

2 Million **Blog Posts** are Created Every Day
HOW WILL YOU COMPETE?

• to the web

Next Steps for Keyword Research & Review

1. Prioritize the keywords and agree to the content groups (AKA: Topics)

- Score keywords: 1, 2 and X (X means to remove from our research)
- In a separate column add the “primary keyword topic” if different than shown
- Add keywords for additional research and indicate content group

2. Identify content that needs to be created to rank for important topics

- Create a long-form post about the topic, pulling in the most relevant related keywords from the list.

3. Striking Distance Keywords

- Review priority 1 keywords and determine if there is already content that is ranking for those phrases. Two Options:
 1. If content for important keywords ranks on pages 1,2 or 3 we should – with a little work – be able to improve rankings using the existing content, if not...
 2. Create new long-form content.

How to Create Awesome Blog Content

What We're Up Against...
Over **2 million** blog posts
are published every day.

To compete, consider these critical elements
when writing your next awesome blog post.

Source: HostingFacts.com | Aug, 2017

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What does blog success look like?

Look at your blog traffic graph for **longevity trends**.

They tell the most important story about past blog performance.



YOUR NEXT BLOG...

PAGEVIEWS

THIS?



OR THIS?



• to the web

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Does the post
answer a biggest
questions that your
readers have?

WHY?

Does the post suggest the author is an **authority on the topic?**

- Does the post offer in-depth, valuable or unique information demonstrating mastery of the subject?
- Has the author gone to the effort to research facts?

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Does the blog focus on a **single topic**?

- Why is it important and relevant to your audience?
- Why is it important and relevant to them **now**?



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How can you **increase content relevance?**

Use themes and keywords that
normally **co-exist within top-
ranked pages** in Google for your
high-value keywords.

EXAMPLE: Page Topic is PPC

Related sub-topics people search
on relating to main topic.

- Cost/Fees
- Landing Pages
- Adwords management
- Reporting & ROI
- Display/Text Ads
- Track, analyze and optimize
- Targeting, positioning
- Remarketing



Topics and titles matter.

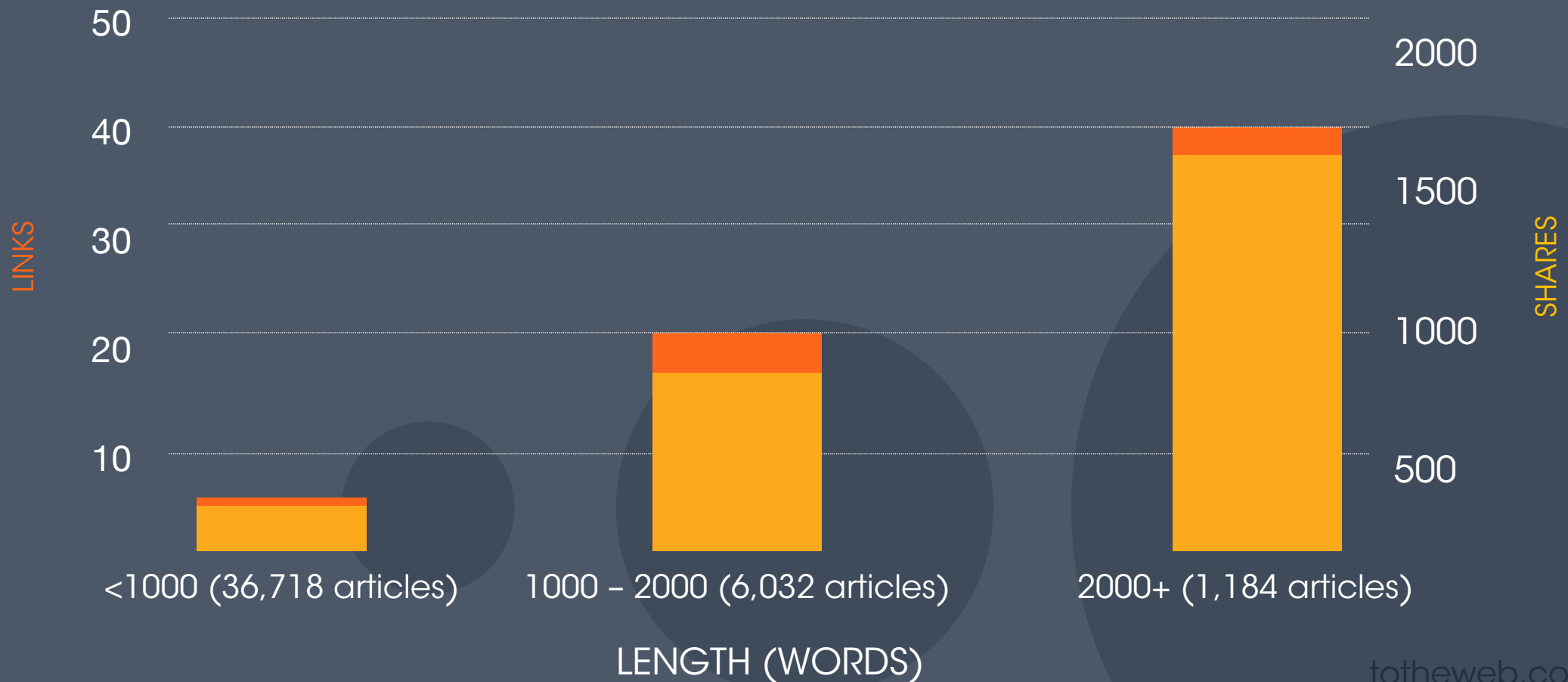
- Use BuzzSumo to identify topics that have been popular in the past in terms of sharing
- If your title isn't great, the post may never be consumed.
- For content ideas, search for popular posts your competitors have written.



