

#eventname

SUPER ADVANCED MARKETING!

Higher Rankings and More Traffic in Less Time
Through Top Secret Ninja Tricks




Andy Crestodina

@crestodina

6. Level of Information:

Number of answers: 24

Mean: 1.8

	Just Right	21	(87.5%)
	Too Advanced	1	(4.2%)
	Too Basic	2	(8.3%)

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“Information overload. Way too fast...”

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“Information overload. Way too fast...”

“This was basic info. I was hoping for more...”

10x increase in traffic in 4.5 years



“

*Never compare your beginning to
someone else's middle.*

”

Jon Acuff
Bestselling Author









How to turn your email into high ranking content



“Would you mind answering this question?”

Email asking a question

Initial Question for Potential Client Project

Content Marketing x



to me +

12/14/16

Reply

Hi Andy,

I hope you're doing well, and staying warm! I didn't get a chance to connect with you at B2B Forum this year, but I was able to catch your talk. It was great as usual!

I'm reaching out because I'm working with a client who has gone through a series of mergers and acquisitions. We're working on their branding and marketing plan now, and they eventually will be re-doing their website for a multitude of reasons. I don't have a formal quote or project brief yet for their site work. But since their situation is interesting, I wanted to do an early check-in to see if this is something your team has experience/had dealt with previously.

This client is considering changing a portion of their name, but they have two major competitors in the general location who share part of the same name. They client runs PPC ads through Multi-Vue, and their rep tells them their ads constantly outperform others in the same industry. My client is concerned about the technical implications to their online/digital identity and SEO rankings if they change their name. In other words, would all of those rankings disappear/go to their competitors?

Sorry for the long background, but my question is, would this kind of assessment & recommendations be part of an overall website proposal you'd do? And if so, do you have other client experience with different ways to handle (and the potential pros/cons of those approaches)?

Thanks so much Andy for taking the time—I don't want to waste your time if this kind of project wouldn't be a good fit.

Invitation to contribute to a roundup

Andy, 1 minute to contribute - marketing opportunity



to me

Jun 21



Reply



Hey Andy,

At [redacted] - we are coming with the blog post about Content Marketing Trends

Yes, you have a great opportunity to be listed as a Top Content Marketing Expert and get more exposure, traffic and links by answering a few questions.

All you need to do is - answer 1 simple question. 50-100 words will be enough.

We won't edit your response - only minor typos or grammar (if any) and when publishing - we'll certainly provide links to your websites or books and details about you. Here is a sample post we co-created:

[redacted]
Let's rock! :)

Now here is the question:

What are the top 3 content marketing trends for 2017 and Beyond?

Thank you for being awesome,
Smiles :)





“Would you mind answering this question?”

“Sure! Here are a few thoughts.
Is this helpful?”



Super detailed answers...



Andy Crestodina <andy@orbitmedia.com>

to Dennis →

Happy to help, Dennis! Thank you for thinking of me. How does this sound?

1. What's one element of your content marketing that you're doing differently in 2017?

We're increasing frequency. Our newsletter has been bi-weekly for the last four years. Now we're experimenting

The idea partly came from the data in the [2016 blogger survey](#). Yes, we all know that quality correlates with results. But the survey also found a correlation between quantity and results. Bloggers who publish more often are more likely to report "strong results"

Percent of bloggers who report "strong results" by frequency



Feb 7 (

Andy Crestodina <andy@orbitmedia.com>
Feb 7 (12 days ago) · 4 Reply

Happy to help, Dennis! Thank you for thinking of me. How does this sound?

1. What's one element of your content marketing that you're doing differently in 2017?

We're increasing frequency. Our newsletter has been bi-weekly for the last four years. Now we're experimenting with weekly.

The idea partly came from the data in the [2016 blogger survey](#). Yes, we all know that quality correlates with results. But the survey also found a correlation between quantity and results. Bloggers who publish more often are more likely to report "strong results" across the board...

Percent of bloggers who report "strong results" by frequency

orbitmedia.com

This suggests that it's worth giving greater frequency a try. It might not last, so we're considering this a "sprint" for the first few months of 2017.

2. How will you measure the impact of doing it differently?

We measure the performance of content in two ways: blog traffic and conversion rates from visitors to subscribers. For traffic, we measure three sources: search, social and email. We're seeing an immediate bump in email traffic (which is obvious, since we're sending more email) but the other two may take time.

Since a lot of our content is keyword focused and rankings can take time to build, we're going to give it several months before we measure the impact on search traffic. At the same time, conversion rates should hold steady.

3. How will you determine whether "it worked"?

We increased our total traffic by 50% last year. If the additional effort and sweat doesn't give us at least a 50% increase in traffic, I'm calling this a failure.

So a 50% increase in total blog traffic is my definition of "strong results." Ask me in June how I'm doing!



Thema: Die Bedeutung der Wirtschaftsinformatik für die Unternehmensentwicklung

1. Einführung in die Wirtschaftsinformatik

1.1 Was ist Wirtschaftsinformatik? Definition und Scope

Wirtschaftsinformatik ist die Anwendung von Informationstechnologien (IT) zur Optimierung von Geschäftsprozessen und der Kommunikation innerhalb eines Unternehmens.

2. Die Rolle der Wirtschaftsinformatik

- Die Wirtschaftsinformatik ist ein interdisziplinäres Feld, das Informatik, Betriebswirtschaftslehre und Management verbindet.
- Sie unterstützt die Entscheidungsfindung durch die Bereitstellung von Daten und Analysewerkzeugen.
- Die Wirtschaftsinformatik ist ein Schlüsselfaktor für die Wettbewerbsfähigkeit eines Unternehmens.

3. Die Bedeutung der Wirtschaftsinformatik für die Unternehmensentwicklung

- Die Wirtschaftsinformatik ermöglicht die Automatisierung von Geschäftsprozessen, was zu Effizienzsteigerungen führt.
- Sie unterstützt die Kommunikation und Zusammenarbeit zwischen verschiedenen Abteilungen.
- Die Wirtschaftsinformatik ist ein Schlüsselfaktor für die Innovationen und die Entwicklung neuer Produkte und Dienstleistungen.

Die Wirtschaftsinformatik ist ein Schlüsselfaktor für die Wettbewerbsfähigkeit eines Unternehmens. Sie ermöglicht die Automatisierung von Geschäftsprozessen, die Kommunikation und Zusammenarbeit zwischen verschiedenen Abteilungen sowie die Entwicklung neuer Produkte und Dienstleistungen.

Die Wirtschaftsinformatik ist ein Schlüsselfaktor für die Wettbewerbsfähigkeit eines Unternehmens. Sie ermöglicht die Automatisierung von Geschäftsprozessen, die Kommunikation und Zusammenarbeit zwischen verschiedenen Abteilungen sowie die Entwicklung neuer Produkte und Dienstleistungen.

4. Die Wirtschaftsinformatik als Enabler für die Digitalisierung des Unternehmens

Die Wirtschaftsinformatik ist ein Schlüsselfaktor für die Wettbewerbsfähigkeit eines Unternehmens. Sie ermöglicht die Automatisierung von Geschäftsprozessen, die Kommunikation und Zusammenarbeit zwischen verschiedenen Abteilungen sowie die Entwicklung neuer Produkte und Dienstleistungen.

Die Wirtschaftsinformatik ist ein Schlüsselfaktor für die Wettbewerbsfähigkeit eines Unternehmens. Sie ermöglicht die Automatisierung von Geschäftsprozessen, die Kommunikation und Zusammenarbeit zwischen verschiedenen Abteilungen sowie die Entwicklung neuer Produkte und Dienstleistungen.



“Would you mind answering this question?”

“Sure! Here are a few thoughts.
Is this helpful?”



“Wow! This is amazing.
Thanks so much!”

...exceed their expectations





COMPOSE

Inbox (34)

Starred

Important

Sent Mail

Drafts (22)

@SaneLater (130)

@SaneNoReplies ...

Book

• Clients

Content Jam

Content Marketing

Dispensary 33

Financial

Legal

Open Jobs

Orbiter



LinkedIn Messaging

Ryan sent you a new message - Ryan: Thanks for the suggesti

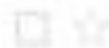
5:14 pm



Paule Genest, APR via

Paule Genest, APR mentioned you in a post - You've been me

4:46 pm



SHINE Lisa Carroll

5 new strategies for 2018. Friday deadline. - Early-bird pricing

2:30 pm



Barry Feldman

10 Easy Ways to Measure the Effectiveness of Your Content

12:45 pm



I keep them in here...

I would like to schedi

12:40 pm



I keep them in here...

Andy! Sorry I was a li

11:43 am



I keep them in here...

available? Tomorrow,

11:31 am



Brett Moody

Wednesday, July 5, 10am- HotSpot Rentals - Thank you Andy.

11:04 am



Kerry O'Shea Gorgone

Quick call? - Hi Andy, it's been too long, friend. I hope all's well.

10:57 am



Todd, Sarah, Ryan (3)

Changes to Proposal Stages in Zoho - Team- To make the Clo

10:45 am



Slack

[Slack] Notifications from the BoostChat team for June 26th,

10:42 am



Jay Baer

You're In: The WarmUp at #CMWorld - Hello friends of Content

Jun 25



Shells Fine

Business events - Hi Andy! The categories don't seem to have

Jun 25

Fast forward three years...

68 questions answered from round ups

76 questions answered from email interviews

+ 27 questions answered from clients and friends

171 total questions and answers

Content Fragments

2013 - 2016

92 pages of questions and answers

Share an SEO hack

Internal linking is a secret weapon for search optimizers. Yes, links from other website increase your total ranking potential, but authority flows through the links on your website as well.

