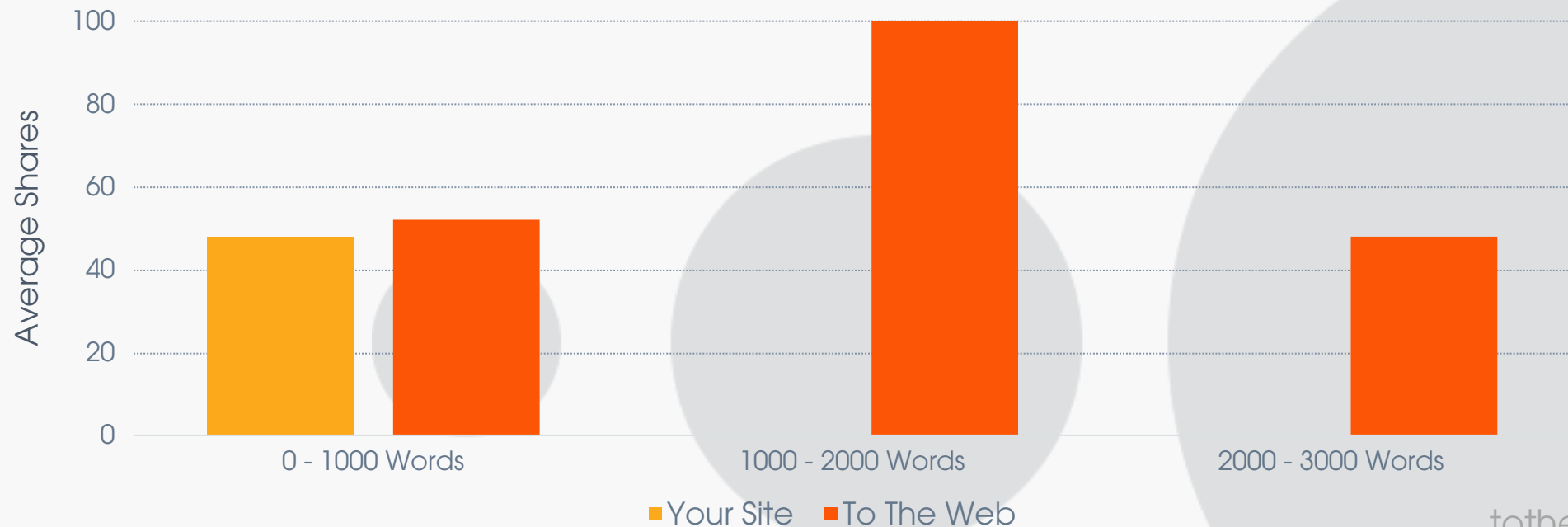
Compare total shares **by content length**

A top priority should be to create in-depth articles of more than 1,000 words per article.

Create Awesome Blog Content

Compare Average Shares by Content Length

BuzzSumo compares your content to competitors.



Create Awesome Blog Content

Make your blog work harder for you

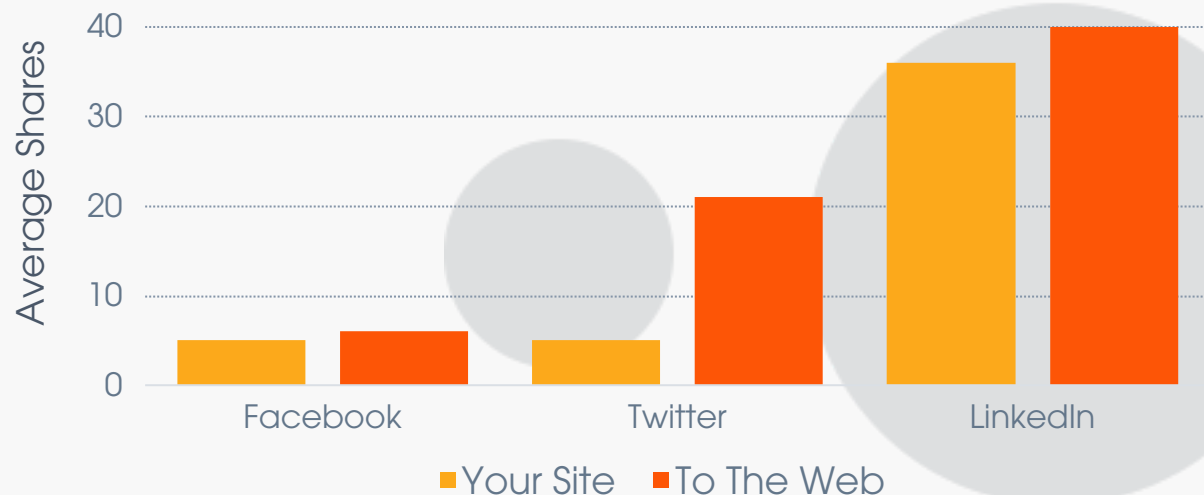
Make it pass the high
quality test.