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Average Shares and Links for Various Post Lengths

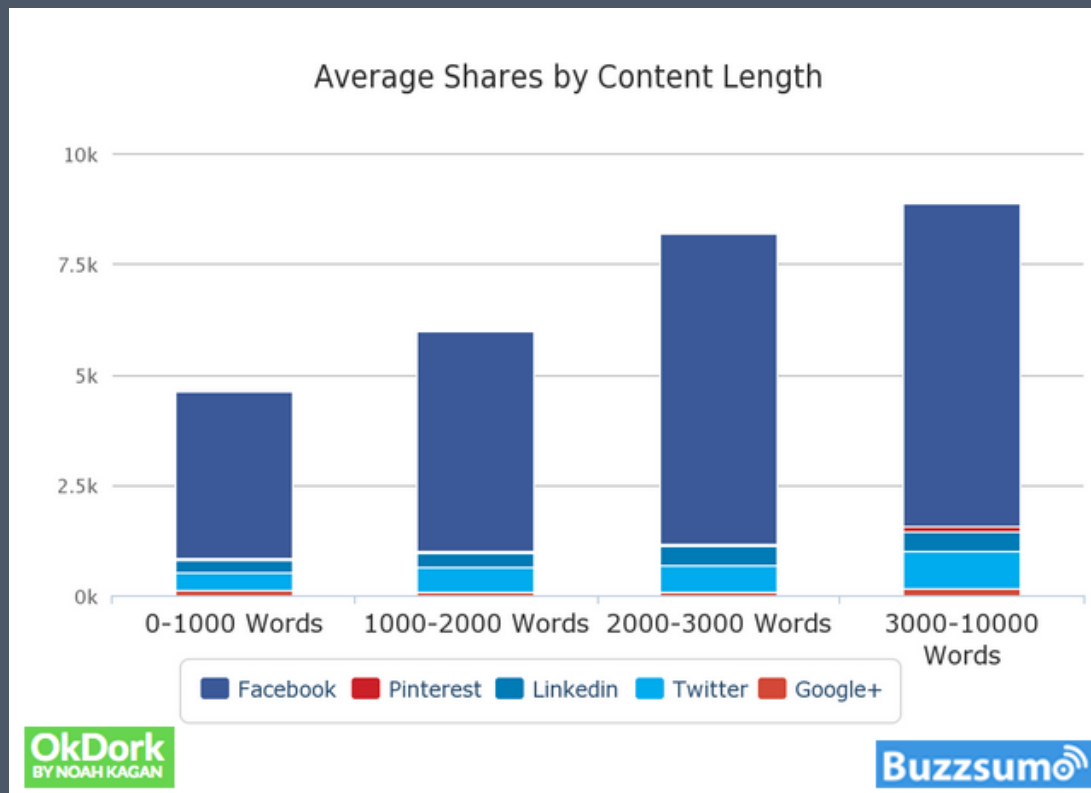
SOURCE: <https://www.orbitmedia.com/blog/great-writing-higher-search-rankings>



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Longer content gets more shares

