

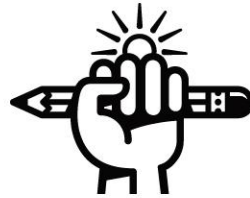
Secrets and Innovation in Competitive Intelligence and Content Marketing

Byron White, ideaLaunch

Mike Roberts, SpyFu



10 Upgrades
for
Content Planning



5 Secrets
To
Great Writers



7 Methods
for
ROI Measurement



101 Tips
for
Content Marketing



10 Upgrades for Content Planning



#1 Before you create your first asset, follow the **Content Marketing Plan** checklist.

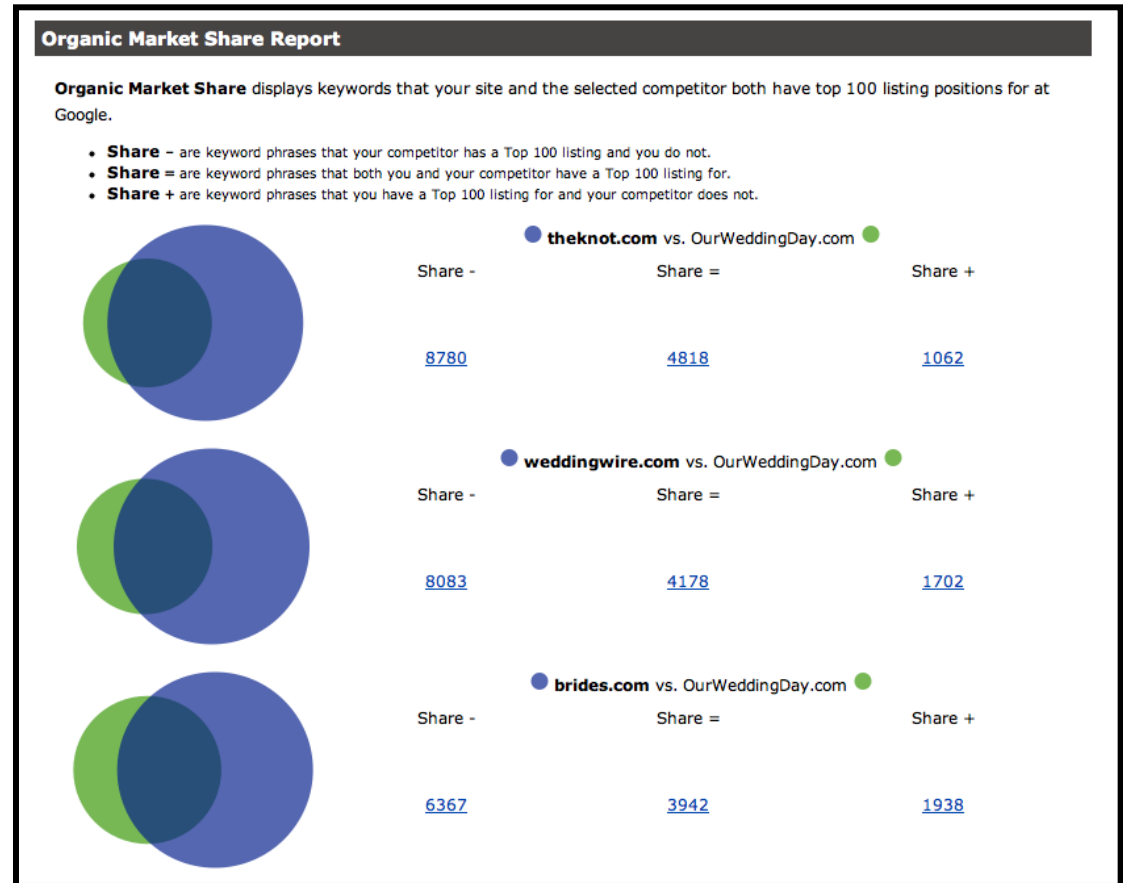
Content Plan Summary

- Content Onsite Audit
- Competitive Content Audit
- Customer Profiles
- Style Guides
- SEO Onsite Audit
- Competitive SEO Audit
- Keyword Research
- Keyword Silos
- **SEO Plan**
- **Content Plan**
- **Info Architect Plan**