External Links (aka backlinks or inbound links)	Internal Links
Difficult to control	Easy, fast and free to create
Pass SEO authority from other sites to your site, increasing your "domain authority"	Pass SEO authority between pages on your site, increasing the "page authority" of specific pages.
Appear within the body text, in content	Appear in website navigation, as well as in the content.

(source: [3 Internal Linking Strategies](#))

You can create them quickly anytime at no cost. You get exact control over anchor text. You can lower your bounce rate and increase dwell time (which are search ranking factors) by pulling your visitors deeper into your site.

So create these links next time you post something:

- Link from the new post to a related post with a good CTA

	A	B	C	D	E	F	G
1	Topic	Status / Notes	Link				
2	Answers: Content Marketing		https://docs.google.com/a/orbitmedia.com/document/d/1grEMJcG7BqRc5BicMKYegk...				
3	Answers: Beginners		https://docs.google.com/a/orbitmedia.com/document/d/1bthhR_QAN...				
4	Answers: SEO		https://docs.google.com/a/orbitmedia.com/document/d/1nwUaGgpY...				
5	Answers: Time / Delegation		https://docs.google.com/a/orbitmedia.com/document/d/1BP3yaTUyD...				
6	Answers: Analytics		https://docs.google.com/a/orbitmedia.com/document/d/1yDQKZ1GRk...				
7	Answers: Influencers		https://docs.google.com/a/orbitmedia.com/document/d/1CP1B7hNcy...				
8	Answers: Websites		https://docs.google.com/a/orbitmedia.com/document/d/1y1059pXDG...				
9	Answers: Events		https://docs.google.com/a/orbitmedia.com/document/d/1nagz-9nyvrcx3FGrl_17wh...				
10	Answers: Visuals / Email / Social		https://docs.google.com/a/orbitmedia.com/document/d/1Pcn30yO68EzQLbtlj-mB899...				
11							
12	How to turn answers into content		https://docs.google.com/a/orbitmedia.com/document/d/1qIBS44ck5DcCl_5uINp3HkSh...				
13	How to Give a Presentation		https://docs.google.com/a/orbitmedia.com/document/d/1xSH4zWTxQYGe_wUUbikfdz...				
14	How to Gather Great Testimonials		https://docs.google.com/document/d/1mCd2T-jDxk-PZmv8ft9xrQcOTYf8VcBGJFLm...				
15	Marketing Skill Grid		https://docs.google.com/a/orbitmedia.com/spreadsheets/d/1oz1pdNCXKs9xcooxTkM...				
16							

Documents with answers,
sorted into nine topics.



Turn a Press Release Into A Blog Post

File Edit View Insert Format Tools Table Add-ons Help All changes saved in Drive

100% Normal text Calibri 11 B I U A

How to Turn a Press Release Into a Blog Post

Publish: [target publish date]

Author: Andy

Editor: [editor name]

WEB PAGE / BLOG POST

Target SEO Keyphrase: as of [date]

Keyphrase	Searches / month (AdWords)	% Difficulty (MOZ)
How to turn a press release into a blog post		26
Press release into blog post		29
Press release blog post		29
Press release blog	11-50	60

Title: How to Turn a Press Release Into a Blog Post in X Steps

Meta Description:

PermaLink / Shortcut URL:



Collaborative Content Marketing

Publish: January

Author: Andy

Editor: Amanda

CHANNEL: Blog Post and Newsletter

Related Words and Phrases:

- Free collaboration software
- Content sharing
- Content design
- Content editing
- Content writing
- Authoring
- Online
- For business
- Website
- Content management vs. collaboration
- Remote
- Enterprise content collaboration platform

Title: Collaborative Content Marketing...

Meta Description:

PermaLink / Shortcut URL: /collaborative-content-marketing

Collaborative Content Marketing: 5 Powerful Ways to Upgrade Your Content

DIGITAL STRATEGY | YOUR CONTENT MARKETING | SOCIAL MEDIA | 11 COMMENTS

SHARE THIS



52



BY ANDY CRESTODINA

⌚ 11 MINUTE READ

Question: What tactic improves the quality of your content, increases traffic and makes marketing way more fun?

Answer: Collaborative content marketing.

Think about it. It's lonely to sit down, day after day, week after week, pumping out one article after another. It's also boring. And a little sad.

Just think of all of the thousands of bloggers out there, sitting alone in a home office,



collaborative content marketing



All

News

Images

Videos

Shopping

More

Settings

Tools

About 3,250,000 results (0.56 seconds)

Voted #1 Content Workflow Tool - Content Marketing World 2016

www.divvyhq.com/RequestDemo • (877) 573-4889

The world's top content marketers choose DivvyHQ. Are you ready? Request a demo!

Product Demo - Start Free Trial - Group Calendars - Content Publishing

The #1 Marketing Calendar - percolate.com

learn.percolate.com/ •

See how Percolate helps teams collaborate smarter and faster.

Grow your revenue faster • Elevate your brand • Increase productivity

Services: Campaign Planning, Marketing ROI Analytics, Content Marketing, Social Content Marketing

Creative Brief Template - Client Success Stories - Custom Demo - About Our Software

Blog & Content Marketing - pulsepoint.com

www.pulsepoint.com/Free-Demo • (415) 741-1321

Reach 25+ Content Marketing Outlets in One Simple Platform. Free Demo.

25+ Content Channels - Scale Content Marketing - Video Distribution - Native Ad Distribution

Our Solutions - Free Demo - About Us - Content Marketing Report

Artificial Intelligence Layer - For Content Management - atomicreach.com

m1.atomicreach.com/ •

Machined Learning Content Marketing. Increases Engagement. Try it For Free.

Atomic Reach Web App - Atomic Reach Products - Google Add On - Chrome Extension

Building a Collaborative Content Process - Entrepreneur

<https://www.entrepreneur.com/article/276033> •

Jun 15, 2016 - Content marketing has been transforming the marketing world for years. And whether you're a skeptic wanting more results or a devout believer ...

Content Collaboration: 5 Powerful Ways to Upgrade Your Content ...

<https://www.orbitmedia.com/blog/collaborative-content-marketing/> •

What tactic improves the quality of your content, increases traffic and makes marketing way more fun? Collaborative content marketing.

The Secret to Content Marketing Is Collaboration - Sprinklr

<https://www.sprinklr.com/the-way/content-marketing-collaboration/> •

Nov 3, 2014 - What makes for a great content marketing strategy? Mike Niemczyk of Groupon shares

Started as an email. Now it ranks #2 for "collaborative content marketing"

Keyword

content marketing
collaboration

National

Current Highest Ranking Position

#2

<https://www.orbitmedia.com/blog/collaborative-content-marketing/>

no data

Volume¹



42

Difficulty¹



[Research this keyword in Keyword Explorer](#) ⓘ

Your Performance

Highest Ranking Position ▼

Jan 01, 2017 ▼

May 28, 2017 ▼

≡

Weekly

Monthly

The highest ranking position for you vs. your competitors



Testimonials

File Edit View Insert Format Tools Table Add-ons Help All changes saved in Drive

Comments

Share

100% - Normal text - Calibri - 11 - B I U A - More -

Testimonials

Publish: February

Author: Andy Crestodina

Editor: Amanda

CHANNEL: Blog Post and Newsletter

WEB PAGE / BLOG POST

Target SEO Keyphrase: as of 2/2016 ...BD

Related Words and Phrases:

- Where-to-put-testimonials (dif: 56)
- Where-to-include-testimonials (dif: 50)
- Where-to-use-testimonials (dif: 50)
- Where-should-testimonials-go-on-a-website
- Benefits-of-testimonials (dif: 20)
- Who-writes-testimonials
- What-are-testimonials
- Endorsements
- What-should-testimonials-include
- Examples web design

How to Write Testimonials (Plus 10 Customer Testimonial Examples)

DIGITAL STRATEGY • YOUR CONTENT MARKETING • 10 COMMENTS

SHARE THIS



BY ANDY CRESTODINA

© 11 MINUTE READ

Try this: go to any page on your website and count the marketing claims you make. How many times is your business described as easy, smart, effective, trusted, reliable? Are there half a dozen claims? Ten? More?

Now try this: look at the same page and count the number of times you supported these claims with evidence. How many data points, statistics, case studies and testimonials are there? Are there two of these? Five? Zero? There probably aren't a lot.

The point is this:



how to write testimonials



All

Videos

Images

News

Shopping

More

Settings

Tools

About 28,300,000 results (0.56 seconds)

How to Write a Testimonial (With 7 Examples) - Enchanting Marketing

<https://www.enchantingmarketing.com/how-to-write-a-testimonial/>

Most testimonials are too sugary to be convincing. Follow these credible and persuasive, so you can win more clients.

An Easy to Use Template for Writing Testimonials

<https://herbusiness.com/blog/writing-testimonials-template>

Apr 14, 2014 - Asking for testimonials is easier than writing them. Use these prompter questions and template to make writing testimonials quick and easy.

**Ranks #3 for
"how to write testimonials"**

How to Write Persuasive Testimonials (Plus 10 Customer Testimonial ...

<https://www.orbitmedia.com/blog/how-to-write-testimonials-examples/>

Mar 2, 2017 - In this complete guide for website testimonials we answer the top questions with examples: how testimonials are written, how to get testimonials ...

11 Testimonial Page Examples You'll Want to Copy in 2017

<https://blog.hubspot.com/marketing/testimonial-page-examples>

Jan 8, 2016 - Check out this list of awesome testimonial pages that check off all the best practices for 2017.

About 785,000 results (0.55 seconds)

Increase Customer Testimonials - Let Customers Be Your Advocate

marketing.trustpilot.com/testimonials

Learn How Online Customer Feedback Can Grow Your Business With a Free Demo

Free Demo · Excellent Support · Flexible Pricing · Easy Integration

Services: Customized Invitations, Google Seller Ratings, Social Media Integrations, Full Statistics Dashb...