SOURCE: <https://ahrefs.com/blog/content-creation/>

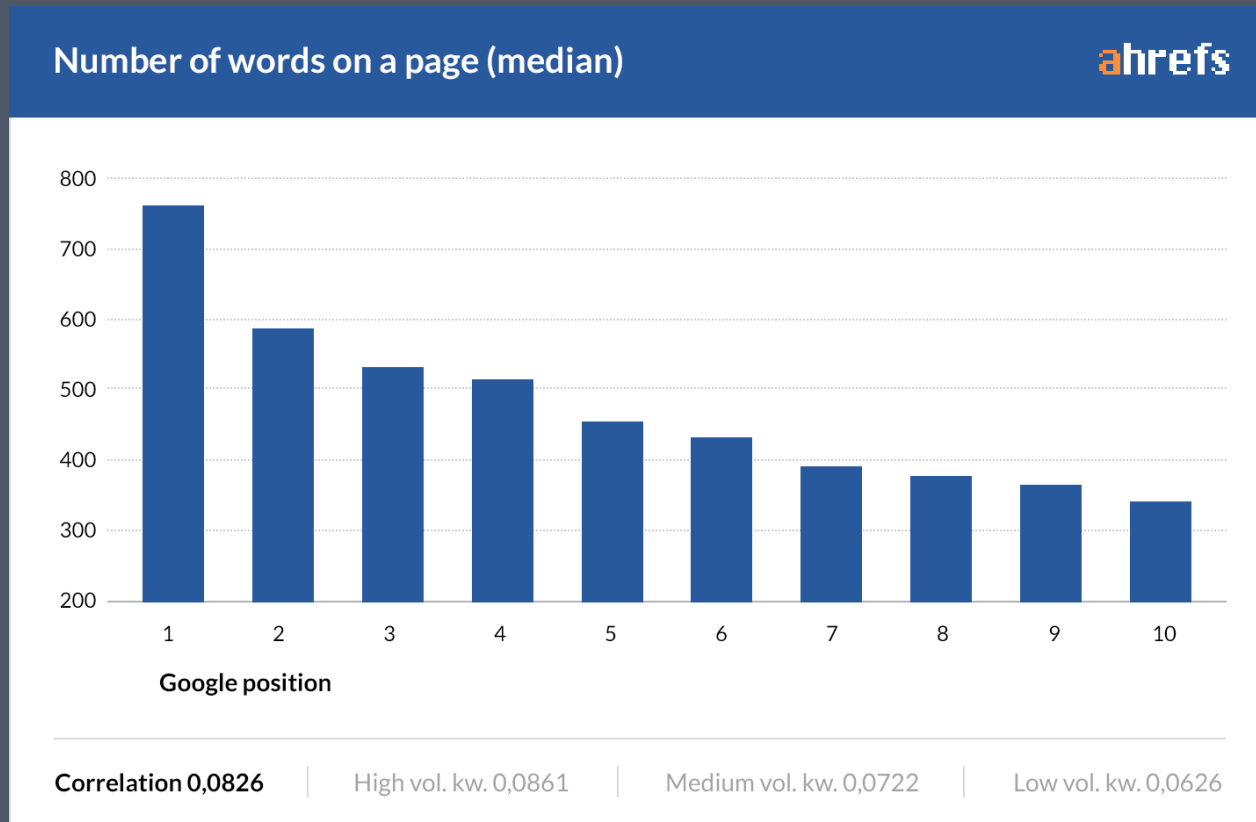


Unsurprisingly, longer content also gets more shares. [According to data gathered by BuzzSumo](#), the longer the content, the higher the chance of it getting 100+ shares.