Content Marketing Plan		Month 1	Month 2	Month 3	Month 4
Content Planning Services(In Hours)					
Editor					
Content Research/Audit Summary		12			4
Develop Content/Editorial Plan		5			4
Customer Profiling		4			
Multiple Writer Sampling		6			
Style Guide		4			
Sub Total		31			8
SEO Specialists					
SEO Research/Audit Summary		8			4
Keyword Research/Universe		16			4
Keyword Silos		8			
Competitive Research/Plan		8			
SEO Page Scoring		12			
SEO Plan		8			
WordVision Setup		4			
Sub Total		64			8
Developer					
Tech Review/Audit Summary		4			
Code Development					
Sub Total		4			
Information Architect					
Information Design Research/Plan/Comps		16			
Sub Total		16			
Review/Meetings					
Total Meeting Hours		4			
Total Planning Services Hours		119			16



#2 Quickly evaluate your overall organic market share and begin to speculate on content requirements for success: How much, how often and how frequently?



word**vision**™







#3 Evaluate how you stack up with the competition to help find the answers.

Content Asset	YourSite.com	Competitor.com
Traffic	A	C
PPC Spend	B	A
Content Portfolio	B	B
Content Authority	C	B
Publishing Frequency	D	C
Social Reach	F	D
Social Conversations	F	F
Testimonials	A	F
Partnerships	B	A
Internal Links	C	B
Inbound Links	C	C
SEO Strength	A	C
SEO Performance	B	A
Testing Methodology	A	B



#4 Research keyword silos and evaluate performance and opportunity.

Silo Summary Report

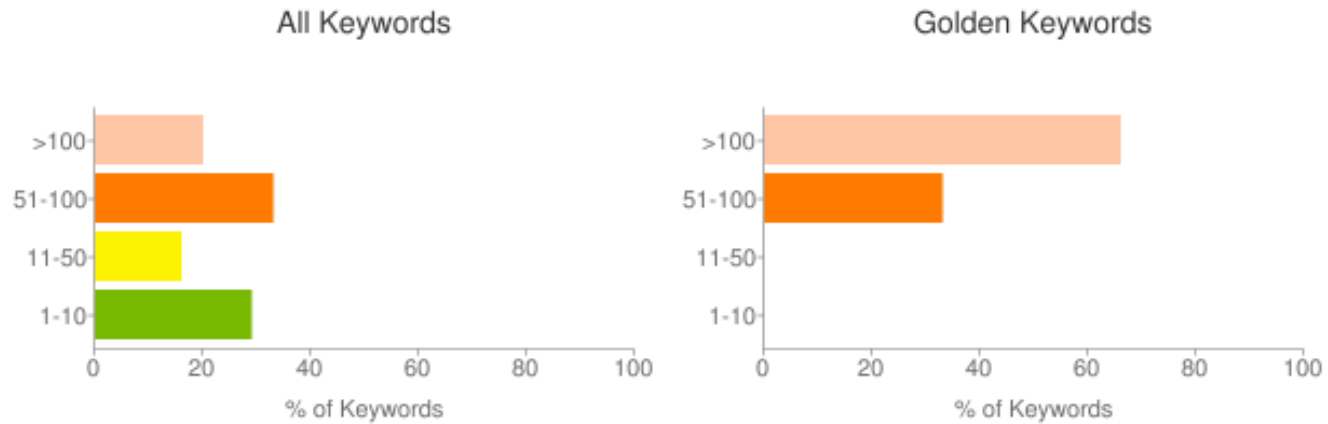
Silo	Volume (max)	Volume (avg)	Cost (max)	Cost (avg)	Market Share	Positions
Accessories	246,000	51,333	2.49	1.27	 0%	 >100
Planning	90,500	273	5.71	0.17	 20%	 1-10, 11-50, 51-100, >100

word**vision**™



#5 Evaluate positions within Keyword Silos for fast success.