[Request a Free Demo](#)

[Learn About Features](#)

[View Plans & Pricing](#)

11 Testimonial Page Examples You'll Want to Copy in 2017

<https://blog.hubspot.com/marketing/testimonial-page-examples>

Jan 8, 2016 · 11 Examples of Awesome Testimonial Pages. 1) Codecademy. Codecademy has nailed down the testimonials section of their website, which they call "Codecademy Stories." 2) Bluebeam. 4) Xero. 5) Decadent Cakes. 6) m-helpDesk. 7) Clear Slide. 8) FreeAgent. 9) FocusLab.

9 Customer Testimonial Examples That You Can Copy

optimonster.com/9-customer-testimonial-examples-that-you-can-copy/

May 3, 2017 · Every marketer needs customer testimonials to boost their sales. Here are 9 types of customer testimonials that you can use on your website.

How to Write a Testimonial (With 7 Examples) - Enchanting Marketing

<https://www.enchantingmarketing.com/how-to-write-a-testimonial/>

Most testimonials are too sugary to be convincing. Follow these 4 tips to make your testimonials more credible and persuasive, so you can win more clients.

How to Write Persuasive Testimonials (Plus 10 Customer Testimonial Examples)

<https://www.orbitmedia.com/blog/how-to-write-testimonials-examples/>

Mar 2, 2017 · In this complete guide for website testimonials we answer the top questions with examples: how testimonials are written, how to get testimonials ...

Awesome Examples of Website Testimonials Done Right!

www.vandaleuraction.com/website-testimonials-examples/

Ranks #4 for
"testimonial examples"

testimonial examples #5

National

<https://www.orbitmedia.com/blog/how-to-write-testimonials-examples/>**201-500**Volume¹**40**Difficulty¹[Research this keyword in Keyword Explorer](#)

Your Performance

Highest Ranking Position ▾

Jan 01, 2017 ▾

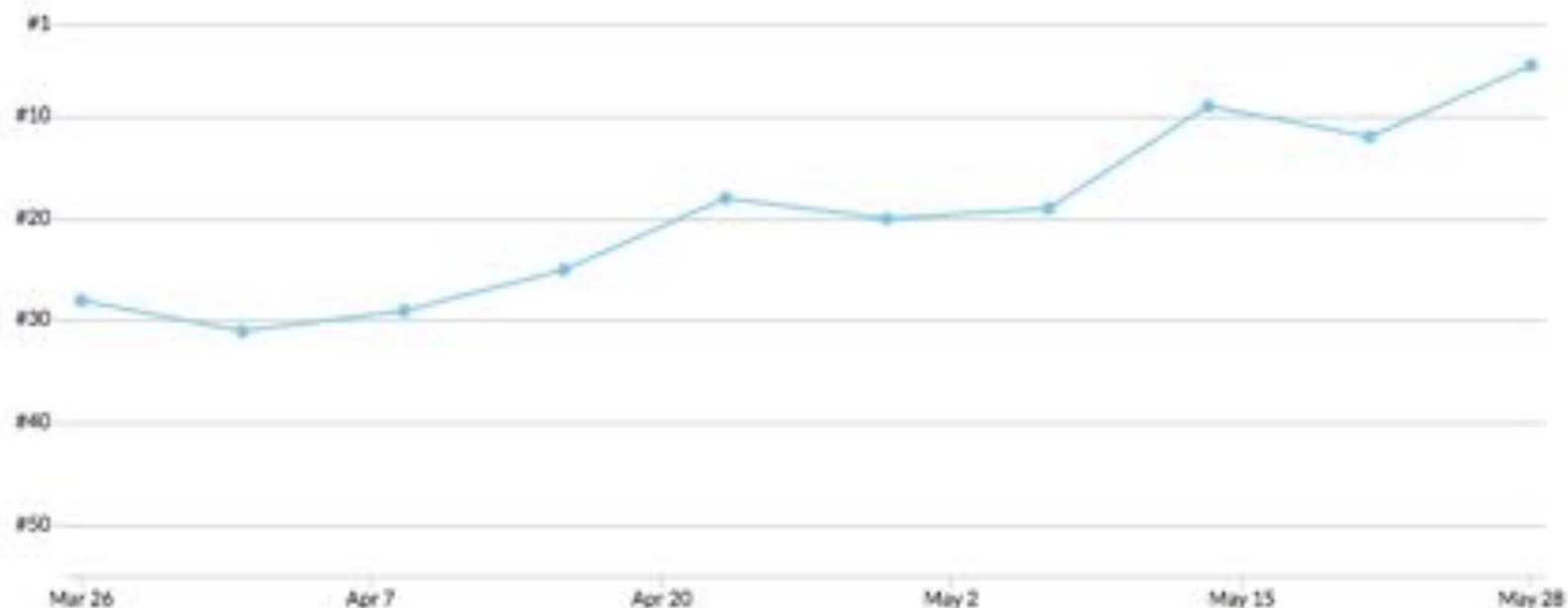
May 28, 2017 ▾

≡

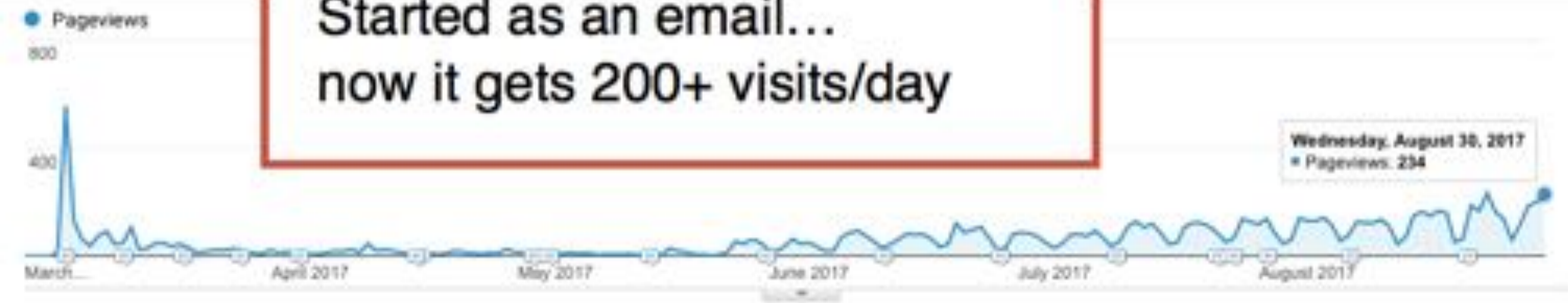
Weekly

Monthly

The highest ranking position for you vs. your competitors



Started as an email...
now it gets 200+ visits/day



Primary Dimension: Page Other -

Filter Rows		Secondary dimension	Sort Type	Default								
	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value				
		11,286 % of Total: 1.56% (721,350)	10,636 % of Total: 1.55% (542,608)	00:05:04 Avg for View: 00:03:06 (53.88%)	9,855 % of Total: 1.90% (519,139)	92.14% Avg for View: 81.22% (13.44%)	88.80% Avg for View: 71.97% (23.39%)	<\$0.01 % of Total: 17.79% (\$0.02)				
	1. /blog/how-to-write-testimonials-examples/	11,286 (100.00%)	10,636 (100.00%)	00:05:04	9,855 (100.00%)	92.14%	88.80%	<\$0.01 (100.00%)				



source: [How to turn email into high ranking articles](#)

“

Never waste a good conversation
by having it in private...

”



**Write for the prospects
in your sales funnel**



“Thanks for the proposal. But what if something like **X** happens?”



“Thanks for the proposal. But what if something like **X** happens?”



“My team is wondering, how would your team handle situation **X**?”



“Thanks for the proposal. But what if something like **X** happens?”



“My team is wondering, how would your team handle situation **X**?”



“Good meeting yesterday. But I’m still a bit unclear about **X**.”

The questions our prospects often ask..



The most common questions...



“How can you protect my current rankings?”



“How can you protect my current rankings?”

“Good question. I’ll explain...”





“How can you protect my current rankings?”

“I’m glad you asked.
I’m sending you a link.”



[VIEW ALL BLOG POSTS](#)

How to Relaunch a High-Ranking Website

[WEB DESIGNER](#) • [WEB DESIGNER & MARKETER](#) • [14 COMMENTS](#)

SHARE THIS



BY ANDY CRESTODINA

© 14 MINUTE READ

Nervous? Sweaty palms? The new site is launching soon. What if everything goes wrong? What if you lose your rankings in Google??

Relaunching a high-ranking website is scary. Just imagine: hundreds of hours of work, thousands of dollars invested and then... lower traffic, fewer leads, lower sales.

If your website ranks high and gets traffic from search engines, you may be terrified to redesign. You shouldn't be. As long as you follow best practices, you should expect to maintain or even improve your rankings.

How to Relaunch a High-Ranking Website

WEB DEVELOPMENT | WEBSITE DESIGN | BUSINESS | 18 COMMENTS

SHARE THIS



BY ANDY CRESTODINA

© 18 MINUTE READ

Nervous? Sweaty palms? The new site is launching soon. What if everything goes wrong? What if you lose your rankings in Google??

Relaunching a high-ranking website is scary. Just imagine: hundreds of hours of work, thousands of dollars invested and then... lower traffic, fewer leads, lower sales.

If your website ranks high and gets traffic from search engines, you may be terrified to redesign. You shouldn't be. As long as you follow best practices, you should expect to maintain or even improve your rankings.

After relaunching dozens of high-ranking websites, here are our own best practices. First, following our [55-point Website Launch Checklist](#). But if you depend on search engines for traffic, follow these steps...



