

Great Writers = Great Content



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The Content Marketing Revolution

idea**launch**TM



It's the art of listening to your customers' wants and needs.

Listen Up

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



And the science of delivering content in a compelling way.

Measurements

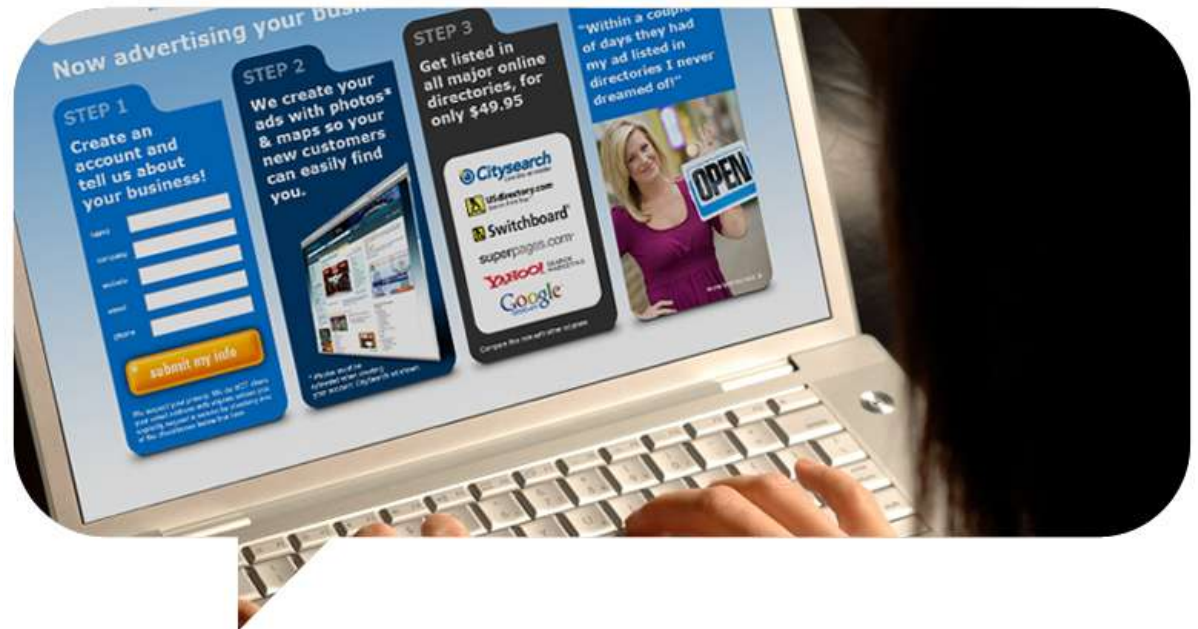
- Books
- Blogs
- eBooks
- RSS Feeds
- Printed Books
- Web
- Widgets



It's constantly testing campaigns to learn what works and what doesn't.

Prediction Testing

- A/B Testing
- Multivariate Testing
- Eye Track Testing
- Segmentation Testing
- Geo Target Testing
- Usability Testing



And measuring readers' engagement and desire for more.

Engagement

- Downloads
- Time on Page
- Action on Page
- Repeat Visitation
- Send to Friend
- Social Bookmark



It's catching readers orbiting at high speeds at the right time and place.

Anytime Content

- Applet
- Desktop
- Mobile
- RSS Feeds
- Podcasts
- Social Networks



And engaging them with content on websites, gadgets and apps.

iPhone Apps

- Urban Spoon
- Amazon Kindle
- Sirius XM
- Salesforce.com
- Flixter
- Fandango



It's developing a content pipeline to educate, earn trust and drive sales.

New Sales Pipeline

- ➔ Offer Content
- ➔ Accumulate Leads
- ➔ Score Leads
- ➔ Distribute Leads
- ➔ Induce Trial
- ➔ Score New Activity
- ➔ Measure Success



And scoring content engagement to find out who's most likely to buy.

SalesForce Scoring

- Free Tool Interaction
- Content Downloads
- Proposal Downloads
- Newsletter Sign Ups
- Widget Interaction
- Customer Logon





**Great Writers: 10
characteristics of the
best of the best.**

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They're like actors with research tools.

