

#### PRNews' WRITING BOOT CAMP NOVEMBER 19 | CHICAGO

# Surfacing Your Content: Writing That's Findable on the Web

Mike Samec Director of Digital Strategy Gibbs & Soell, Inc.



#### **The Evolution of Search**

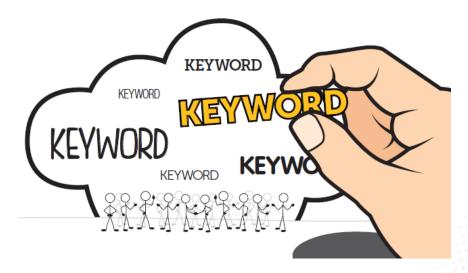
#### **Good News**

Focus on the User

- Writing well
- Being interesting

#### **Bad News**

No longer just about manipulating keywords





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Where We Were



## **New Car Review**

# **Car Review**

## **Blue Car Review**

### Sedan Car Review

## **Used Car Review**



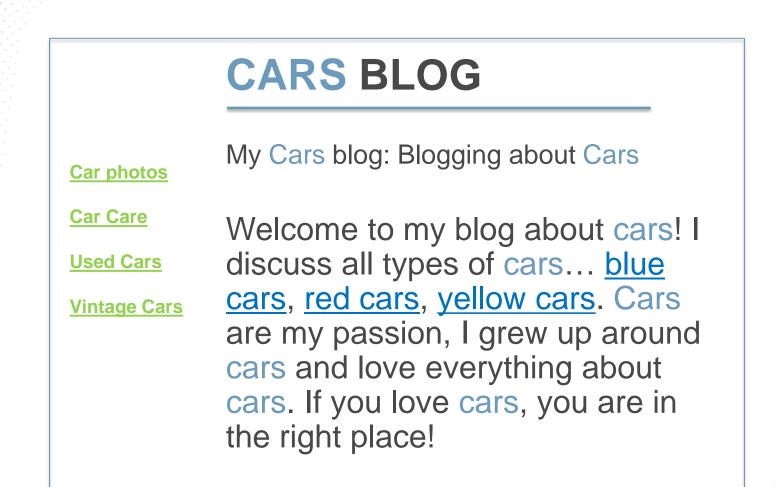
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# Which Led To...

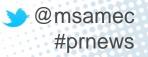


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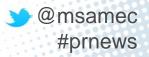












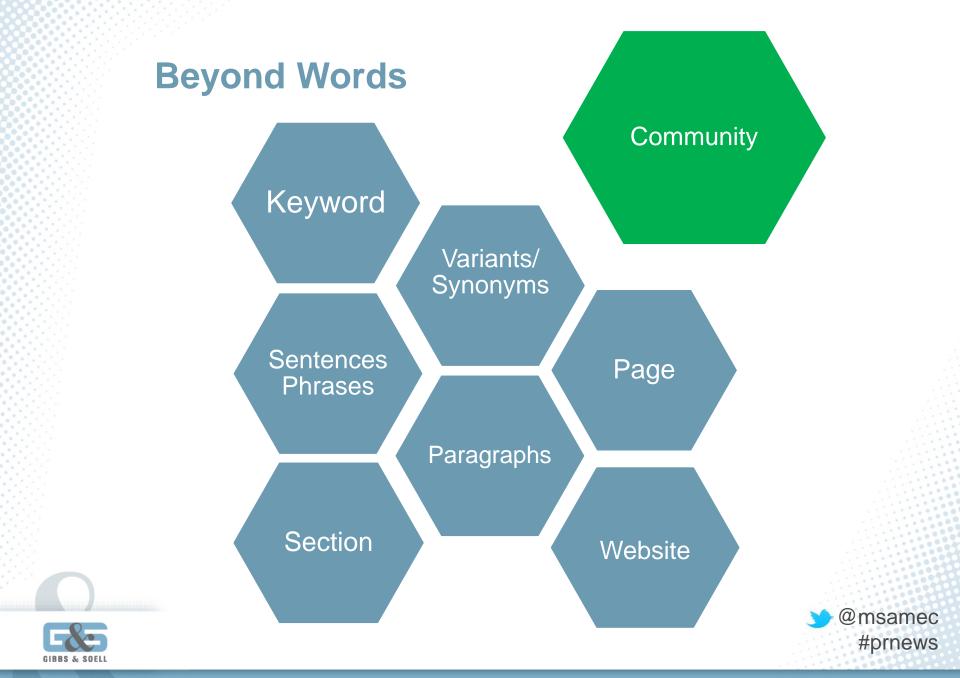






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### **SEO Content Approach**