Create Awesome Blog Content

Write **in-depth, technical posts** focusing on the challenges you solve:

- Consider the keywords you want to rank for;
- Use bullet points, graphics, break up long paragraphs and add sub-headings that contain keywords; and
- Create content with a long shelf life.

Make your **blog more easily shared** (use WP Plugin: Better Click to Tweet)



9 Quick Wins to Instantly Boost #B@B Website Lead Generation

[CLICK TO TWEET](#) 

Create Awesome Blog Content

How to Measure Blog SEO Efforts

Set a baseline for blog activity from search engines and monitor monthly in Google Search Console.

Create Awesome Blog Content

- Become familiar with the Landing Page Report in Google Analytics.
- Evaluate the most effective posts and determine what is contributing to their success, and
- Aim for new posts to drive 40% more traffic in 6 months than non-optimized posts.

Left Rail: Behavior> Site Content> Landing page



Landing Page ?	Acquisition	Behavior		Convers.
	Sessions ? ↓	Bounce Rate ?	Pages / Session ?	Goal Conversion Rate ?
	57,151 % of Total: 100.00% (57,151)	81.49% Avg for View: 81.49% (0.00%)	1.35 Avg for View: 1.35 (0.00%)	0.64% Avg for View: 0.64% (0.00%)
1. /learning_center/tool-test-google-title-meta-description-lengths/index.html	41,771 (73.09%)	86.98%	1.19	0.02%
2. /learning_center/sample-content-document/index.html	4,089 (7.15%)	65.54%	1.40	4.92%
3. /index.html	3,157 (5.52%)	47.61%	2.58	3.45%
4. /learning_center/tools-search-engine-simulator/index.html	1,782 (3.12%)	83.16%	1.33	0.11%
5. /blog/2013/07/seo-best-practices-for-optimizing-pdf-files/index.html	1,353 (2.37%)	85.81%	1.18	0.30%
6. /learning_center/wire-frame-sample/index.html	913 (1.60%)	66.05%	1.56	1.42%
/blog/2016/10/which-media-channels-do-smart-2b-marketers-use-to-drive-leads/index.html	368 (0.64%)	75.54%	1.54	1.00%

Numbers supercharge measurement and help identify the missed opportunities

URLS	Clicks	Impressions	CTR	Position
https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/	7630	145,872	5.23%	24
https://totheweb.com/learning_center/sample-content-document/	1621	12,939	12.53%	8.3
https://totheweb.com/blog/2013/07/seo-best-practices-for-optimizing-pdf-files/	535	13,532	3.95%	29
https://totheweb.com/learning_center/tools-search-engine-simulator/	495	13,961	3.55%	14
https://totheweb.com/pdfs/ToTheWeb-Keyword-Optimization-Guide.pdf	205	3,543	5.79%	58
https://totheweb.com/	204	3,265	6.25%	8.5
https://totheweb.com/learning_center/search-engine-marketing-tools/	80	53,920	0.15%	21
https://totheweb.com/pdfs/Campaign-Tracking-URL-Best-Practices-Guide.pdf	68	3,647	1.86%	35

Create Awesome Blog Content

Track Blogging Activity with our Spreadsheet

A shareable location for ideas and activity for your team.