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Longer content ranks better

SOURCE: <https://ahrefs.com/blog/content-creation/>



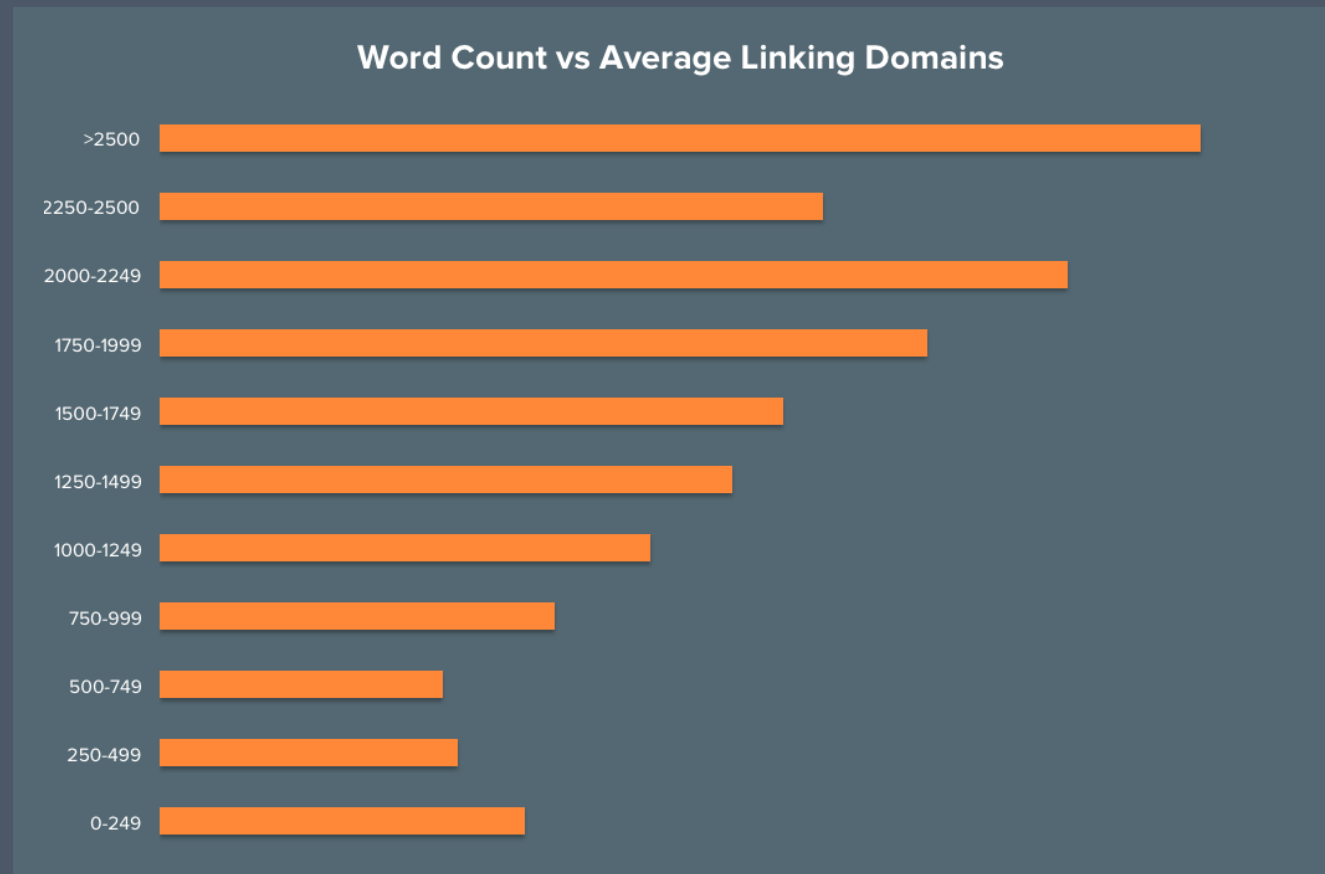
Longer content will get you better rankings in the SERPs. This has been proven by multiple studies over several years.

Ahrefs team has recently analyzed [rankings across 2 million keywords](#) and found a strong correlation between the content length and ranking positions.

How to Create Awesome Blog Content

Longer content ranks better

SOURCE: <https://ahrefs.com/blog/content-creation/>



[Another study by HubSpot](#) found that longer content gets more links.

You can see this yourself. For nearly any competitive keyword, you'll find that the top few results are almost always lengthy articles.

Does your content lend itself to **repurposing?**

- It typically takes a big effort to produce an awesome blog post.
 - Reap the maximum value by finding ways to leverage the content.
- podcasts
 - slide deck
 - LinkedIn post
 - infographic
 - video?

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Is the blog
search engine
friendly – will it
rank high in
Google?