- Research, find what the engines consider related terms
- Say something worthwhile
- Write well
- Structure your content
- Edit for FOCUS
- Focus-check your final draft



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#### **Research Benefits**

Lawyers not Attorneys

Janitor not Custodial Engineer

Learn what the engines consider related terms

Get content ideas



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#### **Keyword Research**

#### Cars

carmax cars cards against humanity care credit carters carters carrie underwood carnival cruise Car loan calculator Car rental Car finder Car talk Car parts

#### Automobile

automobile club auto Reviews automobile automobile driving museum automobile magazine automobile club of america automobiles in the 1920s automobile logos automobile logos automobile bill of sale automobile history





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Search Results	About 5,880,000 results (0.57 seconds)		
	The Economic 2013 Camry - Toyota.com www.toyota.com/Camry → Get Class-Leading Fuel Economy. See Reviews, Awards, and Morel Star Safety System · Fun to Drive · Whisper- Quiet Ride · Premium Interior Ratings: Value 10/10 - Comfort 9/10 - Overall 10/10 - Maintenance cost 10/10 Toyota USA has 407,210 followers on Google+		
	Build Your Camry Find a Dealer   Request a Quote Find Local Specials		
Title tag ——	2013 Toyota Camry - Edmunds.com www.edmunds.com/ ▼ 4.5 ★★★★★ advertiser rating Toyota Camry at Edmunds.com Find Unbiased Car Buying Research. Haggle-free pricing · Save Up to Thousands · Upfront special offers		
Meta Description ———	Ratings: Site content 10/10 - Site design 9/10 - Community 9/10 Consumer Reviews - Reliability - Safety - Features & Specs		
	Toyota Camry Review - US News Best Cars     usnews.rankingsandreviews.com/cars-trucks/Toyota_Camry/ ▼     ★★★★★     Rating: 8.8/10 - Review by U.S. News Best Cars     Oct 21, 2014 - The 2015 Toyota Camry is ranked #2 in Affordable Midsize Cars by U.S.     News & World Report. See the full review, specs, pictures and prices.     2013 Toyota Camry Photos - Prices - Specs     You've visited this page 2 times. Last visit: 10/21/14     2013 Toyota Camry Sedan Pricing, Features & Specs     www.edmunds.com/toyota/camry/2013/ ▼ Edmunds.com *     ★★★★★     Rating: 4.3 - 28 votes - \$22,770.00 - In stock     See our 2013 Toyota Camry Camry Sedan page for detailed features and specs     information, including fuel 2012 Toyota Camry XLE Sedan Interior Reviews     2013 Toyota Camry Review, Ratings, Specs, Prices, and     www.thecarconnection.com > Used Cars > Toyota > Camry ~     ★★★★ Rating: 7.6/10 - Review by Bengt Halvorson     Jul 31, 2013 - Get the latest reviews of the 2013 Toyota Camry. Find prices, buying		
	advice, pictures, expert ratings, safety features, specs and price quotes. 2013 Toyota Camry - Kelley Blue Book www.kbb.com/toyota/camry/2013-toyota-camry/ ▼ Kelley Blue Book ▼ ★★★★ Rating: 7.5/10 - Review by KBB.com Editors - Dec 21, 2012 2013 Toyota Camry overview with photos and videos. Learn more about the 2013 Toyota Camry with Kelley Blue Book expert reviews. Discover information		
	2013 Toyota Camry Consumer Reviews - Cars.com www.cars.com > Home > Toyota > Camry > 2013 ▼ Cars.com ▼ Research and compare the 2013 Toyota Camry and get MSRP, invoice price, used ca book values, expert reviews, photos, features, pros and cons, equipment,		
GIBBS & SOELL	2013 Toyota Camry Review By David Thomas - Cars.com www.cars.com > Home > Toyota > Camry > 2013 ▼ Cars.com ▼ Research and compare the 2013 Toyota Camry and get MSRP, invoice price, used car		

book values, expert reviews, photos, features, pros and cons, equipment, ...