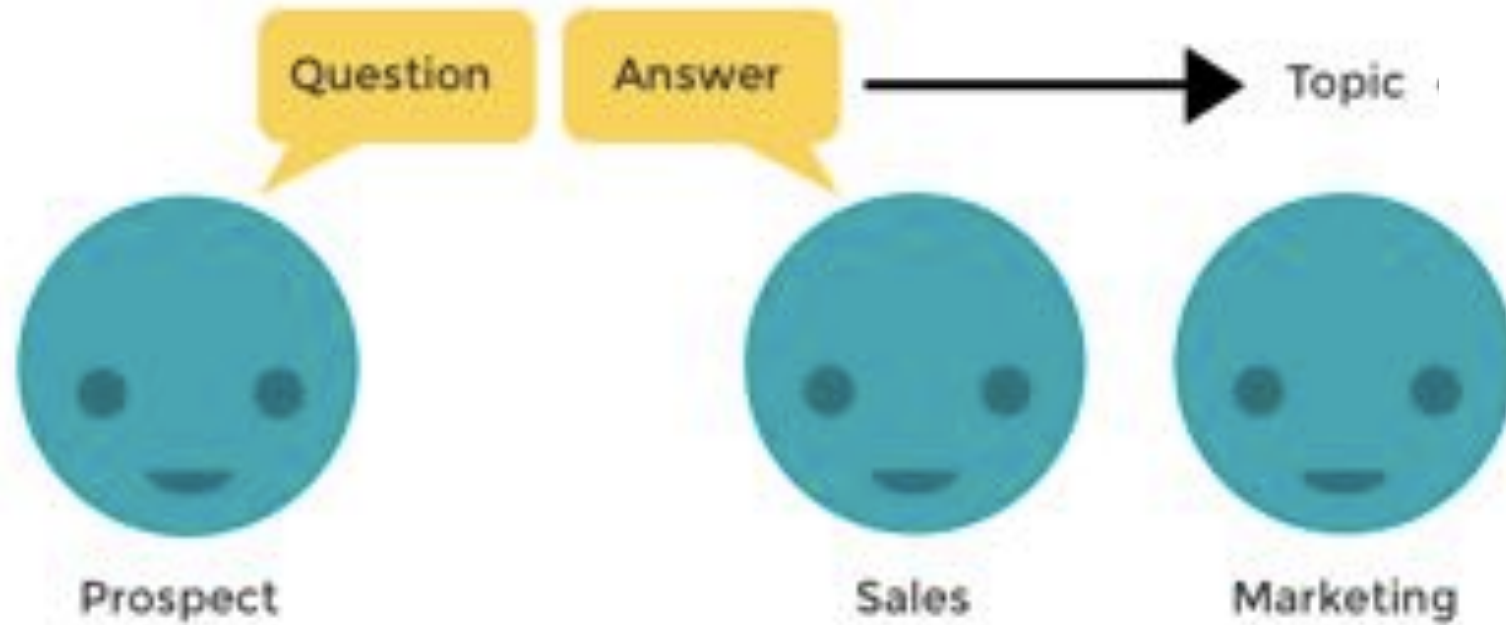
“How can you protect my current rankings?”

“I’m glad you asked.
I’m sending you a link.”

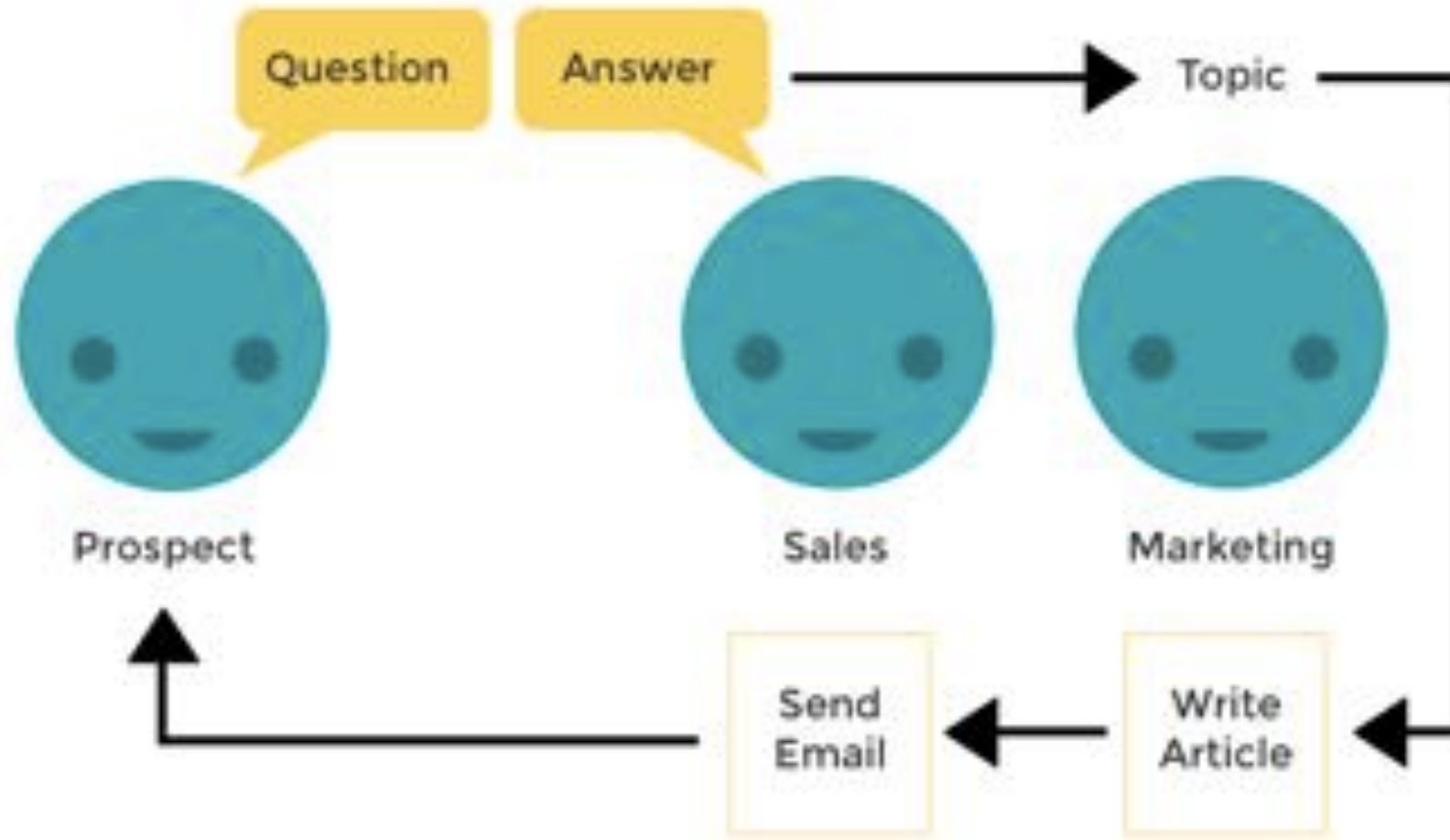


“Looks like you’ve got that covered!”

Topics flow from sales to marketing



Topics flow from sales to marketing



Content flows from marketing to sales



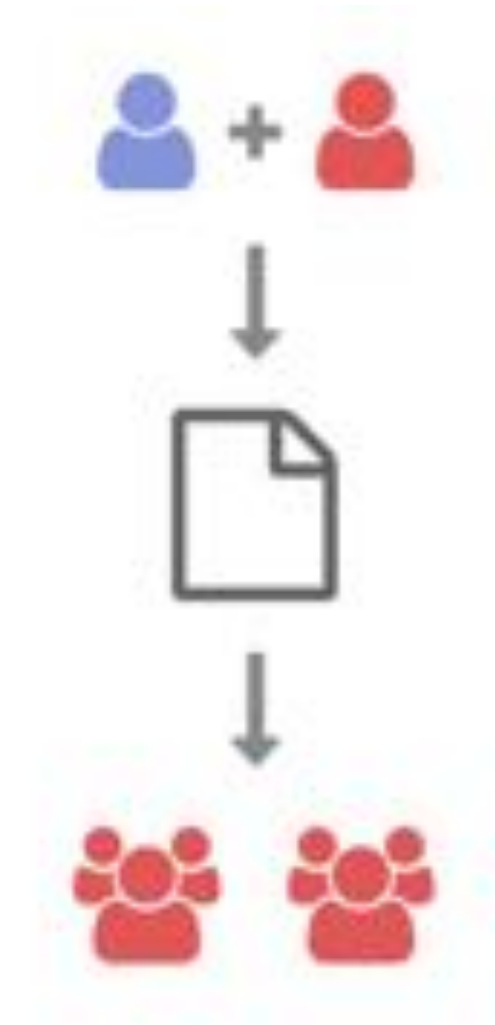
**Collaborate with your
prospects and potential partners**



Traditional blogging



Account-based marketing





SHARE



Please, please don't make a sales call in disguise. That's not what I'm suggesting. But networking is about keeping in touch. Content can keep you on the radar of people who considered you in the past.



"In a lengthy and complicated sales process, your key objective is to get, keep and earn ongoing attention. The process of creating content can actually keep you in front of leads. It's a competitive advantage that improves your chances of winning (and keeping) the business." – Matt Heinz

4. COLLABORATE WITH REFERRAL PARTNERS AND INCREASE REFERRAL LEADS

About once a month, someone tells me this: "We don't need marketing. We get all of our leads from referrals."

Of course, it's a crazy thing to say because marketing would add to their lead flow, but let's set that aside for now. Here's how to use content marketing to increase referrals by strengthening those referral relationships.

People refer leads because they met someone who needs your help ...and they thought of you. So the key is to stay top of mind. Content can help.



SHARE



Please, please don't make a sales call in disguise. That's not what I'm suggesting. But networking is about keeping in touch. Content can keep you on the radar of people who considered you in the past.