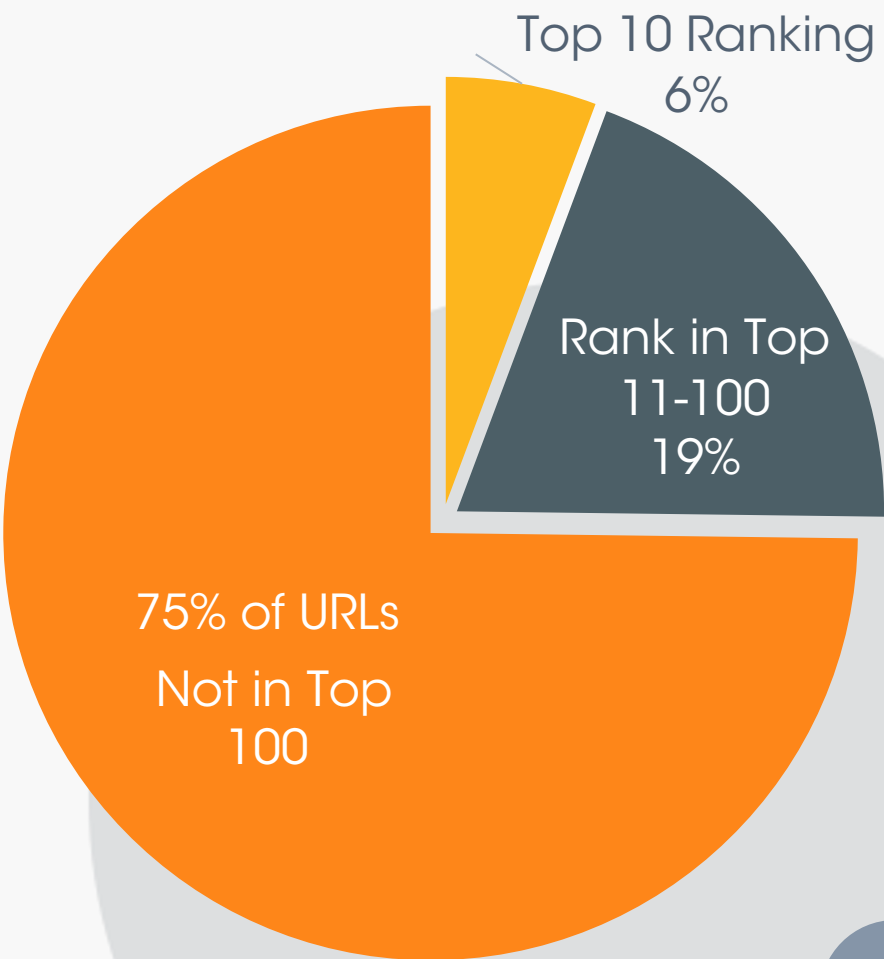


2017 research based on 2 million random keywords

How long does it take to rank on Page 1?

95% of newly published pages don't get to the Top10 within one year.

Of those that do (6%) it took about 2-6 months.



Optimizing Content with Keywords

Start every piece
of content using
the keywords for
which you want
the page to rank.

YOUR GOAL

Apply high-value keywords to each and every web page to expand your search ranking opportunity.

Finding the Right Keywords

Keyword Tools

- Google Products: [AdWords Keyword Planner](#), [Search Console](#), [Trends](#)
- Long-Tail & Modifiers: [Google Auto Complete](#) / [Übersuggest](#) / [Questions](#)
- Word Clouds: [TagCrowd.com](#) / [Wordle.net](#) / [VisualThesaurus.com](#)
- On-Page Keyword Use: [ToTheWeb Google Simulator](#)
- Use [Synonyms Libraries](#).

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Great content creates more links

They are easily **shareable** and
people will link to them.

More links **boosts** search
ranking opportunities.



How to Uncover Technical SEO Problems

Optimize Site Speed

Google favors faster sites and visitors bail on slow-loading websites.

Aim to optimize your website so pages load in **3 seconds or less**.



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Make your blog work harder for you

Create in-depth “evergreen” content with a long shelf life — think “educational” material.

