



# OPTIMIZE YOUR CONTENT TO IMPROVE GOOGLE SEARCH RANKINGS

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# AGENDA



Landscape Discussion

Mobile and Visual

The New Buyer's Journey

Content Strategies

Web Team Conversation

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# THE LANDSCAPE – GONE MOBILE



24/7 Device Lifestyle

Mobile search is exploding

People are living in apps

In a push/pull world how will people find your company?

Content being mobile friendly is at a premium

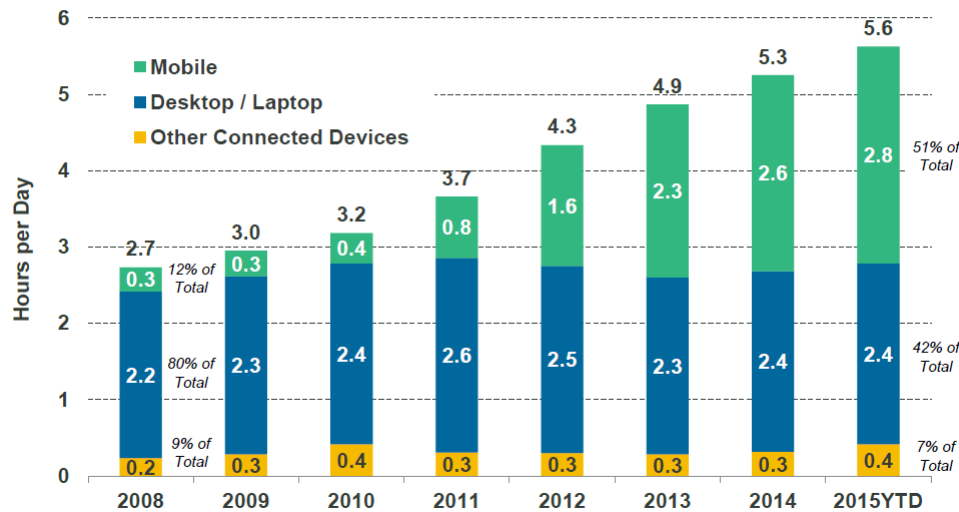
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# MOBILE IS THE PLATFORM

Time Spent per Adult User per Day with Digital Media, USA,  
2008 – 2015YTD



\*Source: Internet Trends 2015-Code Conference, Mary Meeker, Kliener Perkins Caufield Byers, [www.kpcb.com/InternetTrends](http://www.kpcb.com/InternetTrends)

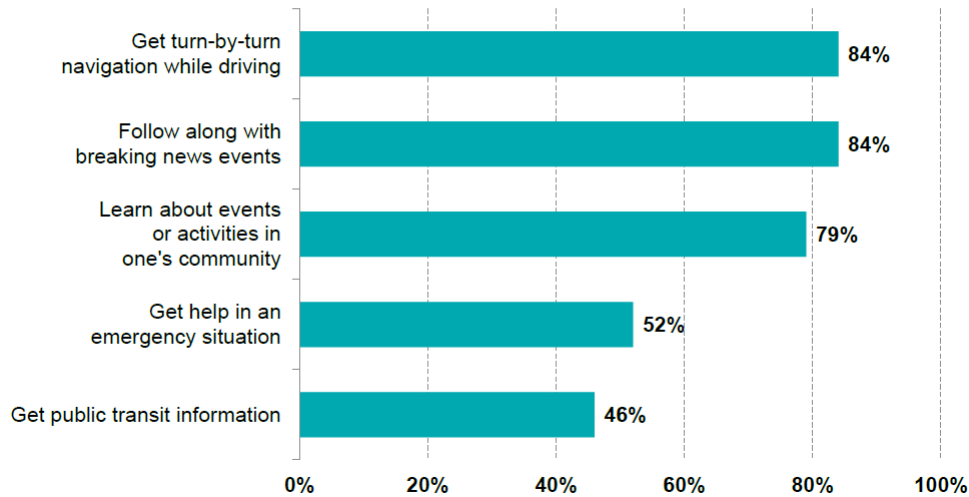
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# MOBILE USAGE – NEED DRIVEN

**% of Cell Phone Owners Who Used Phones to Perform At Least One of Following Activities, USA**



\*Source: Internet Trends 2015-Code Conference, Mary Meeker, Kleiner Perkins Caufield Byers, [www.kpcb.com/InternetTrends](http://www.kpcb.com/InternetTrends)