"In a lengthy and complicated sales process, your key objective is to get, keep and earn ongoing attention. The process of creating content can actually keep you in front of leads. It's a competitive advantage that improves your chances of winning (and keeping) the business." – Matt Heinz

4. COLLABORATE WITH REFERRAL PARTNERS AND INCREASE REFERRAL LEADS

About once a month, someone tells me this: "We don't need leads from referrals."

Of course, it's a crazy thing to say because marketing works. But let's set that aside for now. Here's how to use content marketing to increase referrals by strengthening those referral relationships.

People refer leads because they met someone who needs your help ...and they thought of you. So the key is to stay top of mind. Content can help.

**Contributor quote from
prospect or partner**

How to collaborate on content...

for quality, traffic and fun!

Testimonials

File Edit View Insert Format Tools Table Add-ons Help All changes saved in Drive

Comments

Share

100% - Normal text - Calibri - 11 - B I U A - More -

Testimonials

Publish: February

Author: Andy Crestodina

Editor: Amanda

CHANNEL: Blog Post and Newsletter

WEB PAGE / BLOG POST

Target SEO Keyphrase: as of 2/2016 ...BD

Related Words and Phrases:

- Where-to-put-testimonials (dif: 56)
- Where-to-include-testimonials (dif: 50)
- Where-to-use-testimonials (dif: 50)
- Where-should-testimonials-go-on-a-website
- Benefits-of-testimonials (dif: 20)
- Who-writes-testimonials
- What are testimonials
- Endorsements
- What-should-testimonials-include
- Examples web design



“Hi, Jen! Would you like to
contribute a quote to this article?”



“Hi, Jen! Would you like to contribute a quote to this article?”

“Sure, Andy! No problem.
How does this sound?”





“Hi, Jen! Would you like to contribute a quote to this article?”

“Sure, Andy! No problem.
How does this sound?”



“This is perfect. Thanks, Jen!
I’ll let you know when this is live...”

7 Things to add to every testimonial



Beware the testimonials page

Search reports and help

AUDIENCE

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

<input type="checkbox"/>	19.	/support/contact-support/		247	(1.32%)	205	(1.33%)
<input type="checkbox"/>	20.	/products/		231	(1.23%)	201	(1.30%)
<input type="checkbox"/>	21.	/support/request-a-demo/		226	(1.20%)	162	(1.05%)
<input type="checkbox"/>	22.	/resources/		222	(1.18%)	118	(0.76%)
<input type="checkbox"/>	23.	/services/		208	(1.11%)	157	(1.02%)
<input type="checkbox"/>	24.	/support/		203	(1.08%)	173	(1.12%)
<input type="checkbox"/>	25.	/news/category/indust				68	(0.44%)
<input type="checkbox"/>	26.	/services/software-tra				159	(1.03%)
<input type="checkbox"/>	27.	/sharebutton.to				59	(0.38%)
<input type="checkbox"/>	28.	/products/				127	(0.82%)
<input type="checkbox"/>	29.	/services/		148	(0.79%)	134	(0.87%)
<input type="checkbox"/>	30.	/resources/quick-tips/		138	(0.73%)	122	(0.79%)
<input type="checkbox"/>	31.	/about-us/testimonials/		132	(0.70%)	127	(0.82%)

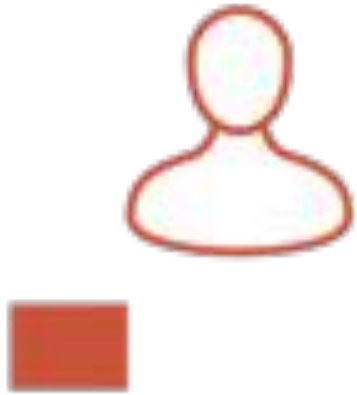
The testimonials page is the 31st most popular page on this website.

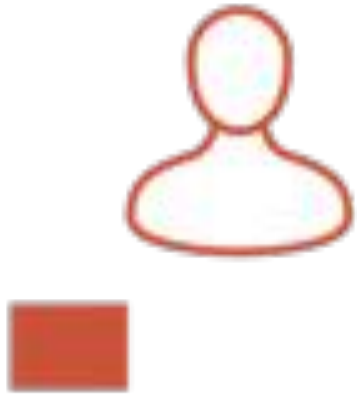
The testimonials page is the 31st most popular page on this website.

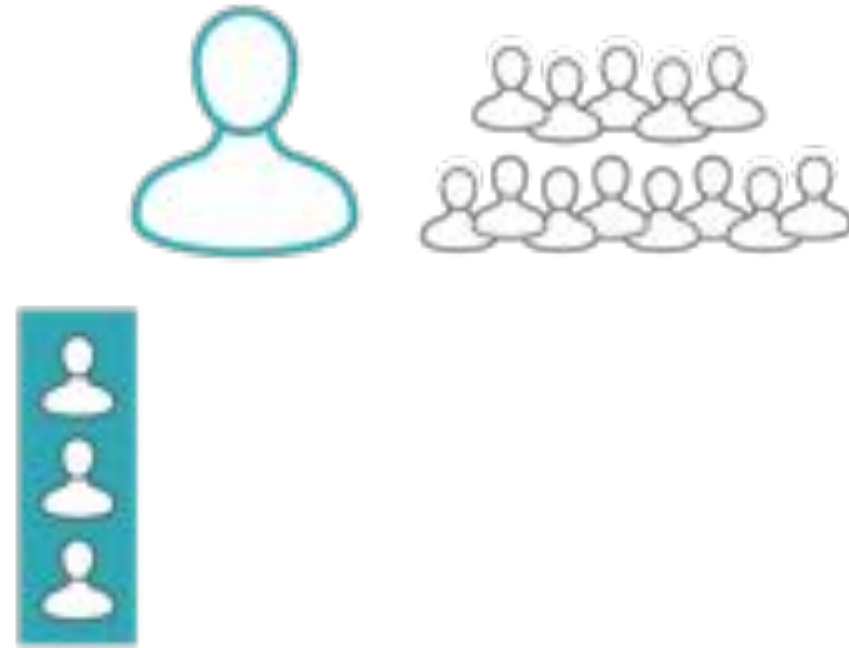
“

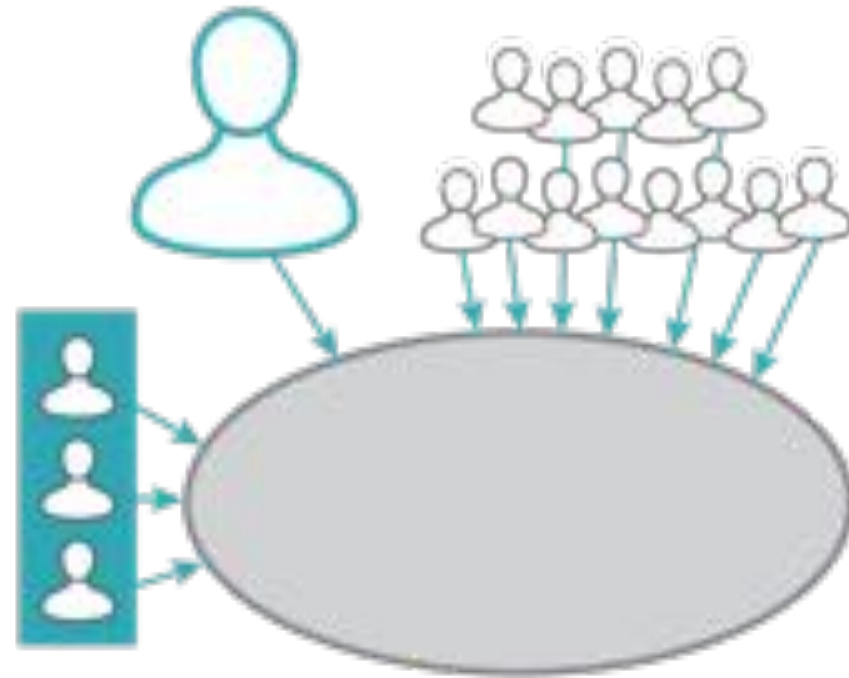
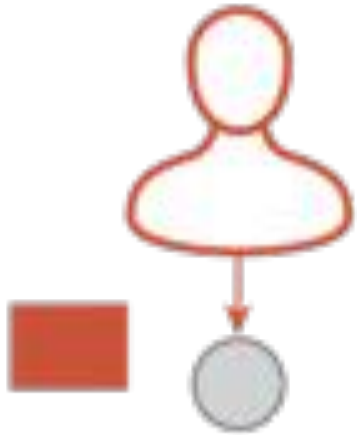
*When you say it, it's marketing.
When they say it, it's social proof.*