Top Positions



word**vision**™



#6 Separate Topic Categories from Keyword Silos and Integrate Silos.

Category	Sub Category	Keywords Silos
Wedding Traditions	Religious	Traditions, Religions
	Cultures	Traditions, Cultures, Wedding Party
	Brides	
	Popular Wedding Traditions	
	Roles & Responsibilities	Wedding Party
Wedding Etiquette	Etiquette	Etiquette, Traditions
	Gift Registry	Gift Registry
	Bride Etiquette	
	Wedding Party Etiquette	
	Guests	
	Showers	Etiquette, Traditions

#7 Develop the SEO Plan based on deep research and data.

SEO Plan

- Keyword Universe
- Golden Keywords
- Keyword Silos
- Internal Links
- PPC Price
- Search Volume

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

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



#8 Hand develop keyword silos for SEO scoring and ROI measurement carefully with new rules and methodology.

Keyword Silos

- ➔ 150 Keywords
- ➔ Priority
- ➔ Golden
- ➔ 1/3 Top 1 to 10
- ➔ 1/3 Top 11 to 50
- ➔ 1/3 Top >50
- ➔ Keyword Silos
- ➔ Primary Keywords
- ➔ Secondary Keywords

All Keywords

View all the keywords currently in your database.

Tag: Phrase: [Advanced Options](#)

	Phrase	PPC Price	Search Volume	Weighting	Sep	Oct	Nov ^Z _A ↑	Recent Trend
Viewing 1 - 50 of 153				>>				
	hiring freelance writers				17	28	32	-4
	content marketing				43	48	33	+15
	improve conversion rate				28	21	33	-12
	marketing webinar				> 100	> 100	41	+59
	marketing content				> 100	62	42	+20
	marketing webinars				> 100	> 100	43	+57



#9 Make the content creation process easy for writers by providing category maps.

Category Maps

- Content Topic
- Primary Keywords
- Secondary Keywords

Content Topic	Primary	Secondary
Wedding Fashion and Beauty	wedding dresses	wedding party fashion
	wedding dress	weddings fashion
	wedding bridesmaid dresses	

Content Topic	Primary	Secondary
Wedding Traditions and Etiquette	wedding traditions	etiquette for wedding
	traditional wedding	wedding gift etiquette
	jewish wedding traditions	
	wedding etiquette	
	wedding invitation etiquette	



#10 Score content for SEO strength by keyword silo with priority keyword weights.

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



#11 Time stamp the date you publish content so you can track the ROI and impact.

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="11/16/2009"/> <input type="button" value="Save"/>

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.

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



#11 Gather all the data, and use the new formula for determining how much, how often and how frequently you need to publish content to win the war.

Content Development Formula for ROI Measurement

How much content?

Current Content Quantity on Site by Keyword Silo
+ Content Volume on Competitive Sites by Keyword Silo
- Competitive Link Popularity by Keyword Silo
- Market Share Potential of Keyword Silo
= Content Q by Keyword Silo

How good should it be?

Current Content Quality of Competitive Sites by Silo
+ Wants and Needs Assessment of Customers
- Keyword Silo Search Volume and Market Share Potential
= Quality Level and Writer Expertise for ROI Goals

How Often should you publish?

Publishing Frequency of Competition
+ Competitive Volume of Keywords in Silo
- Conversion Rates of Keywords in Silo
= Content Frequency Distribution Plan for ROI

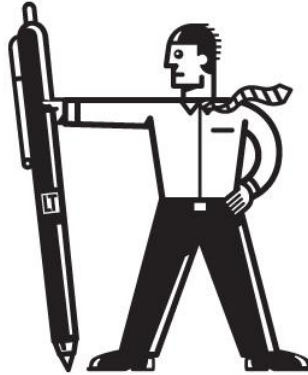


5 Hints for Creating Great Content



#1 Great content is written by great writers with great characteristics.