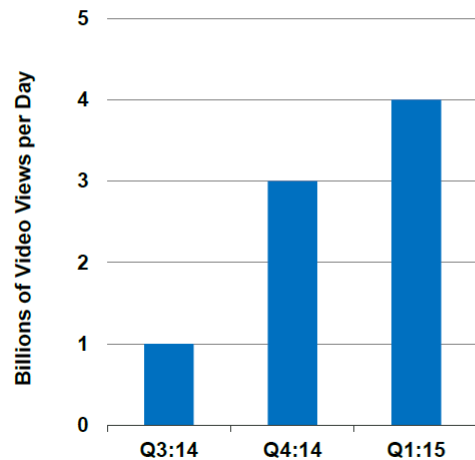
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# VIDEO CONTENT RISING

Video Views per Day for Facebook,  
Global, Q3:14 – Q1:15

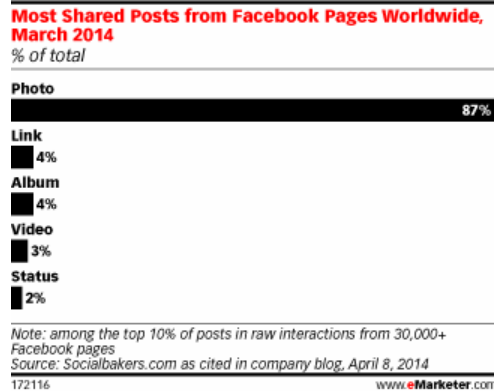


## Facebook Video Stats

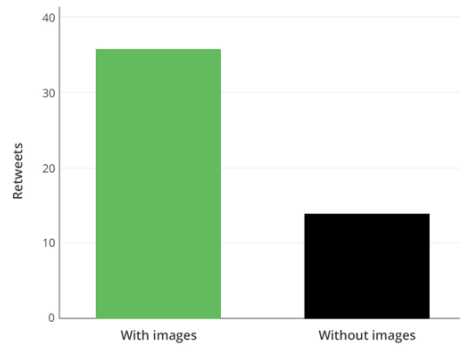
- **50%+ Facebook DAUs =** Watch 1 or More Videos Daily, USA
- **53% of Views =** from Shares
- **75% =** on Mobiles

\*Source: Internet Trends 2015-Code Conference, Mary Meeker, Kleiner Perkins Caufield Byers, [www.kpcb.com/InternetTrends](http://www.kpcb.com/InternetTrends)

# Visual = Engagement



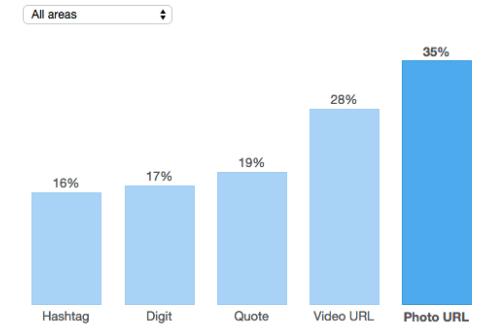
Tweets with images received **150%** more retweets.



buffer

The effect on retweets of...

% change in retweets. So photos give verified users a 35% bump in retweets, compared to what they would get anyway. Click dropdown to see different areas