- They research the time and place *Search Box*
- They inhabit the lives of their characters *Analytics*
- They learn the lines *Keyword Research*
- They get under the skin of the target audience *Wants and Needs*
- They revise the script based on audience participation *A/B testing*
- They must perform flawlessly, day after day *Conversion Metrics*



They uncover customer wants and needs.

- Search box on the client's website and log files
- FAQ emails submitted to customer services
- Discussion with customer service reps
- Live discussion with customer
- Review website analytics
- Feedback on published content assets



They understand what readers want.

Readers want....

- Credibility, belief and logic
- Exposure to new worlds
- To laugh and cry
- Intimacy, mystery and bravery
- Surprise and delight

Web readers want...

- Info in a hurry
- Access to specific things
- Love personalization
- Authority advice
- Up-to-date, relevant content

Resource: *Content Critical*, Gerry McGovern and Rob Norton



They know how to create a great story.

Great Stories----->

- > Introduce great character
- > Are contagious
- > Focus on “what happens next”
- > Teach us to be smart
- > Offer surprise and delight
- > Engage readers
- > Solve problems

Resource: *Content Critical*, Gerry McGovern and Rob Norton



They know why stories persuade so well.

Information	Story
Fills You Up	Moves You On
Facts	Acts
Citing	Exciting
Reams	Dreams
Promotional	Emotional
Static	Dramatic
Compiling	Compelling
Feeding the Brain	Touching the Heart
Expires	Inspires



They create content with that extra edge.

- New meaning that helps distinguish from the competition
- Authority tone that helps build confidence
- Insights that offer new energy, surprise and delight
- Language that connects with readers tone and style
- Lean style without the fat that gets-to-the-point
- Entertainment that lives on after the story is told



They use Mantras, not mission statements.

Winning is Everything

Greenbay Packers

Think

IBM

Fun Family Entertainment

Disney

Save Babies

March of Dimes

Healthy Fast Food

Wendy's

Kick Butt in Air and Space

Air Force

Resource: *The Art of the Start*, Guy Kawasaki



They understand the paradox of choice.

- Too many choices are in this new age of micro expansion
- New rules need to be created for complex decision-making
- New meaning needs to be developed to find the best path
- New methodology needs to be formulated for the big decisions
- New reward needs to surface with the right decision

Recommended Resource: *The Paradox of Choice*, Barry Schwartz



They understand the sales funnel.

- **Preliminary:** First impressions and headline architecture
- **Investigating:** Knowledge-seeking and trust-building solutions
- **Capability:** Show how products solve problems and exceed needs
- **Permission:** Drive action, sign up, download or buy



They use best practice and methodology.

- Monitoring social media conversation to find the needs
- Developing the content Haiku that delivers every time
- A/B and multivariate testing that puts the reader in control
- Meta titles, descriptions and keywords for SEO appeal
- Discovering inner products/services that makes the world better
- Link building practices that support SEO strategy
- Content scoring that conforms to SEO methodology





Great Writers: 10 Steps for Creating Great Content



Think outside of the typical content box.

The 2010 Portfolio

- Articles
- A/B Testing
- Courseware
- eBooks
- Optimization
- Podcasts
- Printed Books
- Tip Centers
- Webinars
- Whitepapers
- Widgets
- WorkBooks
- Video

Plan and Map		
SEO Plan and Content Map	Complete plan for SEO and Content Strategy	√

Content Creation		Quantity
Articles: Blog	On-site and off-site posts to fuel social media	25
Articles: News/SEO	Keep readers informed and Support SEO	25
Articles: Newsletters	Catch readers on-the-fly and on-the-desktop	
Articles: Premium	Build trust with content created by experts	5
Articles: Tips	Appeal to readers and the search engines	50
Copywriting	Sharpen the message and motivate the sale	
Courseware	Online courses educate and drive sales	
eBook	Build your brand long after readers pass you by	
Printed Book	Make your company THE industry authority	
Tip and Advice Center	Optimized for readers and the search engines	
Webinar	Drive leads and sales with information content	
Workbook	Turn complex problems into simple solutions	
Widget: Mobile	Auto-feed content to opt-in mobile subscribers	
Widget: Prediction	Solve problems and engage readers	
Widget: Pricing	Calculate savings, pricing or dollar values	1Widget
Widget: Test	Test widgets showcase expertise	
Widget: Twitter	Auto-feed content tweets keep you social	1 Widget