[Download the Template](#)



Create Awesome Blog Content

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

C	D	E	F	G			
DATE POST LAUNCHED	DAY OF WEEK	BLOG URL	COMPLETED	TOPIC	TARGET	KEYWORD	LONG-TAIL KEYWORDS
Once launched - set a 30-day remind day to check Analytics	Optional: Tracking helps identify the best day of week.	Include your main keyword.	Use an "X" to mark completed	Describe the Topic Is it an Event, Video, News Story?	Target Audience or Target Persona - or buying cycle	Pick one Head Term	

+ | CALENDAR | BLOG CHECKLIST | IDEAS PARKING LOT

<https://docs.google.com/spreadsheets/d/1AAag1mZRTIUhrMDbfP26Ysv6N9OzmzImaWMNHZKo9aY/edit#gid=0>

Create Awesome Blog Content

Guest Blogging. Everything you need to know

See Appendix for full details.

Create Awesome Blog Content

Take your best posts and launch on LinkedIn

Each author can post on their own profile and it will get shared within their network.

Create Awesome Blog Content



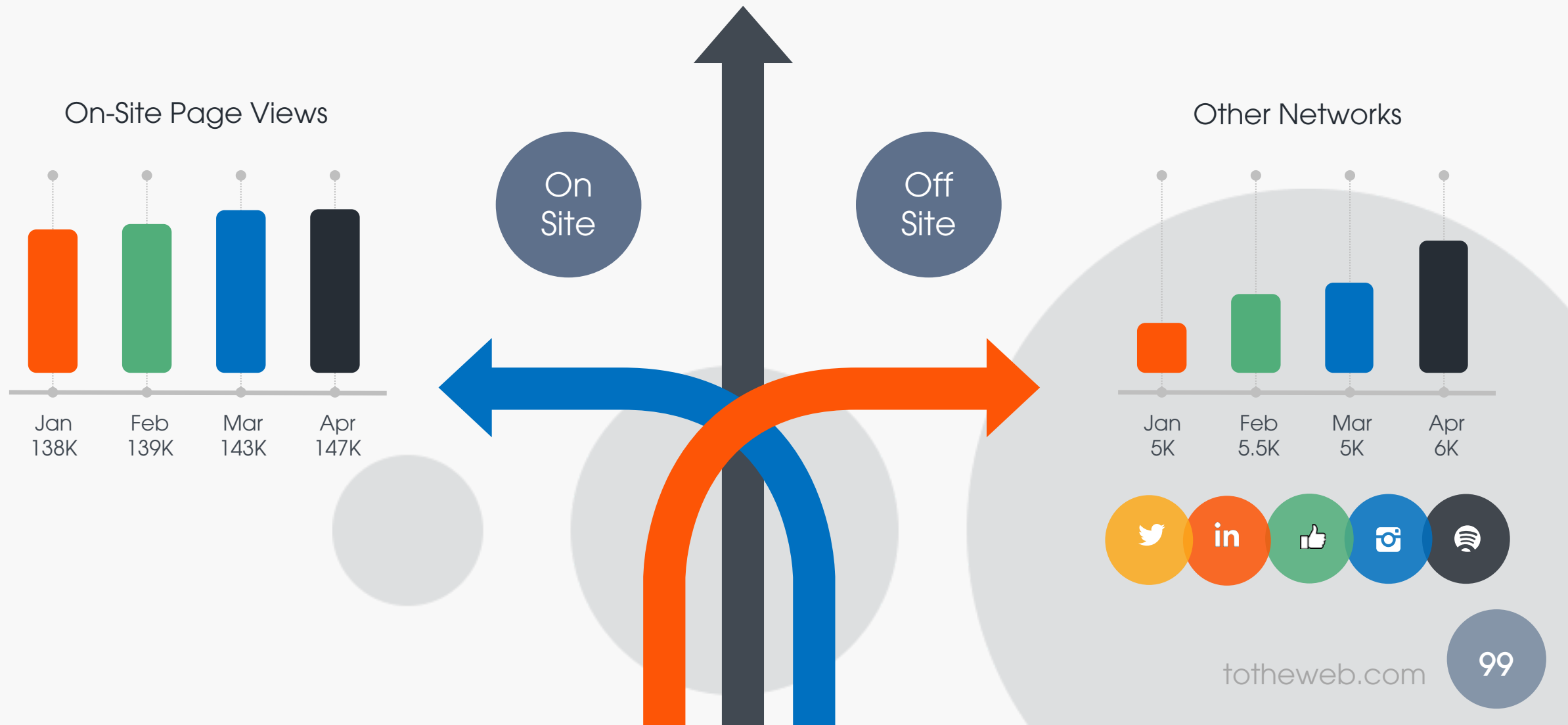
Add images to each post

There is no
demand without
marketing

Promote Your Content On-Site & Off-Site

A new picture is emerging – off-site brand content is growing faster than on-site.

Offsite Marketing



Links

Direct
Marketing

Social
Media and
User
Generated
Content

Press

Advertising

Search
Engine
Marketing

Trade
Shows

Webinars
and
Events

Everything leads
to your website.

Keep & Convert
Buyers

Leads

Sales is a Numbers Game

Run your conversion ratios through the sales funnel.

Leads

How many visitors
and prospects will
it take to close **one**