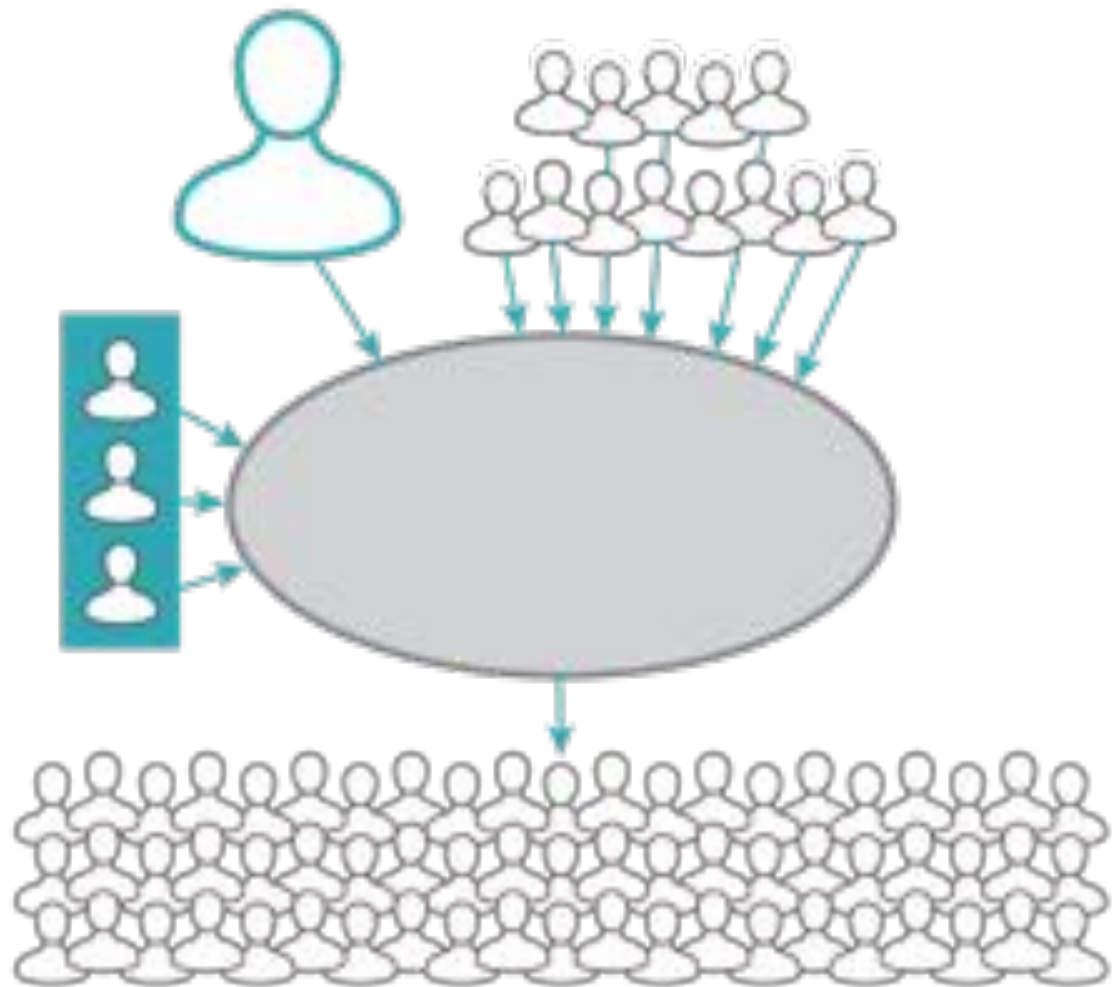
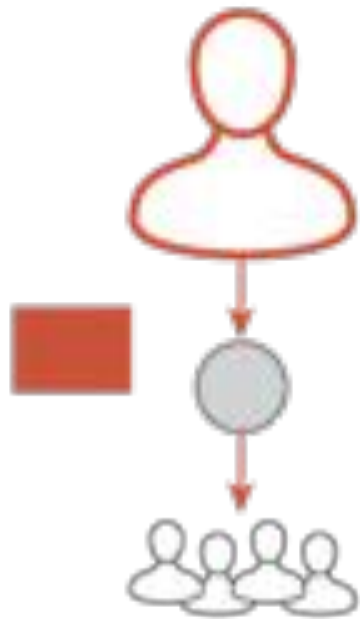
”











Optimized for search...



Keywords and related phrases
(optimized for search engines)

Optimized for social...



Contributors quotes from experts
(optimized for social media)

“

*How many people are waiting
for your article to go live?
Make sure it's not **zero**.*

”



Jason Quey commented on this

3d



Jason Quey

Influencer Marketer, Evangelist, and Growth Strategist at Import.io, Klientboost, ...

Planning on going to a conference this year? Check out this post by [Andy Crestodina](#), featuring optimal tips and tricks from [Nick Westergaard](#), [Shayla Price](#), [Heidi Cohen](#), [Emily Crume](#), [Kelly Hungerford](#), [Barry Feldman](#), [Cathy McPhillips](#), [Ashley Faulkes](#), and many more (than LI allows me to note) :)

https://lnkd.in/bx_P4zP show less



34 Ways to Get The Most From a Conference - Orbit Media Studios

orbitmedia.com · There's nothing better than a great conference. Presentations can teach you things you can't lear...

Unlike · Comment · Share · 6 5



Jason Quey [Barry Feldman](#) - love the pants (and your quote!). So true that you need to be willing to stick out from the crowd if you don't want to fade into... show more

5d



Andy Crestodina Thanks, [Jason](#) and everyone! If you all aren't already connected here, click that blue button and connect! This is a great group of so many of my... show more

5d



Shayla Price Thanks for the mention [Jason Quey](#). And [Andy Crestodina](#) did a great job on this post. I'm speaking at a conference this weekend!

5d



Kelly Hungerford Thank you, [Jason](#)! I agree [Shayla](#), it's a great post and thank you [Andy](#) for including such a diverse group of peeps. The post is a stellar... show more

5d



Jason Quey My pleasure guys! Keep rocking it :)

3d

Add a comment...

A sunburst pattern of thin, light-orange lines radiating from the center of the image against a solid dark-orange background.

“

An ally in creation is an ally in promotion.

”

Content as a networking tool



4 Content Marketers Experimenting Their Way to Engagement



By Denise Shinn | Feb 22, 2017



9,876 followers

CMWIRE, Content Marketing

Higher ROI Through Comprehensive Content & Commerce Integration (Read Now)



By adopting the lean build-measure-learn model, content marketers can test new methods of audience engagement.

CMWIRE | 2/22/2017 10:16 AM

With more and more organizations jumping onto the content marketing bandwagon we face a question: How do we make our content marketing stand out from the crowd?

One approach is to experiment. We could adapt the [lean startup methodology](#) for building products to our content marketing approach.

Lean employs an ideas → Code → Data loop to ship code, then iterates

Your Social Media Technology Stack



[Read Now](#)



[Redacted Name]

Business Insider & Huff...



Hi there, James! Looks like you and I were in the same roundup today. So I thought I'd reach out here...

2:52 PM

[Redacted Name] is now a connection.



Great to connect, Andy!

3:28 PM

Glad to connect, [Redacted Name]

I liked your input on that article. I'm thinking about doing more video this year too. I might do a series of short Analytics videos. There seems to be a lot of demand for that topic.

Anyway, if you'd ever like to collaborate on anything, just say the word!

Andy

“

*Don't hesitate to reach out if you'd
ever like to collaborate on anything at all!*

”

Andy Crestodina
Content Marketer, Schmoozer





Search the store

Extensions

Themes

Apps

Games

Categories

All

Features

☐ Runs Offline☐ By Google☐ Free☐ Available for☐ Works with

Rating

☐ ★ ★ ★ ★☐ ★ ★ ★ ★☐ ★ ★ ★ ★☐ ★ ★ ★ ★

Auto Text Expander for Google Chrome™

offered by Carlin

★★★★★ 485

Productivity

112,333 users

ADD TO CHROME

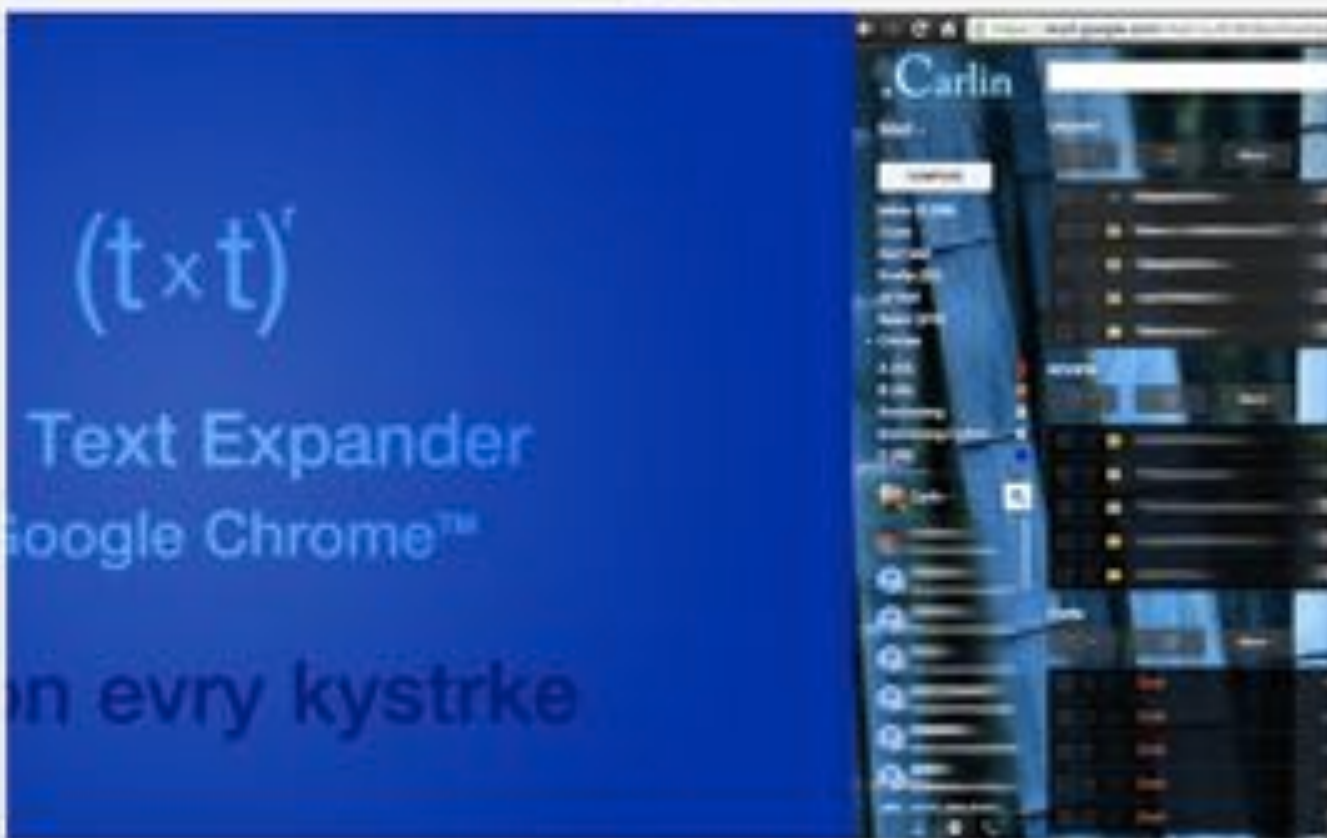


OVERVIEW

REVIEWS

SUPPORT

RELATED



Runs Offline

Compatible with your device

Create custom keyboard shortcuts to expand and replace text as you type!