Content Optimization		
Directory Submission	Links from up to 650 directories	
Internal Link Building	Support SEO with internal link building	20 Pages
Optimization Services	Optimization of pages for search engine appeal	20 Pages
Audit Session	Expert advice to improve SEO and content	Included
WordVision	Keywords, tags, reports and competitor setup	Included
XML Sitemap Feed	Prioritize pages for search engine indexing	

Content Testing		
Experiments	2 Experiments Challenge Original Page	√



Develop an overall content marketing plan.

Table of Contents

- Scope of Project
- Competitive Research
- Customer Research
- Customer Profiles
- Keyword Research
- Content Plan
- Editorial Calendar
- SEO Plan
- Performance Goals



Use free research tools to get in-the-know.

Free Research Tools

- WordVision.com
- SpyFu.com
- Compete.com
- QuantCast.com
- SEOMajestic.com
- Raven-SEO-Tools.com
- Tools.SEOBook.com
- SEOToolSet.com
- LinkVendor.com
- MarketLeap.com

ideaLaunch™

MAJESTIC SEO

quxntcast

HubSpot

compete

SEOBOOK
LEARN. RANK. DOMINATE.

SpyFu

ideaLaunch™



Develop concrete content/editorial plans.

Pancreatitis	Primary Keywords
Yaz Pancreatitis	inflammation of the pancreas
o What is pancreatitis?	digestive system disease
o Yaz-related pancreatitis	Yaz abdominal cavity problems
o Symptoms and diagnosis of pancreatitis	Yaz and constipation

Blood Circulation Problems	Primary Keywords	Secondary Keywords
Blood Circulation Problems Associated with Yaz	Blood clotting on Yaz	blood thinners
o Blood clotting and Yaz	Deep Vein Thrombosis (DVT)	
o Deep Vein Thrombosis (DVT)	Pulmonary embolism	
o Pulmonary embolism	heart attack from Yaz	
o Yaz heart attack	stroke from Yaz	
o Yaz stroke		
o Doctors may prescribe blood thinners as treatment		



Develop customer profiles to connect.

ADD/ADHD Andy

- In a Hurry
- Reads Headlines
- Snacksize Content
- Bullet Points
- Buy Right Now
- Image Importance
- Inspiration Purchase

Sophisticated Sally

- In Search of Information
- Read The Fine Print
- Deeper Content
- Bullet Proof
- Buy After Review
- Value Importance
- Informative Purchase



Map reader mind share and market share.

Organic Share =

Organic Share = displays keywords that your site and the selected competitor both have top 100 listing positions for at Google.

[Add Competitors](#) Now. Allow up to 30 days for processing, as we process listing positions monthly.



You:
idealaunch.com

Competitor:
marketingprofs.com

Go

Phrase	PPC Price	Search Volume	idealaunch.com	marketingprofs.com
content marketing			33	51
marketing webinar			41	5
marketing webinars			43	5
test landing pages			53	47
improving conversions			30	4



SEO plan congruence drives performance.

SEO Plan Tips

- Long Tail
- Short Tail
- All-Tail Universe
- Golden Keywords
- Weighted Keywords
- Keyword Silos
- Internal Links
- Content Scoring
- WordVision Technology

This is a list of every Yaz related keyword WordVision is tracking for your site.

Phrase	Weight	Position	Volume	Cost
yaz pill	4	>100	9900	4.09
yasmine birth control	3	>100	2400	3.33
yasmin birth control	9	>100	12100	2.83
yasmin 21	4	>100	140	1.96
cheap yasmin	7	>100	1600	1.86
yasmin c				

These are the most popular terms for people taking or who want to take Yaz. They are also highly competitive in the Yaz lawsuit space. Improving the listing positions for these keywords will be the biggest measurement for success.