sale?



Convert your visitors into leads

We work with B2B companies with lead generation challenges. Our search programs drive visitors to your site – but we don't stop there – we make sure your visitors convert into leads.

CALL 650.627.8800



Free B2B Tools + Articles

Tap into B2B Resources @

Visit totheweb.com

[B2B Learning Center](#) | [Blog](#)

Free B2B Tools + Articles

- Toolkit: links to SEO tools
- Articles + Blogs
 - web strategy
 - lead generation techniques
 - search optimization tips
 - paid advertising
- Upcoming Seminar Details



Free Keyword Tools

- Google Products: Keyword Planner, Search Console, (see Excel file), Google Trends, Google Instant;
- Word Clouds: TagCrowd.com / Wordle.net; VisualThesaurus.co; and
- Thesaurus and Synonyms Libraries.

Free B2B Tools + Articles

Tips for Finding the Keywords and Theme of a Page

Use Wordle.net to generate “word clouds” from text that you provide.



108



agile app-to-spindle application-aware application-
defined applications award center
company consolidate contact
containerization containers costs
create data databases deliver demo details
devops docker download elastic enterprise finalist
guaranteed hadoop hardware herring high-performance

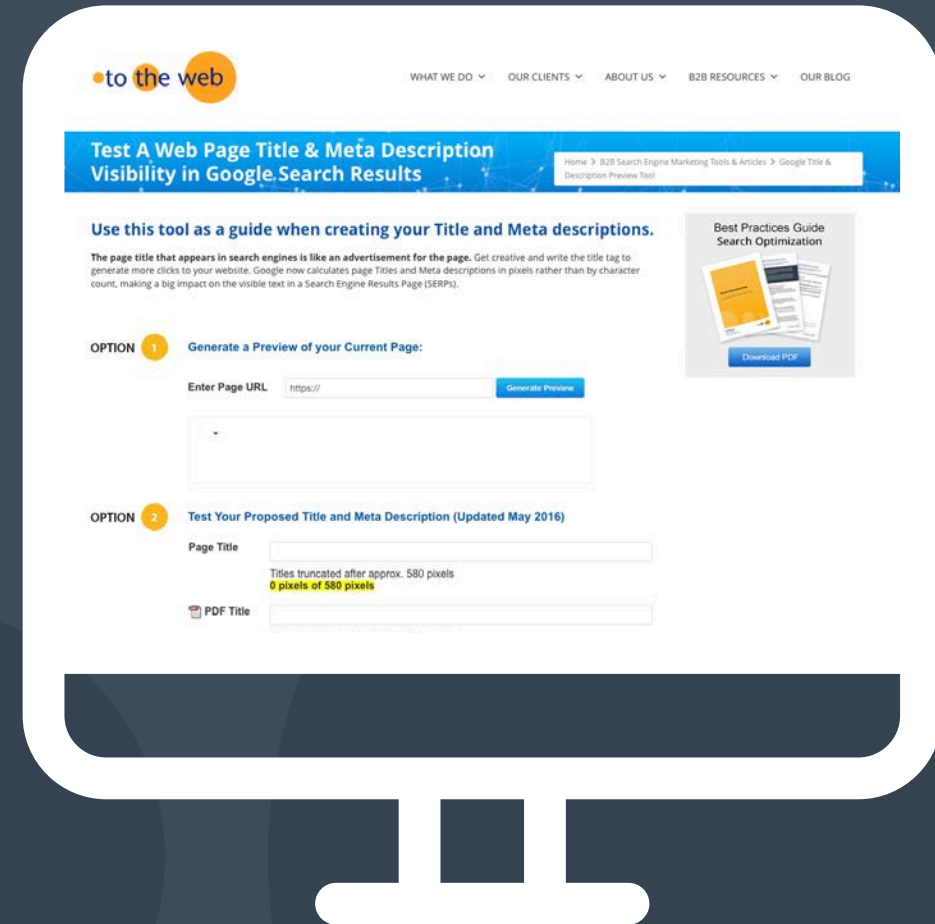
data center security **best practices** data center security **checklist**
data center **physical** security data center security **design**
data center security **requirements** data center security **levels**
data center security **standards** data center security **cisco**