Source: Twitter Media Blog, Get the data, Embed this chart

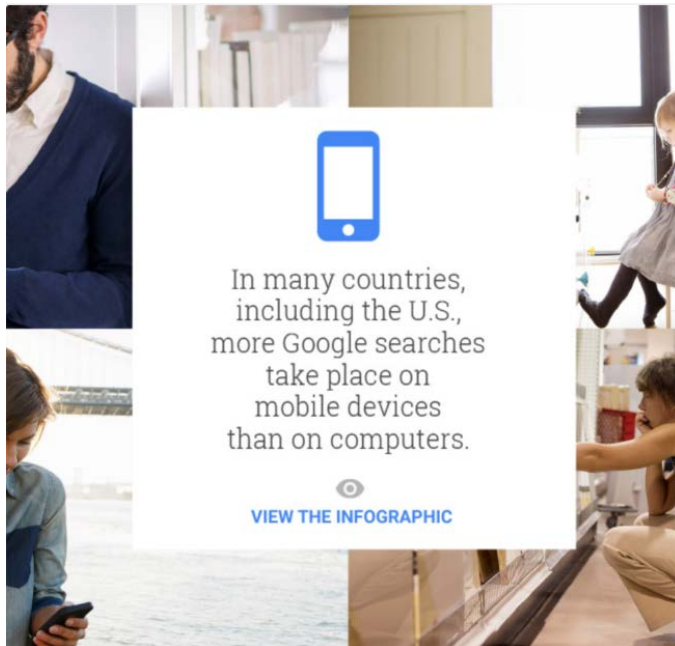
Source: **17 Stats You Should Know About Visual Content Marketing in 2015**, [Jesse Mawhinney](http://blog.hubspot.com/marketing/visual-content-marketing-strategy), 1/22/15,  
<http://blog.hubspot.com/marketing/visual-content-marketing-strategy>

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# THE NEW BUYER'S JOURNEY



Source: Google

Purchase = multiple screens and times

Search starts on the desktop

Moves to a phone while waiting in line

Finalizes on a tablet in a mobile friendly browser

Across each channel, content can make an impact

Your content must work on ***all platforms at all times***

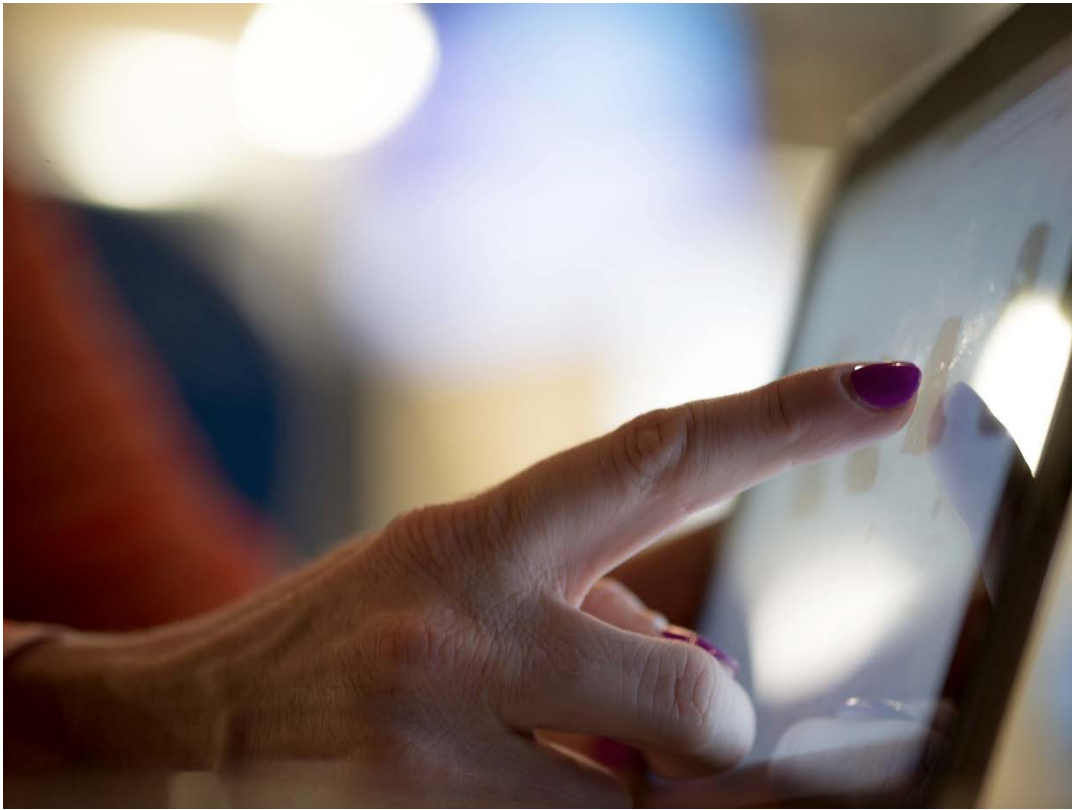
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# CONTENT STRATEGIES