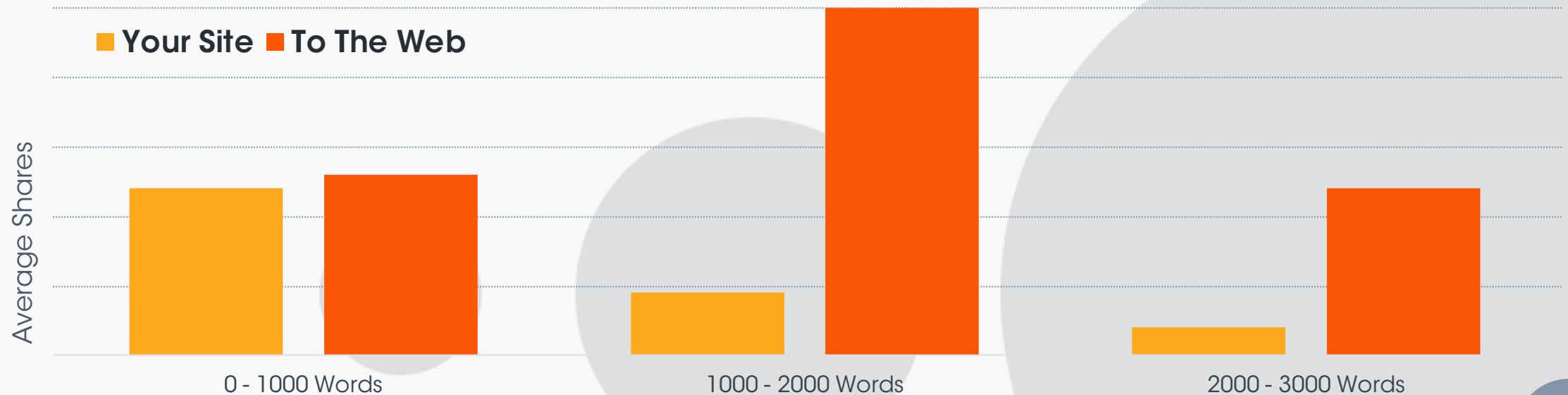
BuzzSumo now shows “evergreen” content.

2017 SURVEY

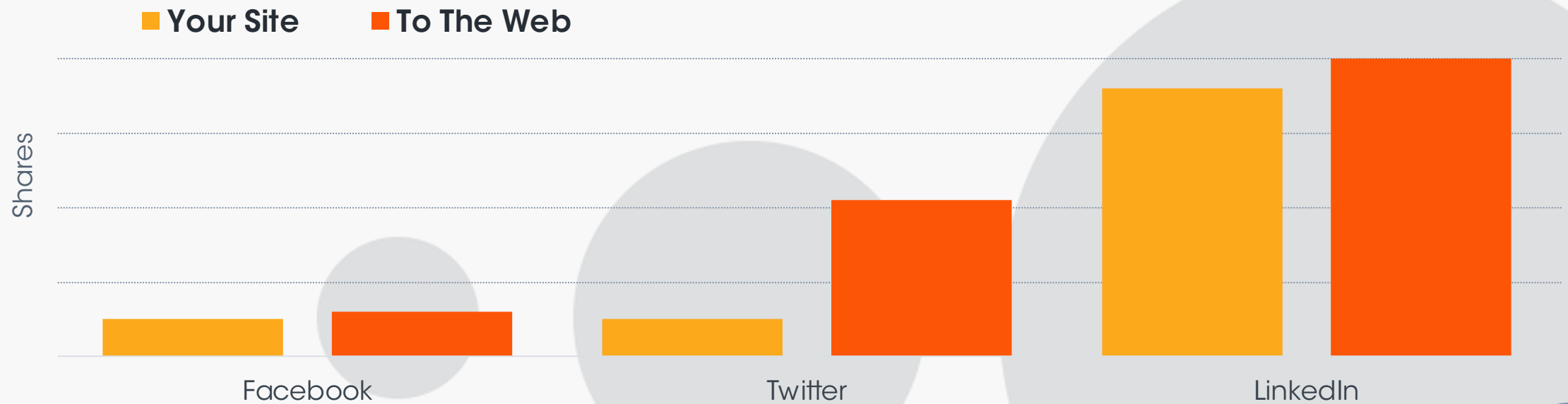
Only 22% of pages that currently rank in the Top10 were created within 1 year.

Source: aHrefs

Competitors: Compare Shares by Content Length



Find the best social networks for sharing your content. Compare to competitors.



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Super-Charge Blog Content

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

CTAs MADE EASY

Create a hidden WordPress page containing all CTAs so it's easy for you to add CTAs to a post.

On average, visitors
will **read about 28%**
of the text on a
web page.

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People Don't Read Word-For- Word

They quickly scan a page.

Adapt your blog to the way people read content.

There are many elements to consider when managing a B2B website when the primary focus is on lead generation.

3 Most Common Mistakes

#1 – IGNORING A HIGH HOMEPAGE BOUNCE RATE

What is a homepage bounce rate?

It is the percentage of visitors that enter a site at the homepage and then leave without clicking a subsequent page. This indicates more than half your homepage visitors are immediately leaving. **You can't sell to them. They are gone!**

Is your homepage a bouncer? If your bounce rate is **over 50%**, you have a problem.