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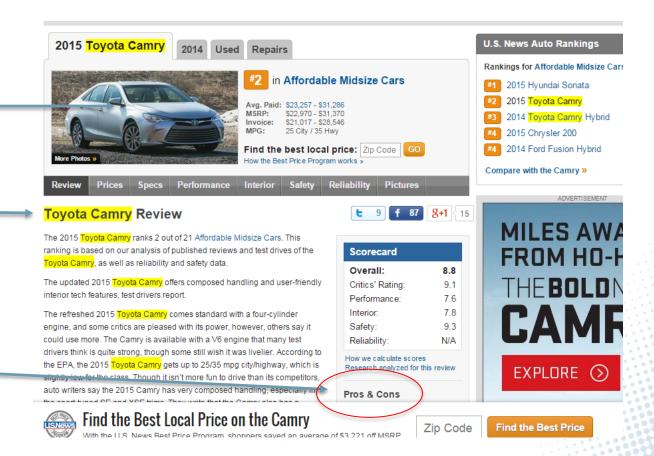
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#### **On-Page Structure**

Image <ALT> Toyota Camry

#### Headline

Body Toyota Camry 2015 Camry Camry Pros & Cons





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#### **Focus Check**

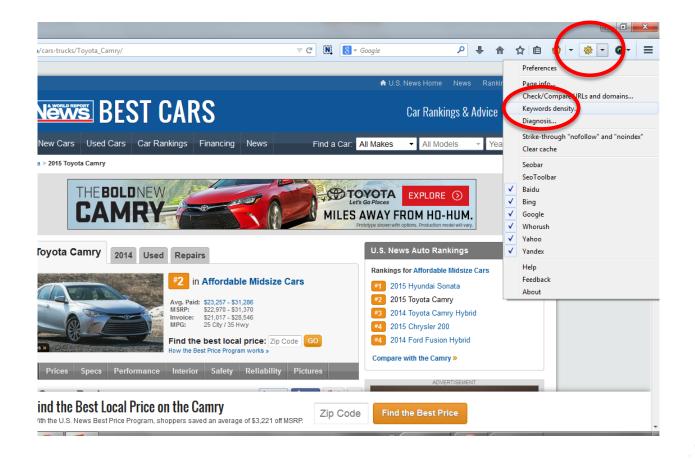
- Content focus rarely survives the edit approval process
- If the engines "get it," so should your audience