Phrase	Weight
yaz side effects	10
yasmin birth control	9
yasmin side effects	9
yasmin tablets	9
pregnant on yaz	8

Keyword Universe Yaz Keywords **Yaz Golden Keywords** YAZ Category Map



Score content for SEO strength easily.

Free Scoring Tools

- WordVision.com
- PageStrengthTool.com
- SEOContentGrader.com
- WebsiteGrader.com
-
- Internal Links
- Content Scoring
- WordVision Technology

Score Content

Score content on a scale of 1 to 100, 100 being the best it can be. Scores are based on data crunching of All Keywords entered into WordVision. Improve scores by using the [Keyword Cloud](#) to find the best keywords to include in your content.

The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore

Label Content for Easy Reference:

Analyze

Grade B	Phrase: Disney URL: http://www.go.com	PageRank 8	
Meta Analysis	Content Analysis	Link Analysis	Performance Analysis
KW in Title: No	Words on Page: 452	Google Link Popularity: 3500	Google Position: > 100
KW in Descr.: No	Phrase Exact Match: 23	Yahoo Link Popularity: 42500	Yahoo Position: > 100
KW in Keywords: Yes	Phrase Partial Match: 0	MSN Link Popularity: 7	MSN Position: 0



Infuse the brand style with content style.

Authority Assets

- Speaking Events
- White Papers
- Webinars
- Podcasts
- Books
- Online Courses
- Informational Guides
- Press Releases



Track publishing dates for ROI tracking.

Scored Content			
Name	SEO Essentials for Writers		
Title Tag	search engine strategies - seo firm - jobs		
META Keywords	search engine strategies - seo firm - jobs - search - internet - marketing - writing - testing - strategy - search engine		
Score	85		
Date Scored	11/15/2009	Date Published	<input type="text" value="11/16/209"/> <input type="button" value="Save"/>
<p>The web is filled with plenty of content that is related to search engine optimization (SEO). Searching for phrases such as, "SEO strategies," "SEO techniques," "SEO tips," or similar phrases will yield countless results. Read through the information you find on the internet to learn about SEO. When using the internet for research, pay attention to the dates associated with the information you find. SEO has changed throughout the years, and articles written just a few years ago may be very outdated. The benefit of using the internet to research SEO is that websites that are ranked high in the search engines are skilled at SEO and are therefore likely to provide quality information.</p> <p>Those who work full-time and work on their website in their free time can benefit from night courses on search engine optimization (SEO) offered by community colleges. This is especially useful for individuals who are looking to upgrade their SEO skill and knowledge to get higher-paying writing assignments and jobs. These classes are usually quite informative and</p>			





7 Metrics for Performance Measurement of Great Content



Track improved listing positions

word**vision**™

Performance Summary

Top Google Listing Positions By Month ▾



Content Assets = [Content Score](#) using WordVision with Website Published Date Noted



Track increased traffic from content.



Content Assets = [Content Scored](#) using WordVision with Website Published Date Noted

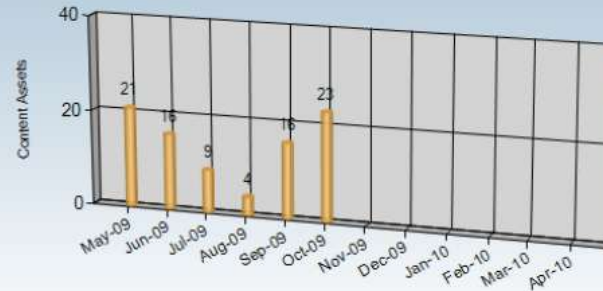
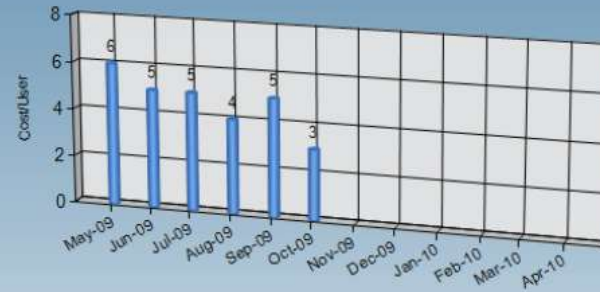


Track decreased user acquisition cost.