- Curiosity
- Passionate Voice
- Well Traversed
- Make Meaning
- Keep it Simple
- Less is More
- Short and Sweet
- Fresh Insight
- Results Driven
- Inquisitive



- Storytellers
- Journalists
- Researchers
- Socratic
- Optimizers
- Knowledge Seekers
- Wordsmiths
- Deep Diggers
- Big Picture Thinkers

#2 Great writers understand HOW to listen to customers' wants and needs.

Listen Up

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

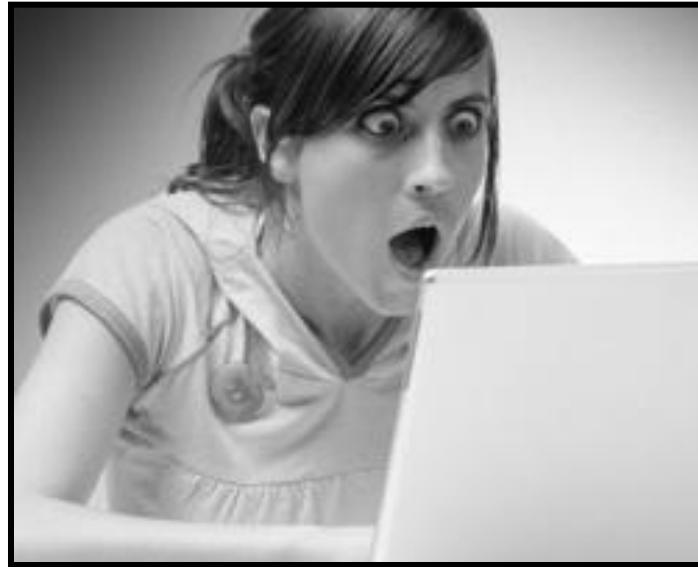


#3 Great writers tell stories that gets passed on, and on, and on.

Information	A Story
Fills You Up	Moves You On
Facts	Acts
Citing	Exciting
Reams	Dreams
Promotional	Emotional
Static	Dramatic
Check lists	Casts of Characters
Compiling	Compelling
Annotated	Animated
Feeding the Brain	Touching the Heart
Expires	Inspires



#4 Great writers create great content that keeps readers coming back for more.



#5 Great writers are now available to you at WriterAccess.com.

WriterAccess™
An ideaLaunch Company

617.227.8800

About | Clients | Writers | Prices | Contact | Log On

Clients: Access to Expert Writers

- 10,000+ Approved Expert Writers
- Copyscape Originality Verification
- Escrow Deposit Quality Guarantee
- 100% Satisfaction Guarantee

[Writers Get Started](#)

[Clients Get Started](#)

"WriterAccess is a revolutionary content marketplace that might just make the web a better place." – Phin, QBridge

WriterAccess is a **content marketplace** powered by **ideaLaunch**. Our clients have access to thousands of expert writers that are ready to start writing articles, blog posts, news articles, premium articles, SEO articles and more. Our robust technology makes it easy for clients to grow business organically with quality original content created by expert writers, journalists and copywriters.



How It Works for Clients

Writer Access takes the hassle out of finding writers with the exact skill and experience you need.

1 Create an account and make an escrow deposit for services.

2 Launch a project to "all writers" or the "love list" you select.

Writer Spotlight

Auto

GO

How It Works for Writers



WriterAccess takes the hassle out of finding a steady stream of paid writing assignments.