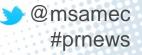




#### **SEOQUAKE Focus**







#### **SEOQuake – Focus?**

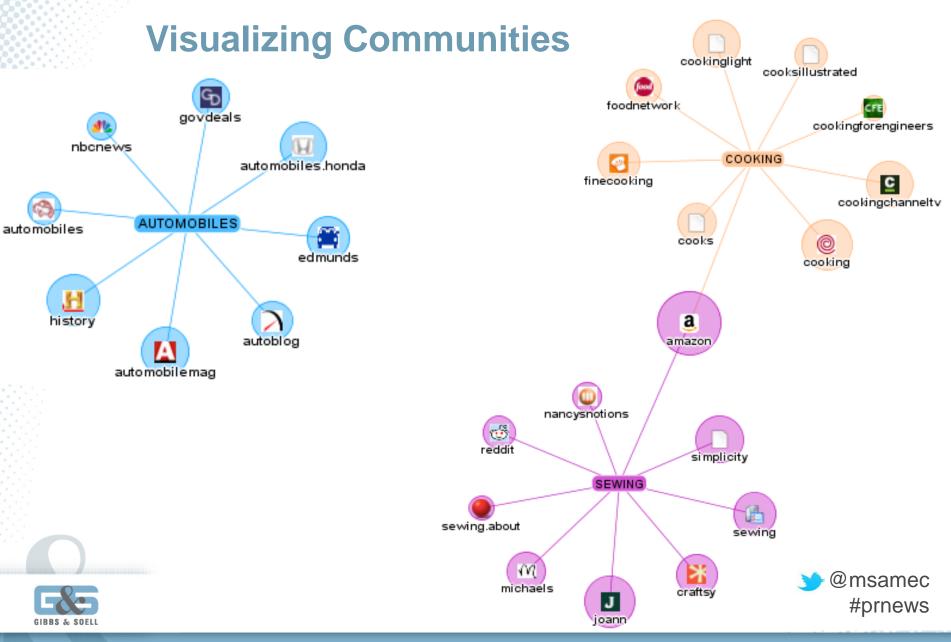
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Total 3 word phrases: 68					
Keyword	Found in	Repeats	Density		
2015 toyota camry	Т, К, D	17	3.08		
the 2015 toyota	D	9	1.63		
affordable midsize cars	K, D	8	1.45		
best price program		5	0.91		
in affordable midsize	D	5	0.91		
u.s news best	Т	4	0.73		
for the 2015		4	0.73		
the u.s news		3	0.54		
news best price		3	0.54		
2014 toyota camry		3	0.54		
the toyota camry		3	0.54		
toyota camry is	D	3	0.54		
how we rank		3	0.54		
- find the best		2	0.36		
the best local		2	0.36		
best local price		2	0.36		
with the u.s		2	0.36		
<u>of 3 221</u>		2	0.36		
<u>3 221 off</u>		2	0.36		
221 off msrp		2	0.36		
u.s news home		2	0.36		
new car rankings		2	0.36		
<u>car deals this</u>		2	0.36		
deals this month		2	0.36		
this month compare		2	0.36		
used car rankings		2	0.36		
car rankings used		2	0.36		



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#### **Don't Ignore Community**



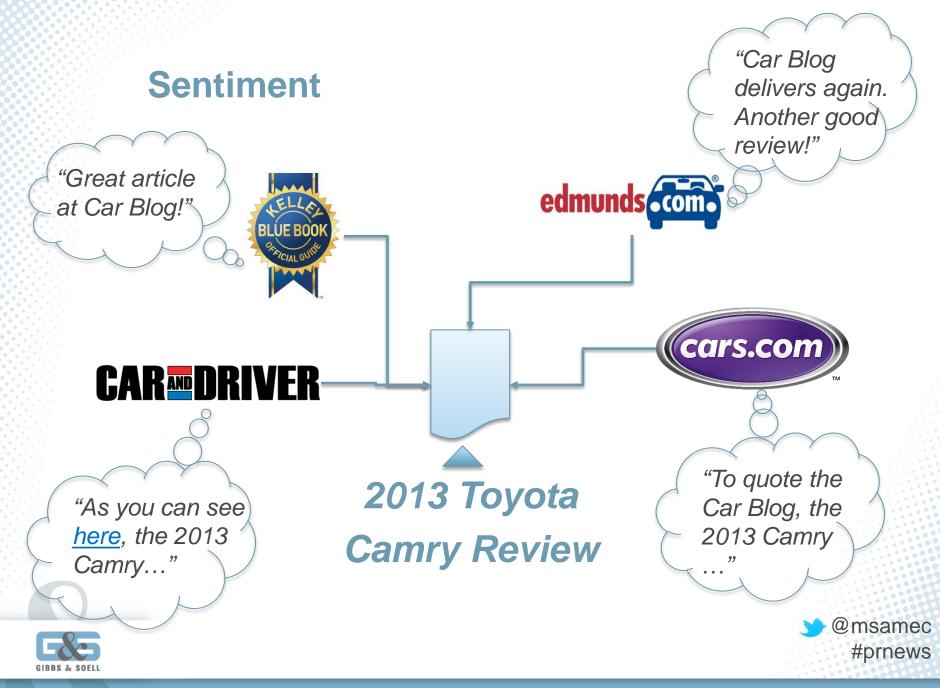


#### **External Links Create Community**









#### Summary

- Research keywords. Use the language of your target audience!
- Organize Topic/Theme (Semantics and variants)
- Structure your content
- Confirm your FOCUS
- Build your community









## **Thank You!**

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