OPTIMIZE YOUR CONTENT TO IMPROVE GOOGLE SEARCH RANKINGS

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VP, Technology Business Development
AGENDA

Landscape Discussion
Mobile and Visual
The New Buyer’s Journey
Content Strategies
Web Team Conversation
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

MOBILE USAGE – NEED DRIVEN

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

- Get turn-by-turn navigation while driving: 84%
- Follow along with breaking news events: 84%
- Learn about events or activities in one’s community: 79%
- Get help in an emergency situation: 52%
- Get public transit information: 46%


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VIDEO CONTENT RISING

Facebook Video Stats

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

Visual = Engagement


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THE NEW BUYER’S JOURNEY

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

Source: Google

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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
DEANDRE JORDAN FREE AGENCY

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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 Bugger, 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**
  - Facebook: 40
  - Google Plus: 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,

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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
FOLLOWERWONK

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.


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 strategies - media strategies - marketing consultant - online marketing - sports fan - internet marketing - media manager - digital nomad - twitter future - husband father - cat fancier - media relations - music lover

Location word cloud of SHIFTcomms's followers

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

boston - ma - ca - new york - san francisco - ny - usa - chicago - tx - london - uk - canada - toronto - washington - fl - los angeles - dc - southern - vancouver - ca - los angeles - montreal - russia - ny -

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Chel Wolverton @chelpie Marketing Tech, Account Manager @shiftcomm. Productivity hacker. Thinking doer. Runner. Gamer. Loves @davidsTea, 4A Coffee, and Sherlock. obvs.

Amanda Grinsvich @agrinovich San Diego, CA via Boston & PA I have red hair and a tendency to swear while watching hockey. Marketing // Social at @SHIFTcomms; BU alum. Member of the church of @Beyonce.

KT McGraw @KTMcGraw_HIT Boston, MA Proud to be part of the @SHIFTcomms Team. Healthcare/Health IT PR/social ninja with 10+ years of experience. Deeply passionate about, you guessed it, robots.

Stephanie Epstein @stephiEpie Dracut, MA • Boston, MA Future PR pro | Lover of all things Boston | Account Coordinator at @SHIFTcommm | Boston University @comgrad alumn

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<table>
<thead>
<tr>
<th>Interest Name</th>
<th>% of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>89%</td>
</tr>
<tr>
<td>Tech news</td>
<td>86%</td>
</tr>
<tr>
<td>Business news and general info</td>
<td>79%</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>75%</td>
</tr>
<tr>
<td>Business and news</td>
<td>74%</td>
</tr>
<tr>
<td>Marketing</td>
<td>70%</td>
</tr>
<tr>
<td>Politics and current events</td>
<td>70%</td>
</tr>
<tr>
<td>Startups</td>
<td>68%</td>
</tr>
<tr>
<td>Business and finance</td>
<td>66%</td>
</tr>
<tr>
<td>Comedy (Movies and television)</td>
<td>54%</td>
</tr>
</tbody>
</table>
SYSOMOS

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GOOGLE NEWS LAB & PUBLIC DATA EXPLORER

Research  
Get the data your content needs to shine

Report  
Create better content in many different formats

Distribute  
Get the content seen by audiences

Optimize  
Measure the performance of your content

Create Visual Content with Google’s Supporting Data

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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:

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/
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

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


Sysomos – www.sysomos.com

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

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

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THANK YOU!