1 Sign up for this totally free service, no fees or cost.

2 Create a profile so clients can learn more about your savvy.

3 Pick up any open assignments or



7 Methods for Measuring Content Marketing ROI

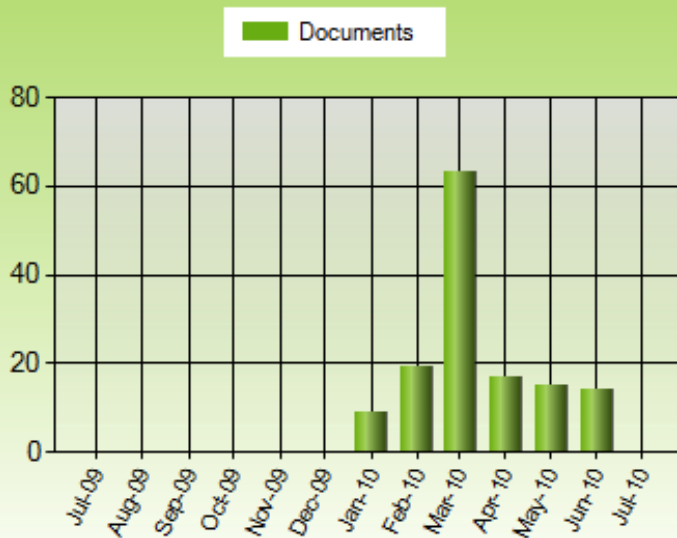


#1 Track improved monthly listing positions impacted by published content.