Performance Summary

User Acquisition Cost By Month

User Acquisition Cost By Month



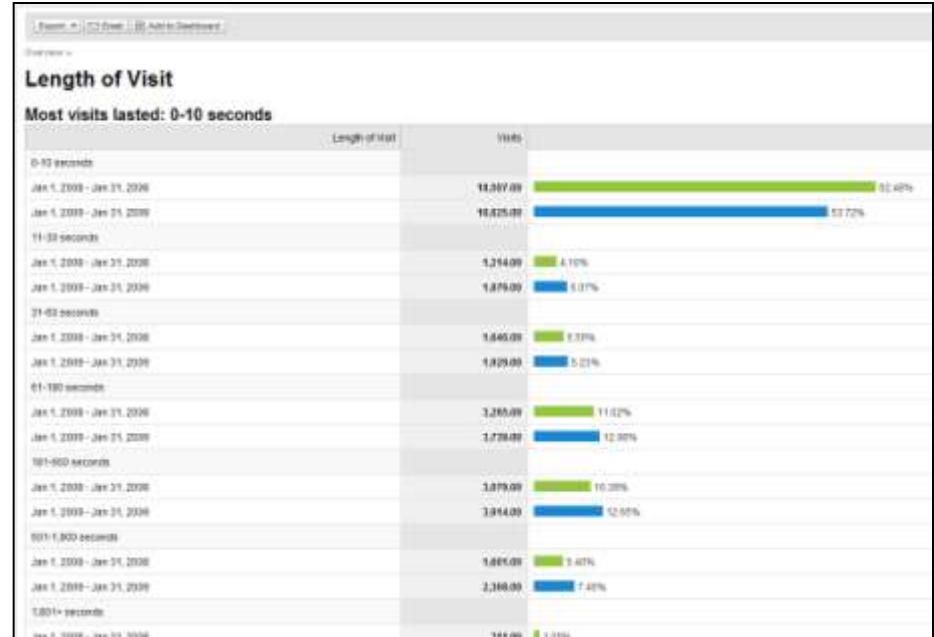
Track repeat visitation and engagement.

	Visitor Type <input type="button" value="None"/>	Visits <input type="button" value="Visits"/>	Visits
1.	Returning Visitor		
	October 1, 2009 - October 31, 2009	2,667	50.32%
	May 1, 2009 - May 31, 2009	936	41.20%
2.	New Visitor		
	October 1, 2009 - October 31, 2009	2,633	49.68%
	May 1, 2009 - May 31, 2009	1,336	58.80%

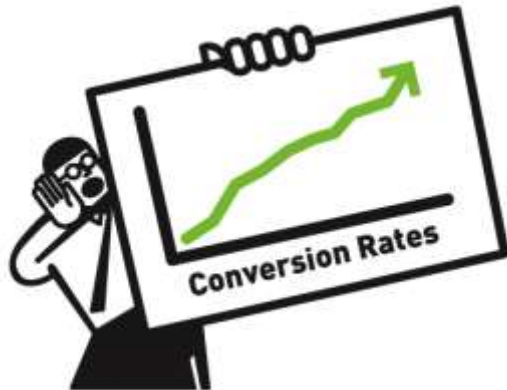


Track time-on-site for content stickiness.

The screenshot shows a website page for 'The New York Conservatory for Dramatic Arts'. The main article is titled 'Industry Tips: The ins and outs of the acting business'. The page includes a navigation menu on the left with links like 'About Us', 'Two-Year Conservatory Program', and 'Acting Tips'. The article content includes an 'Overview' section and a list of related links such as 'Acting Agents + Agencies', 'Acting Classes + Workshops', and 'Acting for the Comedy Genre'.



Track improved conversion rates.