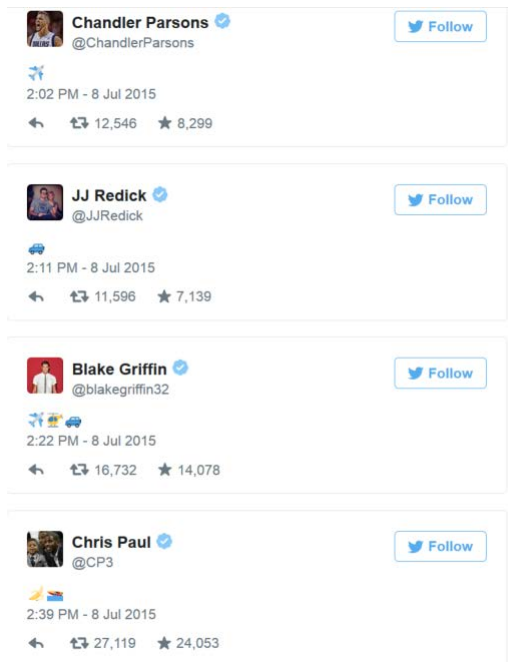
Design Considerations  
Audience/Trend Research

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# CONTEXT MATTERS



## Timeliness

Time of day, time of week

Your audience vs. global/local trends

## Length

Can't just grab a tweet and drop it on Facebook

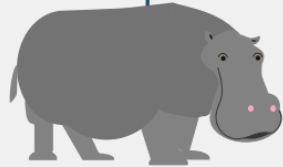
LinkedIn posts might not be right for your company blog post

## Color/tone

Hashtags, images, context matter



# LENGTH MATTERS



6

WORDS

.....  
**BLOG HEADLINES**

Only the first 3 words and the last 3 words of a headline tend to be read. Rather than worrying about length, you should focus on making every word count.



25

WORDS

.....  
**LINKEDIN POSTS**

If you're marketing to businesses, write a 16-25 word post. If you're marketing to consumers, though, a 21-25 word post would get the most shares.



1,600

WORDS

.....  
**BLOG POSTS**

Overall, 74% of posts that are read are under 3 minutes long and 94% are under 6 minutes long.

Source: The Internet is a Zoo, Social Media Today, via SumAll and Bigger, <http://www.socialmediatoday.com/marketing/carianneking/2015-07-07/what-ideal-length-everything-online-infographic>

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# LENGTH MATTERS

## THE IDEAL CHARACTER COUNT

TWEETS  
71-100



POSTS  
40



POSTS  
60



### SIDE NOTES

#### TWITTER

Tweets shorter than 100 characters have a 17% higher engagement rate.

#### FACEBOOK

Posts with 40 characters receive 86% more engagement than posts with a higher character count.

#### GOOGLE PLUS

If your Google+ headline can't be contained in one line, your first sentence must be a gripping teaser to get people to read more.

#### PARAGRAPHS

40-55



#### URL DOMAINS

8



#### # HASHTAGS

6



#### PARAGRAPHS

Opening paragraphs with larger fonts and fewer characters per line make it easier for the reader to focus and jump quickly from one line to the next.

#### DOMAIN NAMES

The best domain names are short, easy to remember and spell, don't contain hyphens or numbers, and have a .com extension.

#### HASHTAGS

Don't use spaces or special characters, don't start with or only use numbers, and be careful with using slang.

Source: The Internet is a Zoo, Social Media Today, via SumAll and Bugger,  
<http://www.socialmediatoday.com/marketing/carianneking/2015-07-07/what-ideal-length-everything-online-infographic>

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# TRENDING/SEARCH TOOLS



Google Trends  
June 2015 update, real  
time searches

Followerwonk (part of Moz)