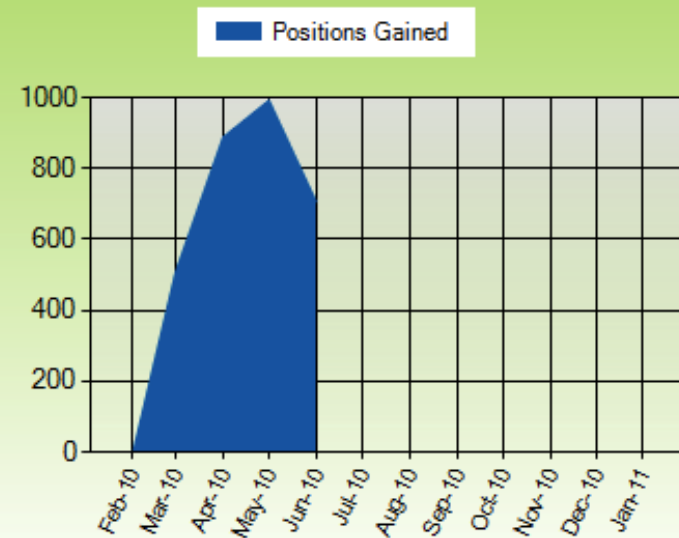


Performance ROI Report

Published Content



All Keywords

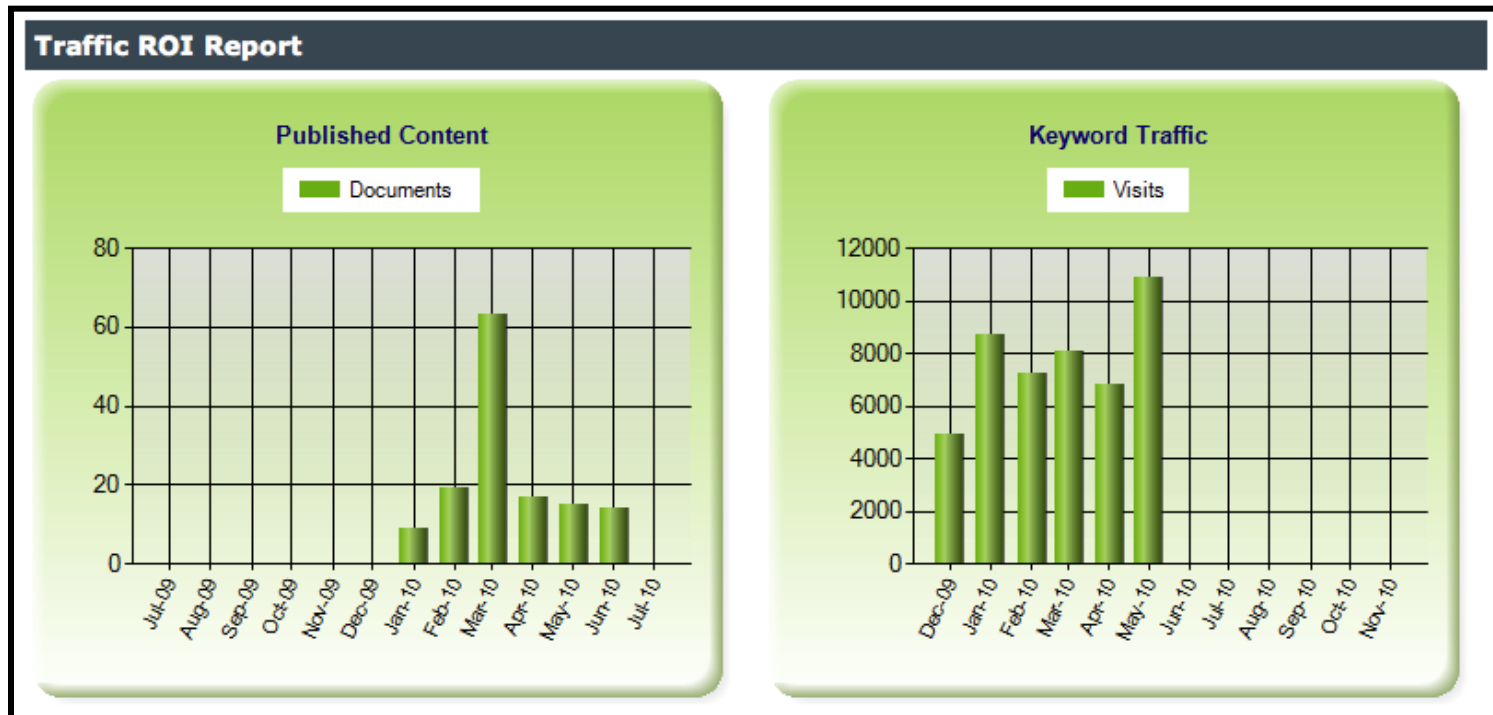


#1 Also track improved monthly listing positions by keyword silos



#2 Track increased traffic impacted by published content.