Ever get tired of typing out long email addresses, phrases you frequently use, or just looking to save keystrokes as you type? Well fear not! Auto Text Expander is here to solve that – kinda like TextExpander for Mac or AutoText for Windows, but installed and synced across Chrome browsers!

This free (and ad-free) extension adds basic javascript to your pages to check if your last set of consecutive keystrokes matches any

Report Abuse

Additional Information

Version: 1.3.5

Updated: May 7, 2016

Size: 141KB

Language: English

Fun

Customize Email Export v Add to Dashboard Shortcuts

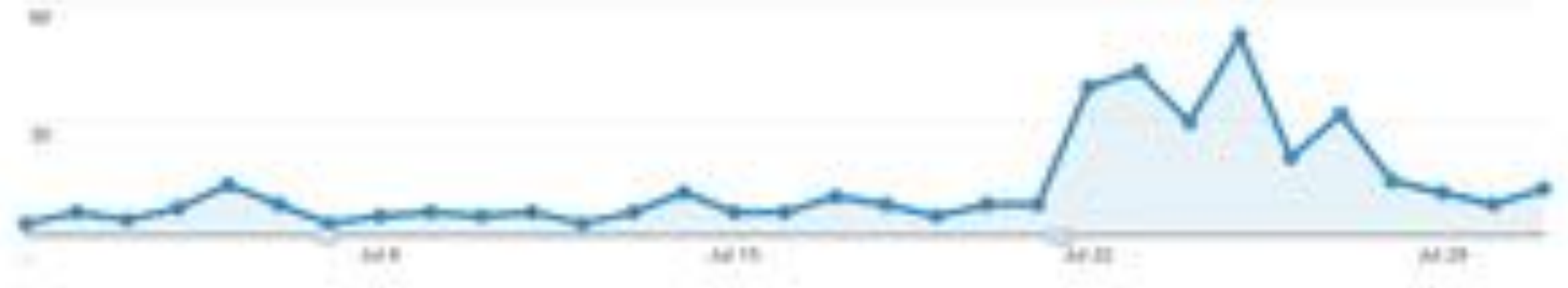
Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Source: v Total: 2,000

Day Week Month  

■ Sessions



Friendship

Dec 1, 2014 - Jun 30, 2016

Customize Email Export + Add to Dashboard Shortcut



All Users
100.00% Sessions



+ Add Segment

Explorer

Summary Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Ecommerce

Sessions ▼ VS. Select a metric

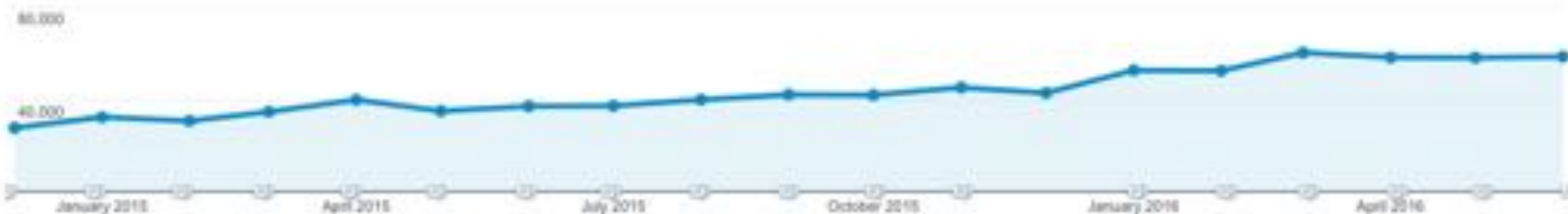
Day Week Month



Sessions

80,000

40,000



High Fives

Jul 1, 2016 - Jul 24, 2016

Customize Email Export + Add to Dashboard Shortcut

All Users
0.01% Sessions

+ Add Segment

Explorer

Sessions VS. Select a metric

Day Week Month

Sessions



“

*If you're not making friends,
you're doing it wrong.*

”

Say Thank You!

...but document and delegate
content promotion



source: [WebMD](https://www.webmd.com)

VA / Marketing Training: Social Promotion of Content

A few guidelines for sharing content.

- When sharing content on social media, we rarely use ALL CAPS or exclamation points. However we do use them when we thank people directly!
- When we use hashtags, we generally just use one.
- We often use arrow characters (either >> or ->) and sometimes we use the actual arrow special character.

The number and types of shares for any piece of content depends on the content itself.

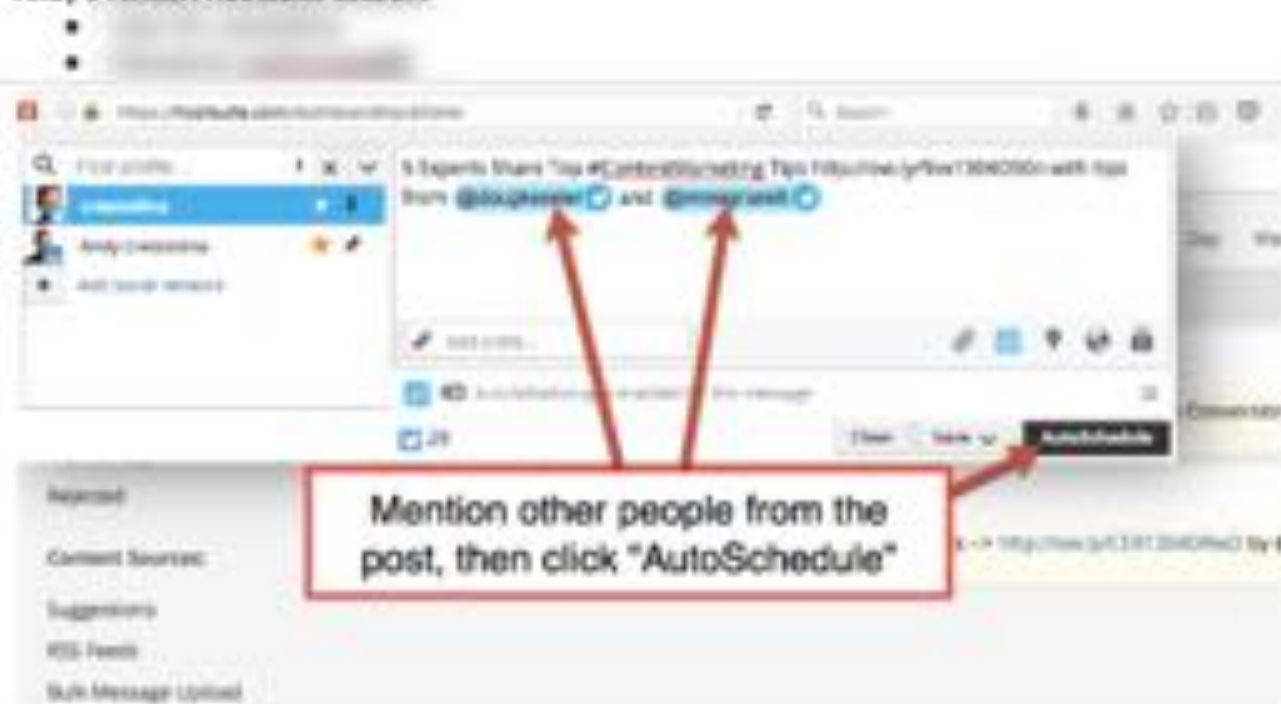
Type of Article	Shares
A: Article quoted Orbit (DA <50)	1
B: Article written by a friend or appear in Slack	1, 2
C: Article mentioned Orbit (DA 50+)	1, 2, 3
D: Article featured someone at Orbit (podcast, webinar)	1, 2, 3
E: Guest Post on Orbit Website	1, 2, 3, 4, 5
F: Article Written by Orbit	1, 2, 3, 4, 5, 6, 7, 8, 9, 10

#1: Share on Twitter, Now

Share it once on Twitter right now, mentioning anyone who is relevant.



Andy's Twitter/Hootsuite account



#3: Share on Twitter, Next Week

Twitter, share next week through Hootsuite



Just add it to the “Promotables” list!

https://www.salesforce.com/blog/2017/02/website-design-tips-for-marketers.html	C	This is the same podcast mentioned above, but here it is on the Salesforce website
http://www.searchenginepeople.com/blog/b2b-content-marketing.html	C	
https://us1.pcmag.com/5-best-practices-for-great-product-pages-970381adb729#2ulqmpwz	B	1. Want Great Product Pages? Here are 6 best practices that will help you. http://bit.ly/Q2
http://gillandrews.com/how-to-get-people-to-buy-your-product-process/	C	2. Creating a good First Impression with Great Product Pages will not only help you incr
		1. If keeping upto date on topics and engagement is relevant to your business, then hen
http://www.outbrain.com/blog/50-content-marketing-influencers-2017	C	2. @orbiteers Andy has made it to the Top 50 Content Marketing Influencers. Check out
https://dazeinfo.com/2017/02/08/blogging-content-marketing-trends/	C	3. A list of Prolific thought leaders who will take you on a journey around the World of C
http://www.searchenginepeople.com/blog/b2b-content-marketing.html	A	mentions us ...and Heidi Cohen
http://neilpatel.com/blog/how-to-rank-your-internal-pages-higher-than-your-homepage/	A	mentions our internal linking tips
http://neilpatel.com/blog/never-run-out-of-ideas-6-writing-strategies-to-add-variety-to-your-	A	1. Our writing strategy has made it to Neil Patel's blog. Check out the blog here http://bit
https://www.thesocialmediahat.com/blog/how-get-massive-social-shares-your-next-expert-	A	
http://nlp.ly/CMC17AG	C	An event
https://business.linkedin.com/marketing-solutions/blog/content-marketing-thought-leaders/	B	Josh Nite included us in this post on the LinkedIn blog
http://blog.scoop.s/2017/02/14/why-content-marketing-works-and-why-it-doesnt/	C	ebook
Type of Article	Type of Share	
A: Article quoted Orbit (but no link back to Orbit)	1	
B: Article written by a friend (from Slack or anywhere)	1, 2	
C: Article mentioned Orbit or featured someone at Orbit with a link back (podcast, webinar)	1, 2, 3	
D: Guest Post on Orbit Website	1, 2, 3, 4, 5	
E: Article Written by Orbit	1, 2, 3, 4, 5, 6, 7, 8, 9, 10	

Internal Docs Are Content Too!