Google AdWords [Get an overview of the new interface.](#) aaron@lifetips.com | [Send feedback](#) | [Help](#) | [Sign out](#)
Customer ID: 562-873-205

Home | Campaigns | Reporting | Tools | Billing | My account

Tools > Website Optimizer > Catalog Request Variations (copy) > Report

Catalog Request Variations (copy)

Running - [Pause](#) | [Stop](#) | [Follow Up](#) | [Copy](#) | [Settings](#) | [Report](#)
Created: Dec 5, 2008 | Launched: Dec 5, 2008

☆ High-confidence winners found
[Run a follow-up experiment to validate the results »](#)

Variations (3) Download: PDF XML CSV TSV Print

☑ [Disable](#) | All Combinations (3) | Key: Winner Inconclusive Loser

Variation	Status	Est. conv. rate	Chance to Best Orig.	Observed Improvement	Conv. Factors
Original	Enabled	13.6% ± 0.9%	—	—	512 / 3778
☆ Top high-confidence winners. Run a follow-up experiment »					
<input type="checkbox"/> Var Testimonial	Enabled	17.8% ± 1.0%	99.5%	31.4%	668 / 3752
<input type="checkbox"/> Var Selective	Enabled	16.0% ± 0.9%	99.5%	18.0%	602 / 3764