Free B2B Tools + Articles

Use Our Title/Meta Description Tool

Measure Your Tags



SEO

Simple Data-Driven Strategies to Fast-Track Lead Generation

- <https://totheweb.com/blog/2015/10/simple-data-driven-strategies-fast-track-lead-generation/>

SEO Content Template (Word Doc)

- https://totheweb.com/learning_center/sample-content-document/

Search Engine Spider Simulator (Tool)

- https://totheweb.com/learning_center/tools-search-engine-simulator/

Optimizing PDFs

Tool to Test Title and Meta Descriptions for PDFs (Tool)

- https://totheweb.com/learning_center/tool-test-google-title-meta-description-lengths/

SEO Best Practices for Optimizing PDF Files (Blog Post)

- <https://totheweb.com/blog/2013/07/seo-best-practices-for-optimizing-pdf-files/>

Every PDF Deserves a Great Title (PDF)

- <https://totheweb.com/pdfs/ToTheWeb-Every-PDF-Deserves-a-Great-Title.pdf>

Blog Content

BuzzSumo: Find Highly-Shared Content Topics (Tool)

- <http://buzzsumo.com/>

Create Compelling Blog Titles (Tool)

- <http://tweakyourbiz.com/tools/title-generator/index.php>

Blog Activity Spreadsheet (Google Drive Sheet)

- <https://goo.gl/IdHAcJ>

Guest Blogging

Test Submitting Material for a TechCrunch Guest Column

- <http://techcrunch.com/got-a-tip/>

Guest Blogging Ideas

- <http://feldmancreative.com/2015/01/benefits-of-guest-blogging/>

Podcast on Guest Blogging

- <http://feldmancreative.com/2016/02/amplify-your-audience-by-guest-blogging/>

Lead Generation

Turn Clicks Into Customers — Start at the Homepage

- https://totheweb.com/learning_center/improve-lead-generation

Establish Website Relaunch Goals That You Can Measure

- https://totheweb.com/learning_center/defining-goals-for-lead-generation/

The Power of Online Tools to Drive Targeted Traffic Year-Over-Year

- <https://totheweb.com/blog/2016/01/b2b-lead-generation-the-power-of-online-tools-to-drive-targeted-web-traffic-year-over-year/>

Video

Ten Tips for Driving 31% More YouTube Video Views

- <https://totheweb.com/blog/2013/02/ten-tips-get-31-percent-more-youtube-video-views-in-3-months-a-case-study>

Best Practices Guide for Optimizing Videos

- <https://totheweb.com/pdfs/TTW-Video-Optimization-Best-Practices-Oct-2015.pdf>

2015 B2B Video Content Marketing Survey Results

- <http://tubularinsights.com/resources/2015-b2b-video-content-marketing-survey/>

Questions?

RB@ToTheWeb.com

650.627.8800

Is your website your best sales tool?

It should be!

• to the web