Social Platform Analytics

Sysomos

Google Search

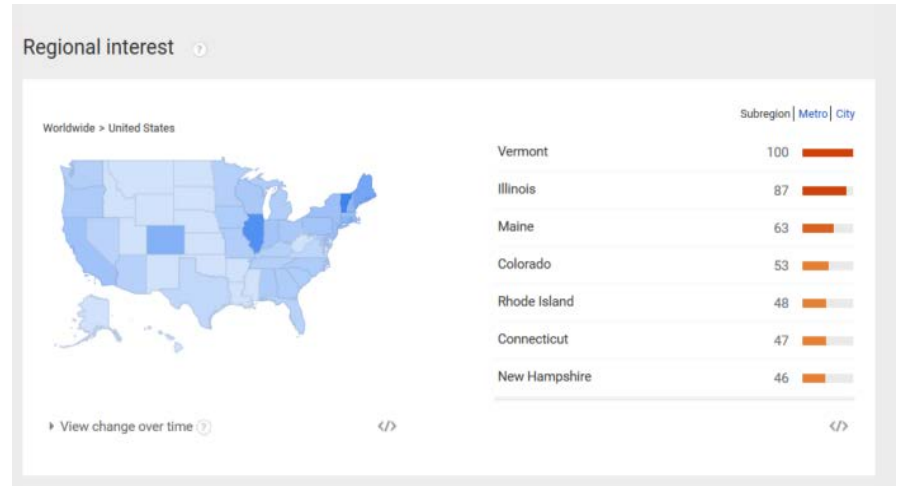
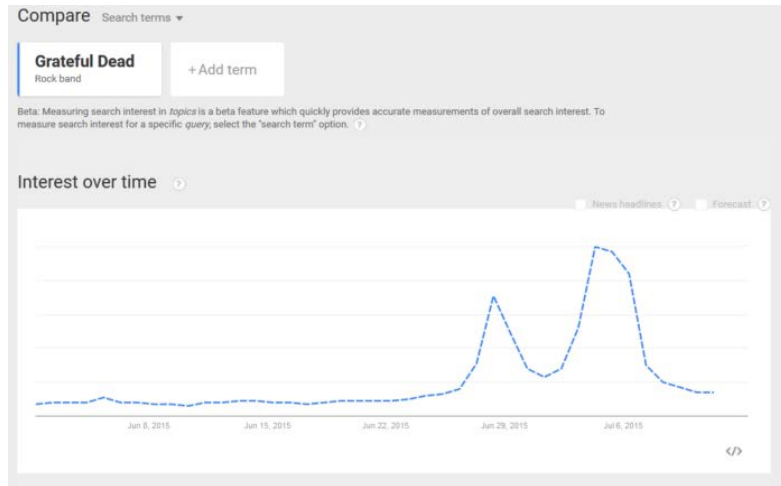
Google News Lab

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# GOOGLE TRENDS



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# FOLLOWERWONK

## Bio word cloud of SHIFComm's followers

To help make sense of the "biography" field of each Twitter user, we've assembled this word cloud which shows you the most frequently occurring words.

marketing – media – social – digital – lover – own –

communications – business – love – content – tweets – director – relations – manager – writer – public – life – music – enthusiast – professional – tech – fan – strategist – food – mom – consultant

## Two word bio cloud

social media – public relations – digital marketing – content marketing – media marketing – marketing manager – pop culture –







marketing communications – marketing agency – marketing social – digital media – real estate – inbound marketing – marketing strategist – media strategist – marketing consultant – online marketing – sports fan – internet marketing – media manager – digital marketer – twitter followers – husband father – san francisco – media relations – music lover

## Location word cloud of SHIFComm's followers

Similar to the above word cloud, here we show you the relative frequency of words used in the "location" field of SHIFComm's followers.

boston – ma – ca – new york – san francisco – ny – usa –

chicago – tx – london – uk – canada – toronto – washington – fl – los angeles – dc – california – il – nyc – austin – pa – texas – atlanta – florida – nc

follow		<b>Christopher Penn</b> @cspenn VP Marketing Technology @shiftcomm, ninja, Marketing Over Coffee cohort, speaker, Buddhist. More: <a href="http://cspenn.com/w">http://cspenn.com/w</a> Latest book: <a href="http://marketingbluebelt.com">http://marketingbluebelt.com</a>	Boston, MA	39,482
follow		<b>Chel Wolverton</b> @chelpixie Marketing Tech, Account Manager @shiftcomm. Productivity hacker. Thinking doer. Runner. Gamer. Loves @DavidsTea, 4A Coffee, and Sherlock, obv.	Boston, MA	28,155
follow		<b>Amanda Grinavich</b> @agrinavich I have red hair and a tendency to swear while watching hockey. Marketing // Social at @SHIFComm; #BU alum. Member of the church of @Beyonce.	San Diego, CA via Boston & PA	28,605
follow		<b>KT McGraw</b> @KTMcGraw_HIT Proud to be part of the @SHIFComm Team. Healthcare/Health IT PR/social ninja with 10+ years of experience. Deeply passionate about, you guessed it, robots.	Boston, MA	5,744
follow		<b>Stephanie Epstein</b> @StephieEpie Future PR pro   Lover of all things Boston   Account Coordinator at @SHIFComm   Boston University @comugrad alum	Dracut, MA • Boston, MA	13,449
follow		<b>Ty Achilles</b> @tyachilles PR dude @SHIFComm working on cybersecurity, marketing tech, solar energy, & big data/analytics. #GoDubs #Paleo #SFGSL #EDM Instagram: tyachilles	San Francisco, CA	6,835