How Can you Improve User Experience?

What do Non-Bounce Visitors Click? You address a high bounce rate by understanding the user experience. What do visitors who continue on into the site click on?

To do this:

- implement the low-cost heat mapping tool at [CrazyEgg.com](https://crazyegg.com) to reveal which page elements get clicked.
- Then experiment with new approaches to increase the click-through-rate. Using the CrazyEgg "heat map" display you can easily identify elements of the page that are not receiving high click activity. The heat map provides the information you need to start improving and testing your page.

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Create Blogs for the Way People Read

Make all your content easy to scan and be visually appealing to increase engagement.

Listening to their customers and delivering new services will be crucial for the success of real-time banking and payments in Europe and the US

With two major real-time payment schemes going live later this year, the pan-European EBA SEPA Instant Credit Transfer Scheme (SCT Inst) and The Clearing House (TCH) Real-time Payments Scheme in the US, banks have their work cut out for them.

While many banks are working on the technical challenges of implementing real-time processing and connecting to new central infrastructures (by all means not a simple task), so far many financial institutions have paid little attention to what their customers actually want. Let's not forget, the end-user – businesses, corporates and consumers – will decide whether the new schemes will be successful or not.

In our recent [global survey](#), we asked small and medium sized business (SMEs) in the US, France, Italy and Germany how important real-time payments and other innovative banking services would be to them. It came as little surprise that almost half of SMEs (43%) said that being able to send and receive payments in real-time would be 'essential' to the success of their business. 65 percent of SMEs stated that real-time payments would even be an incentive for them to switch bank account providers. (65% in the US, 90% in Italy, 75% in France and 58% in Germany.)

However, one of the biggest surprises coming out of our research was the huge gap between the high demand for better and faster banking services among SMEs on the one hand – and the general awareness of the schemes that are about to be launched on the other. According to the survey, the majority of businesses in the US and Europe are not even aware of plans to develop real-time schemes: 81 percent of SME decision makers in the US had not heard about the TCH real-time payments scheme. In Europe, 55 percent of French businesses and 80 percent of those in Germany were not aware of any plans for pan-European real-time payments.

I think that banks are missing a big trick: they (the banks) now have a real opportunity to work with their customers and develop the products that would offer them the innovative services they really want.

In the UK, we have had Faster Payments for almost 10 years and SMEs in particular have profited in a number of ways:

- **Cash flow is king for SMEs:** Payment terms for smaller businesses are often based on what others do in the same field. These payment terms are often based on tradition (e.g. invoicing clients at the end of the month and allowing 30 days to pay.) Believe me, things have become a lot faster in the UK. Builders, cleaners, gardeners today expect instant payments from their clients once the job is done. This in turn allows SMEs to better manage their cash, reduce costs chasing payments, and actually gives them more time to earn money and invest in the business.
- **SME supply chain:** The use of immediate payments will considerably improve the financial performance and management of SMEs. The need to hold stock will be greatly reduced as businesses will be able to order 'just in time' and pay suppliers 'instantly' to deliver goods. It means businesses do not have capital tied up in stock and storage costs any longer, or need to sell off 'old' stock in sales. SMEs will be able to perform better cash management and won't have to reconcile orders and deliveries vs. stock and cash movements at the end of the month.
- **Salaries:** Small businesses increasingly use Faster Payments to pay salaries to their employees. This is typically the case for paying wages to casual staff; on a Friday for example, a small business can pay an employee for the 20 hours they worked that week once their work is actually done, and they will see the money in the account before they leave.

The point I am trying to make is that once instant payments are available to the market, we will witness innovations that we have yet to imagine. Many of these innovations will have ripple effects on both retail and commercial banking, as well as potentially significant implications on society and our general everyday life.

Where should a financial institution begin? By accepting, then embracing, the opportunities that instant payments will bring and educating their clients; and by thinking long-term and 'big-picture', banks can lay the foundation of their innovation strategy for the next twenty years. But one thing is certain today: the impact of instant payments will go well beyond speed.

< Previous Post



Next Post >

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Back in the day, newspapers were **optimized for scanning.**

- Use “optimized” images.
- Add headings & subheadings
- Use lots of white space to draw the eye to important content.



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Take your best posts and **launch on LinkedIn**

Post **half** of the post with a link back to the full post on your site.

Add images in the body of each post

Add calls-to-action within the body.