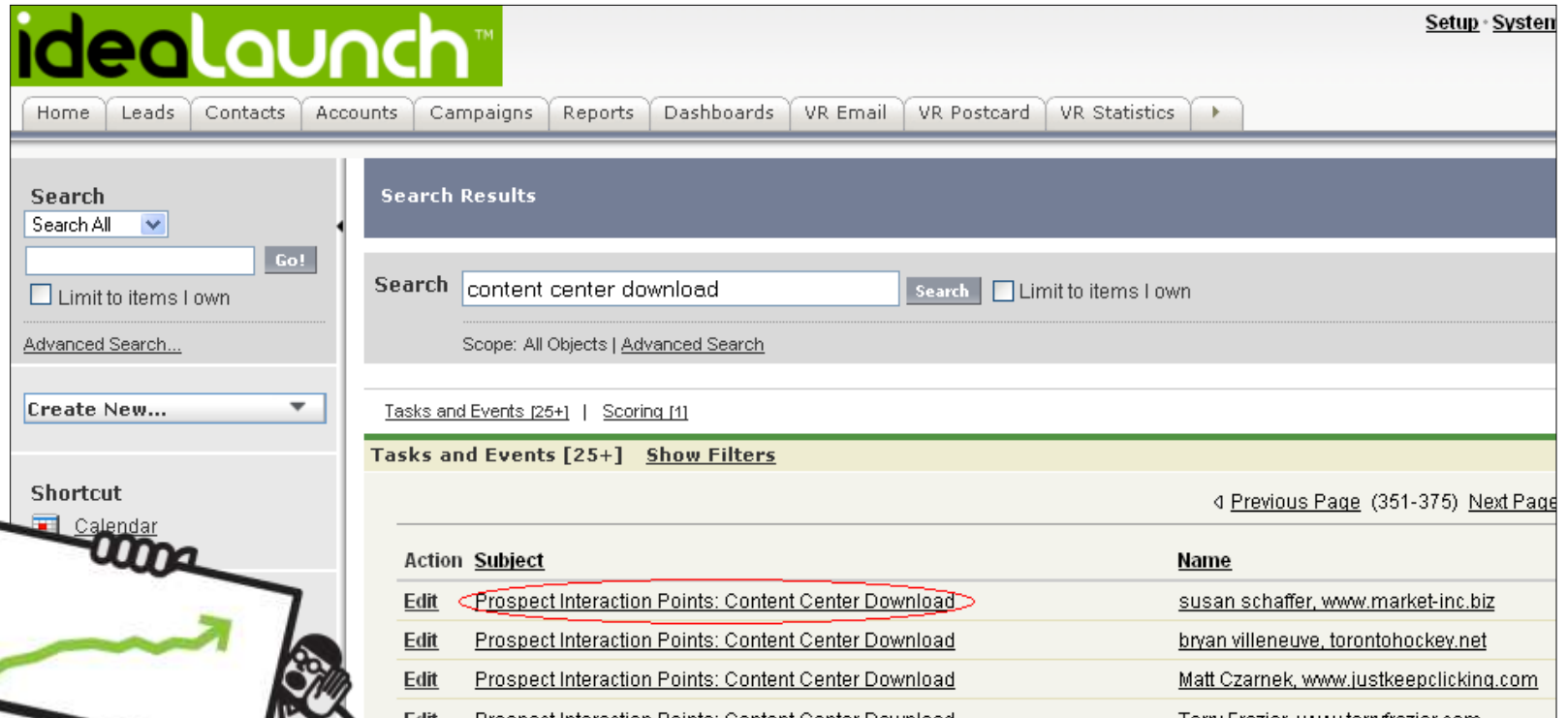
Show rows: 1 to 2 of 2

Common Questions

- [What does my report mean?](#)
- [How do I update my page to a preferred combination?](#)
- [If the results are inconclusive, what do I do?](#)
- [How can I remove one combination from an experiment?](#)
- [How do I run the experiment again with some changes?](#)



Track leads that download content assets.



The screenshot displays the ideaLaunch CRM interface. At the top, the logo 'ideaLaunch™' is visible on the left, and 'Setup System' is on the right. A navigation bar contains tabs for Home, Leads, Contacts, Accounts, Campaigns, Reports, Dashboards, VR Email, VR Postcard, and VR Statistics. On the left sidebar, there is a search section with a dropdown menu set to 'Search All', a search input field, a 'Go!' button, and a checkbox for 'Limit to items I own'. Below this is an 'Advanced Search...' link and a 'Create New...' dropdown menu. A 'Shortcut' section includes a 'Calendar' icon. The main content area is titled 'Search Results' and shows a search for 'content center download'. Below the search bar, it indicates 'Scope: All Objects | Advanced Search'. There are two summary rows: 'Tasks and Events [25+]' and 'Scoring [1]'. A table titled 'Tasks and Events [25+] Show Filters' is displayed, with navigation links for 'Previous Page (351-375)' and 'Next Page'. The table has three columns: 'Action', 'Subject', and 'Name'. The first row is highlighted in yellow and has its 'Subject' cell circled in red. The table contains the following data:

Action	Subject	Name
Edit	Prospect Interaction Points: Content Center Download	susan schaffer, www.market-inc.biz
Edit	Prospect Interaction Points: Content Center Download	bryan villeneuve, torontohockey.net
Edit	Prospect Interaction Points: Content Center Download	Matt Czarnek, www.justkeepclicking.com
Edit	Prospect Interaction Points: Content Center Download	Tom Exzier, www.tomexzier.com



Track increased sales from those leads.

Opportunities		New Opportunity		Opportunities Help ?	
Action	Opportunity Name	Stage	Amount	Close Date	
Edit Del	October Education Services-S	Closed Won	\$9,000.00	11/5/2009	

Campaign History		Add to Campaign		Campaign History Help ?		
Action	Campaign Name	Start Date	Type	Status	Responded	Member Status Updated
View Edit Del	November Webinar Blast	11/12/2009	Email	Sent	<input type="checkbox"/>	11/12/2009 5:58 PM
View Edit Del	October Webinar Blast	10/13/2009	Email	Clicked	<input type="checkbox"/>	10/17/2009 11:25 AM





10 Questions for a Great SEO Writer Heather Lloyd-Martin

idea**launch**™



1. I've been a copywriter for years. Why should I worry about learning "SEO copywriting?" Is the writing style *that* different?
2. Bob Bly, a well-known copywriter, stresses that it's crucial to write for your target audience. Doesn't SEO copywriting violate that "rule" since you're writing for search engine rankings?
3. So what if I don't want to learn SEO copywriting techniques. How will that hurt me as an in-house or freelance writer?
4. How DO you teach an old dog new tricks? How does someone learn this "SEO copywriting" stuff?
5. What are the different skill levels of SEO copywriters? How can I get paid more for my expertise?
6. What are some Websites with examples of great writing?
7. What do you look for when you hire a SEO copywriter? Who would be your "perfect writer"?
8. What about social media? Do you think that someone can shine as a professional blogger/Tweeter?
9. What are some of the biggest mistakes you see SEO copywriters make?
10. What's one piece of advice to help writers create GREAT content?



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“Hire great writers to create the great content you need to win the war of words on the web.”



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