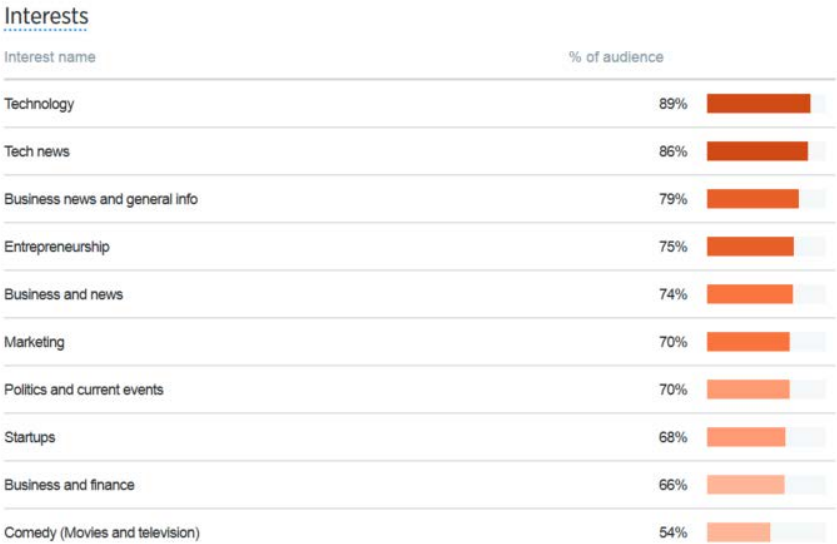
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# SOCIAL PLATFORM RESEARCH



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# SYSOMOS



## Twitter Trends

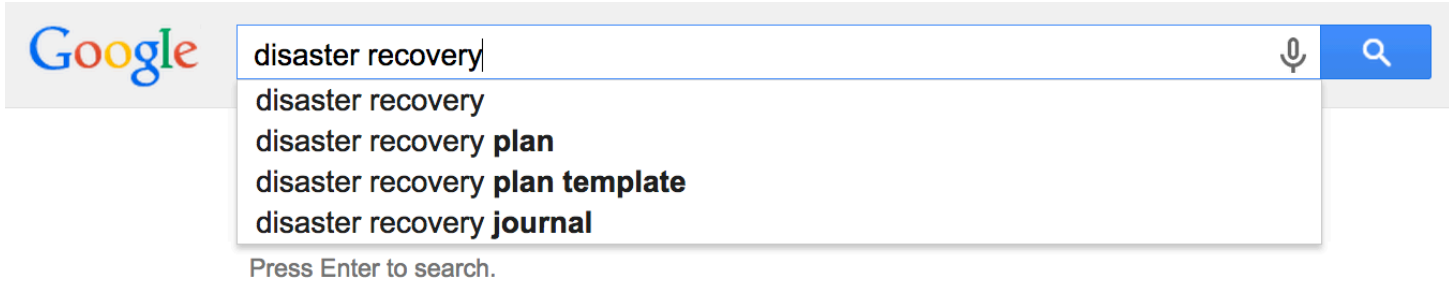
- Trends for:
- [#PlutoFlyby](#)
  - [#IranDeal](#)
  - [#HarryBeCareful](#)
  - [#rickychat](#)
  - [#ThingsEveryGirlWantsToHear](#)
  - [Obama's Iran](#)
  - [Historic Mistake](#)
  - [0.3% in June](#)
  - [Bill Kristol](#)
  - [Mideast](#)