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Identify questions where there is **an opportunity for you to write the best answer.**

Then, create the most **authoritative** and **comprehensive** answer you can.

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

- Consider the keywords for which you want to rank.
- Create content with a long shelf life. Think “educational”.
- Use bullet points, awesome graphics, break up long paragraphs and add sub-headings that contain keywords.
- Use **Buzzsumo** to find the best networks and topics.
- Make your posts easy to share.

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

CLICK TO TWEET



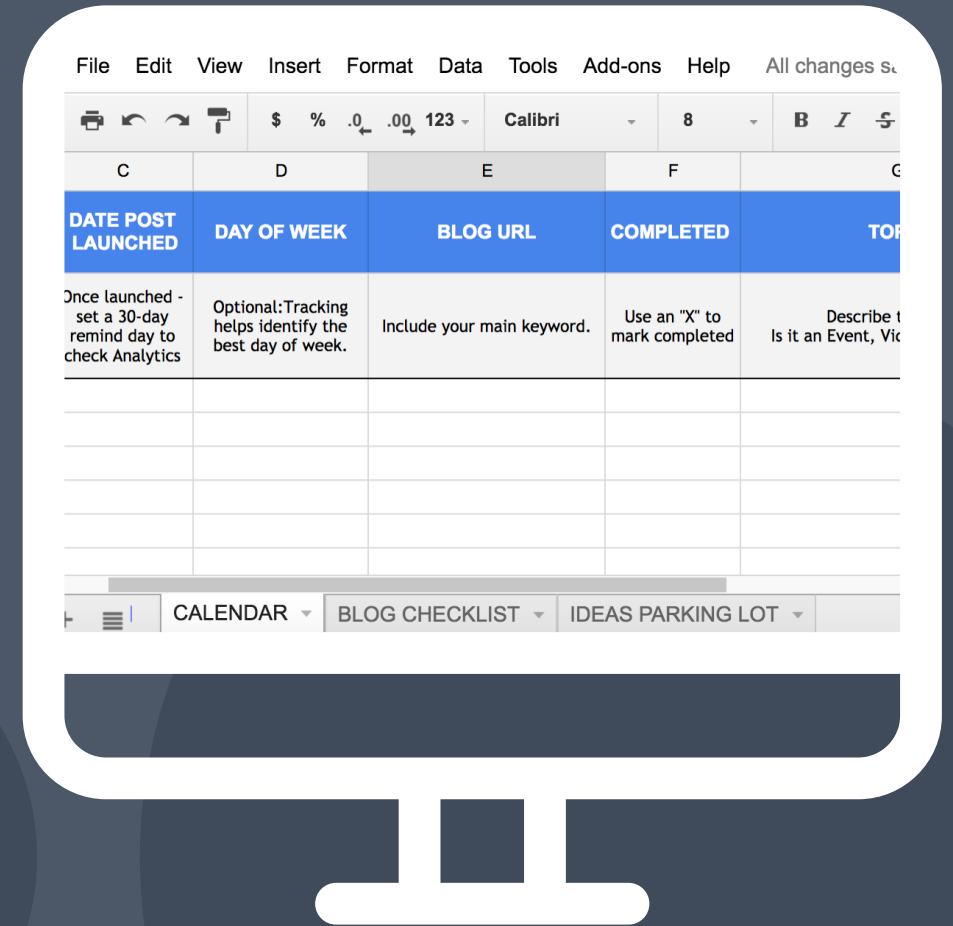
(use WP Plugin: Better Click to Tweet)

How to Create Awesome Blog Content

Track Blog Activity **with** our Template

A shareable location for ideas and activity for your team.

[Download the Template](#)



How to 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://goo.gl/kqKYCE>

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How to Measure Blog SEO Efforts

Use Google Analytics (connect GSC to GA).

Easiest when posts are grouped in a /blog directory.



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

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-marketers-use-to-drive-leads/index.html	368 (0.64%)	75.54%	1.54	1.00%

Behavior > Site Content > Landing page

Numbers supercharge measurement and help identify missed opportunities – track in Google Search Console

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
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
https://totheweb.com/learning_center/search-engine-marketing-tools/	80	53,920	0.15%	21

Missed opportunity – high impressions – low clicks & click-through-rate

Guest Blogging

Everything you need to know

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/>

Blog Content Tools

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/ldHAcJ>

[Measure Your Blog Titles Here](#)

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.



Is **your** website
your best sales
tool?

It should be!

Questions?

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