word**vision**™



#2 Also track increased traffic by keyword silo impacted by published content.



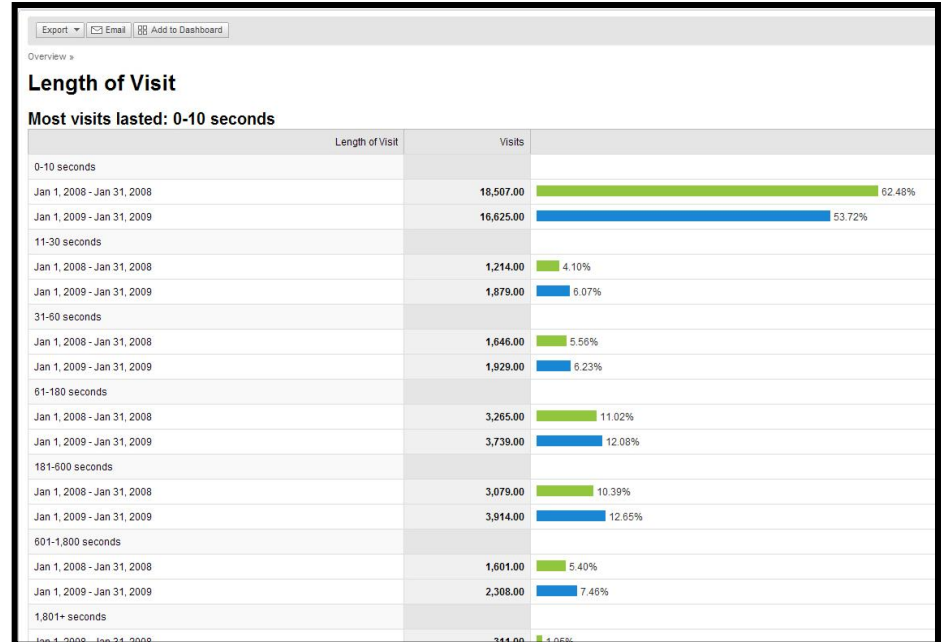
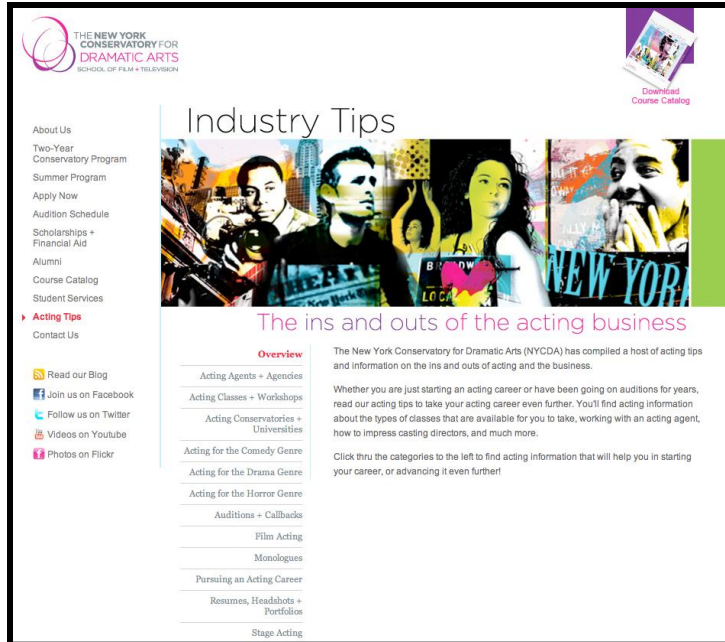
#3 Track repeat visitation to published content.