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# GOOGLE SEARCH

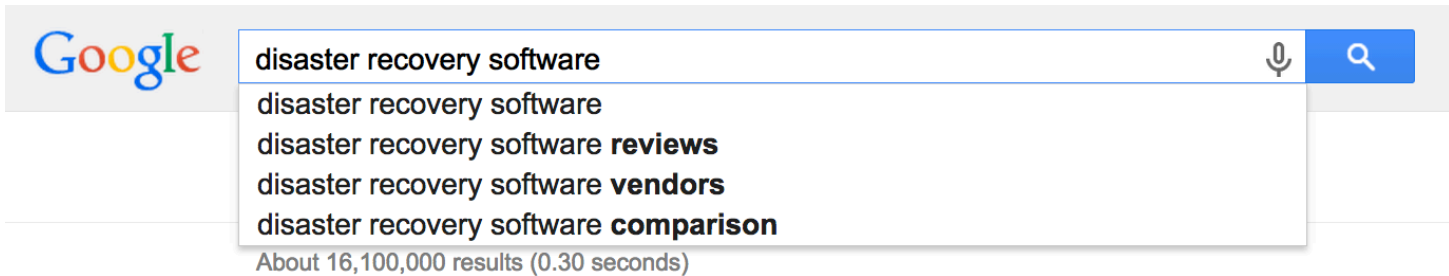


Google

disaster recovery|

- disaster recovery
- disaster recovery **plan**
- disaster recovery **plan template**
- disaster recovery **journal**

Press Enter to search.

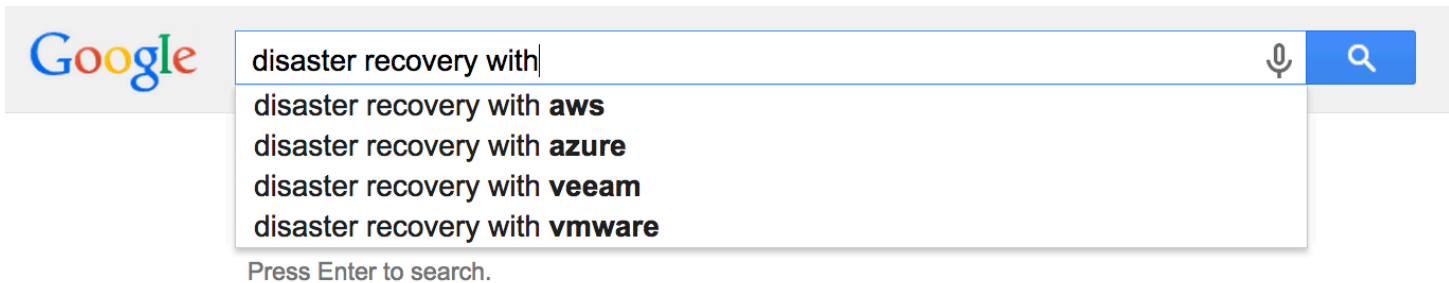


Google

disaster recovery software|

- disaster recovery software
- disaster recovery software **reviews**
- disaster recovery software **vendors**
- disaster recovery software **comparison**

About 16,100,000 results (0.30 seconds)



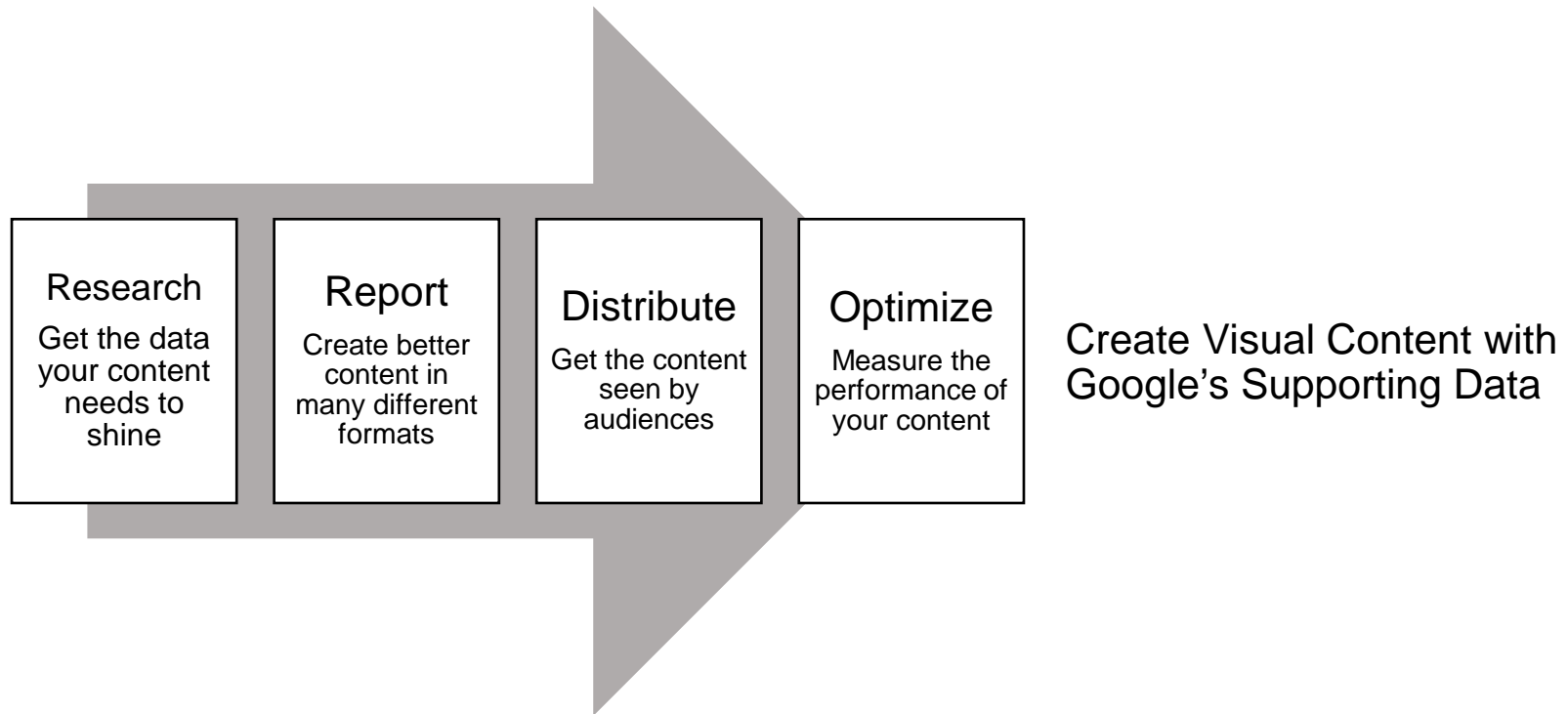
Google

disaster recovery with|

- disaster recovery with **aws**
- disaster recovery with **azure**
- disaster recovery with **veeam**
- disaster recovery with **vmware**

Press Enter to search.

# GOOGLE NEWS LAB & PUBLIC DATA EXPLORER



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# FOR YOUR WEB TEAM

Per 4/21 Google announcement, use HTML5 not Flash

Eliminate Flash from your website

Including your newsroom

Ensuring you use viewports for any videos

Migrate to cloud based video if possible or use HTML5 player

Making fonts are big enough to read

Effects forms and landing pages created through marketing automation software

Ensure clickable/touchable elements are not too close to each other

Elements like podcasts must be non-flash based

Be careful accepting content for your website

Earned media endorsements like award badges, news clippings, and other copy & paste content must be compliant

*Free testing tool:*

*<https://www.google.com/webmasters/tools/mobile-friendly/>*

Source: 4 Mobile SEO Problems That PR Pros Must Conquer, Christopher Penn, 3/2/15,  
<http://www.shiftcomm.com/2015/03/4-mobile-seo-problems-that-pr-pros-must-conquer/>

# KEY TAKEAWAYS



Global mobile search is exploding

Buyer Journey = multiple devices

Make content shorter, more visual

Make content more personal and findable

Leverage real-time trends and audience interests

Ensure your site is mobile friendly and your content can be read on any device

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# RESOURCES



Followerwonk – [www.moz.com](http://www.moz.com)

Google News Lab –  
<https://newslab.withgoogle.com/>

Google Mobile Testing Tool –  
<https://www.google.com/webmasters/tools/mobile-friendly/>

Google Trends –  
<https://www.google.com/trends/>

Sysomos – [www.sysomos.com](http://www.sysomos.com)

Think with Google –  
<https://www.thinkwithgoogle.com/>

Twitter Analytics –  
<https://analytics.twitter.com>

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**THANK YOU!**