word**vision**™

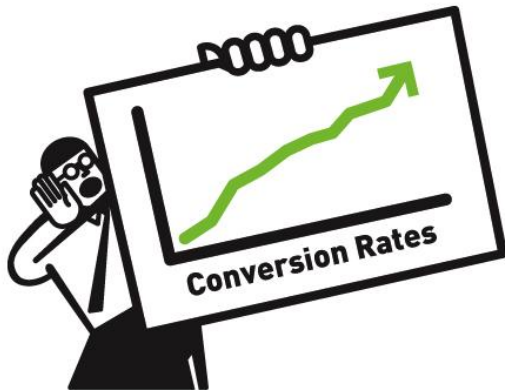
	Visitor Type <input type="button" value="None"/>	Visits <input type="button" value="Visits"/>	Visits
1.	■ Returning Visitor		
	October 1, 2009 - October 31, 2009	2,667	50.32%
	May 1, 2009 - May 31, 2009	936	41.20%
2.	■ New Visitor		
	October 1, 2009 - October 31, 2009	2,633	49.68%
	May 1, 2009 - May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



#4 Track increased time-on-site from pages featuring newly published content.



5 Track improved conversion rates impacted by published content.

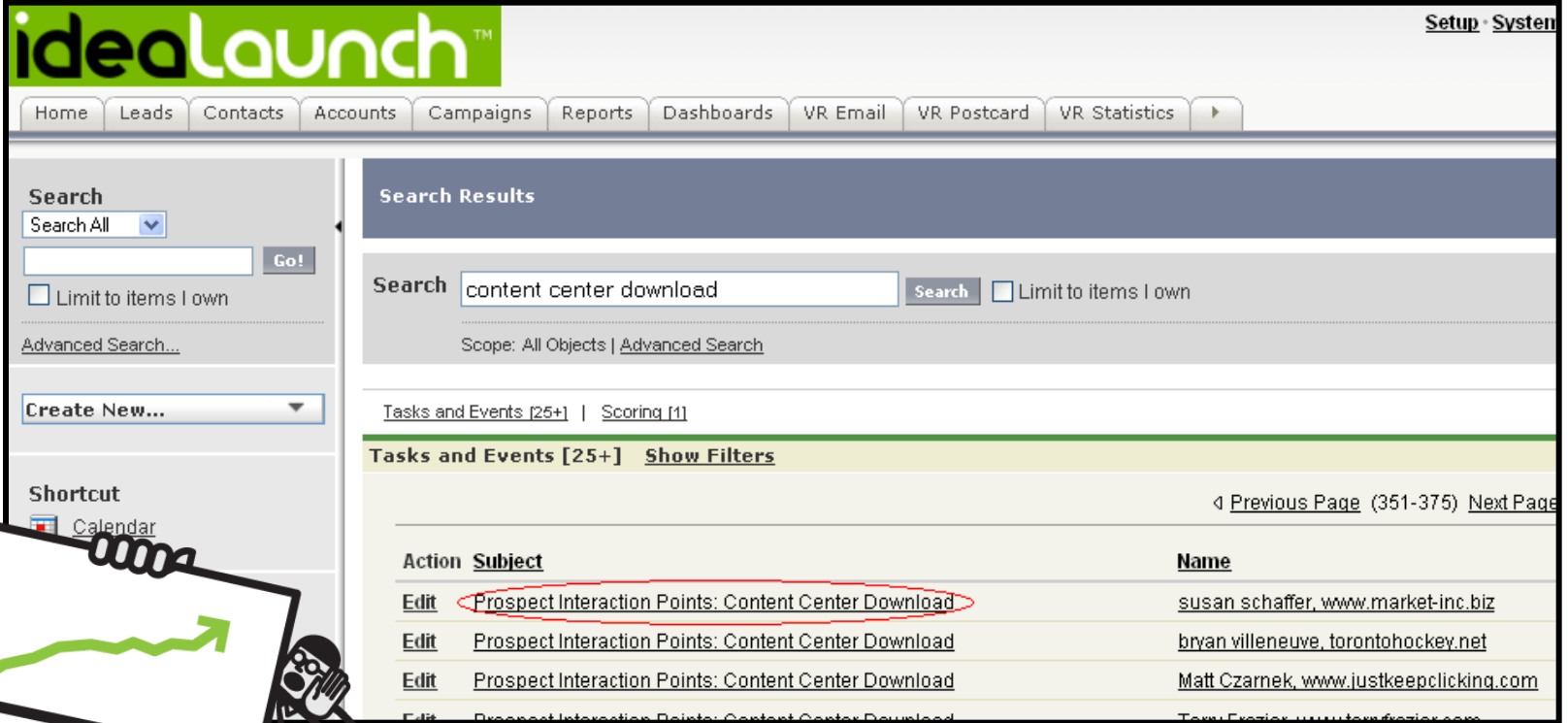


Google AdWords interface showing the 'Catalog Request Variations (copy)' report. The report is running and shows a high-confidence winner found. The table below displays the performance of the variations compared to the original.

Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
Original	Enabled	13.6% ± 0.9%	—	—	512 / 3778
★ Top high-confidence winners. Run a follow-up experiment					
Var Testimonial	Enabled	17.8% ± 1.0%	99.9%	31.4%	668 / 3752
Var Selective	Enabled	16.0% ± 0.9%	99.5%	18.0%	602 / 3764




#6 Track increased leads from content published for “download only”.



The screenshot displays the ideaLaunch CRM interface. The top navigation bar includes links for Home, Leads, Contacts, Accounts, Campaigns, Reports, Dashboards, VR Email, VR Postcard, and VR Statistics. A search bar on the left contains the text "content center download". The search results table below shows a list of tasks and events, with the first entry circled in red:

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	Terry Frazier, www.terryfrazier.com



An illustration of a person holding a sign that reads "Increase Warm Leads". The sign also features a green line graph with an upward-pointing arrow.



#7 Track increased sales from customers downloading and interacting with content.

Opportunities		New Opportunity		Opportunities Help ?	
Action	Opportunity Name	Stage	Amount	Close Date	
Edit Del	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



101 Content Marketing Tips Book



Free Book Download: www.ideaLaunch.com/101



Byron White, ideaLaunch
Chief Idea Officer
Twitter: @ByronWhite
Byron[at]ideaLaunch.com
Phone: 617-227-8800 x 201

**“The only marketing
left is content
marketing.”**

Seth Godin

ideaLaunch™