Don't just let it sit there...



“Don’t we have a big checklist we use for launching websites?”

“We sure do! It’s right here.”



“So helpful! Thank you, Rene!”

f1

	A	B	C	D	E	F	G
1							
2		PM	Designer	Developer	Strategist	Strategic Resource	
25							
26							
27	Setup Project Checklist - MAY2016						
28	SPUTNIK: Setup project record. Include due date, pm, designer (if known), dev (if known), enter extranet url. Instructions: PM Library > Folder 1 > Tool: Steps to Start a New Project	X					
29	SPUTNIK SCOPE: Set scope to Active	X					
30	SPUTNIK SCOPE: Send Pre-KO tasks to team (if known).	X					
31	SPUTNIK SCOPE: Read signed proposal. Check proposal features against scope development features. If discrepancies, note them here & in project notes.	X					
32	COMMUNICATION: After intro email from strategist, call client to say hello. Let client know you are setting up the project & they will receive an email soon with login credentials for the extranet.	X					
33	EXTRANET: Setup: Create New Project > Client Name in Name field > "shorturl" in Extension field (no special characters) & add client contacts to contacts tab. Add Orbit team members if known.	X					
34	EXTRANET: Click Edit Project button > ensure the client or Orbit logo appears, approval message has been entered.	X					
35	SPUTNIK BILLING: Schedule project invoices (confirm invoice schedule against proposal description)	X					
36	COMMUNICATION: Send client email with login to extranet, instructions, & deadline for completing the questionnaire. Email template on Google Drive > PM > Folder 1 > Initial Project Email Tool	X					
37	SPUTNIK SCOPE: Assign sitemap & seo tasks to PM assistant or yourself.	X					
38	GOOGLE DRIVE: create client folder in shared folder Active Client Projects	X					

Website Launch Checklist

Publish: [target publish date]

Author: Andy Crestodina

Editor: Roger

WEB PAGE / BLOG POST

Target SEO Keyphrase: as of 2/17/14

- "website launch checklist" 210 searches / month (59% difficulty)

Title:

Meta Description:

PermaLink / Shortcut URL: /website-launch-checklist

EMAIL NEWSLETTER

Subject Line:

Teaser Text:

Share with Stoney [DeGuyter](#)

THE ARTICLE

The Ultimate Website Launch Checklist: 55 Things To Do Before (and after) You Launch

It's a lot of little things. That's what web design is all about. There is a staggering number of

[VIEW ALL BLOG POSTS](#)

The Ultimate Website Launch Checklist: 55 Things To Do Before (and after) You Launch

[VIEW ALL COMMENTS](#) | [WEBSITE DESIGN & USER EXPERIENCE](#) | [21 COMMENTS](#)

SHARE THIS



52



0-9 MINUTE READ

It's a lot of little things. That's what web design is all about. There is a staggering number of ways to screw up.

So quality is all about details. To make sure nothing is missed, professionals use checklists. We have a ton of these checklists here at Orbit.

**But aren't you worried
that your competitors
will steal your best practices?**

Nope.

About 915,000 results (0.60 seconds)

57 Little Things to Double Check Before Your Website Launch

<https://blog.hubspot.com/marketing/website-launch-checklist>

Aug 11, 2014 - Use this checklist to not miss a thing the next time you're launching a website.

The Website Launch Checklist: 14 Things You Need to Review Before ...

<https://blog.hubspot.com/agency/website-launch-checklist>

Sep 22, 2015 - The Ultimate Website Launch Checklist. 1) Make a list of action items, due dates, and who's responsible for what. 2) Prepare for worst-case scenarios. 3) Pick your launch date. 4) Set up a staging site. 5) Confirm testing procedures. 6) Start a post-launch enhancement list.

The Essential Pre-launch Checklist for Your Website - Hiring | Upwork

<https://www.upwork.com/Hiring/Headquarters/Home/ForClients>

Development is completed and you're ready to launch. Before your site is published double check this 4 part pre-launch checklist.

The Ultimate Website Launch Checklist: Improve Design, SEO ...

<https://www.process.st/website-launch-checklist/>

Jun 18, 2014 - Website Launch Checklist. Typography and Layout. Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes. Spelling and Grammar Consistency. Check Context. Ensure No Test Content on Site. Check all 'Hidden Copy' Check Forms. Proof Read. Legal Pages are in place.

Website Launch Checklist: 55 Things To Do Before Launch - Orbit Media

<https://www.orbitmedia.com/blog/website-launch-checklist/>

Here is Orbit's website launch checklist. Actually, it's a combination of several checklists for launching websites ... a complete launch plan!

27 Things to Check Before Launching a Website - Link-Assistant.Com

<https://www.link-assistant.com/news/website-launch-checklist.html>

May 2, 2017 - Going a website launch? Use this 27-step checklist to ensure it goes smoothly.

Ranks for "website launch checklist"

ALL > PAGE: /blog/website-launch-checklist/

Feb 1, 2015 - Aug 28, 2017

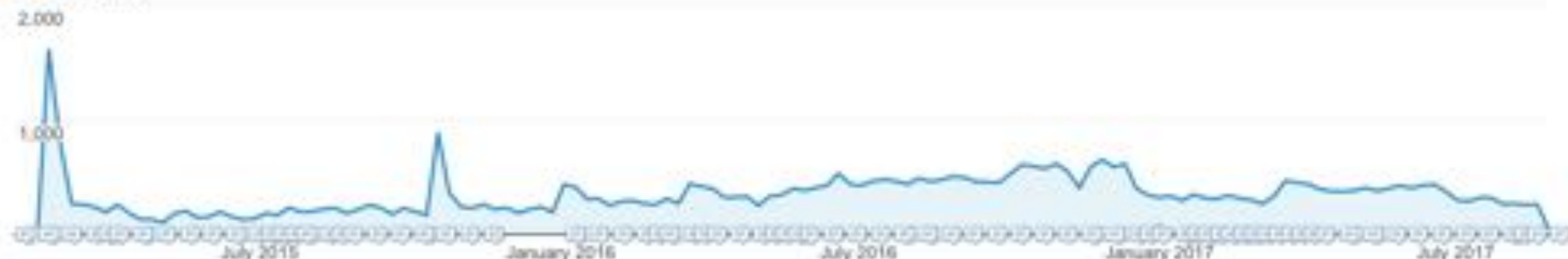
Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month



Pageviews



Primary Dimension: Page Other

Add Row Secondary dimension Sort Type: Default

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		45,989 <small>% of Total: 1.68% (2,996,897)</small>	42,462 <small>% of Total: 1.77% (2,996,897)</small>	00:05:01 <small>Avg for View: 00:02:31 (99.90%)</small>	40,131 <small>% of Total: 2.15% (1,968,338)</small>	87.33% <small>Avg for View: 82.05% (6.43%)</small>	84.67% <small>Avg for View: 68.43% (23.73%)</small>	<\$0.01 <small>% of Total: 22.93% (\$0.02)</small>
1.	/blog/website-launch-checklist/	45,989 (100.00%)	42,462 (100.00%)	00:05:01	40,131 (100.00%)	87.33%	84.67%	<\$0.01 (100.00%)

46,000 page views so far...

Dashboard

Messages (4)

Search Appearance ⓘ

Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Web Tools

Overview > All linked pages

Your pages that are linked from other domains.

Download this table

Download more sample links

Download latest links

Show 25 rows

51-75 of 451

<

>

Your pages	Links	Source domains
/blog/email-signup-forms/	157	53
/blog/how-to-design-button/	118	51
/blog/how-to-write-testimonials-examples/	112	51
/blog/increase-website-traffic/	225	50
/blog/perfect-profile-pictures-9-tips-plus-some-research/	116	50
/blog/top-100-domain-names/	116	50
/blog/landing-page-vs-homepage/	107	48
/blog/blog-optimization/	107	47
/blog/online-networking-guide/	107	47
/blog/website-launch-checklist/	136	46
/blog/web-design-tips/	123	44
/blog/7-reasons-to-wireframe/	143	43
/blog/how-to-automate-social-media/	144	42
/blog/google-website-rank/	100	42
/blog/rotating-sliders-hurt-websites/	103	41

46 websites have linked to this article

Update Existing Content

...repurposing for rankings and traffic!

website launch checklist #4

National

<https://www.orbitmedia.com/blog/website-launch-checklist/>

0-10

Volume¹



50

Difficulty¹



[Research this keyword in Keyword Explorer](#)

Your Performance

Highest Ranking Position ▾

Jun 11, 2017 ▾

Aug 27, 2017 ▾

Weekly

Monthly

The highest ranking position for you vs. your competitors



Which articles need a little love?

● Pageviews

500



Primary Dimension: **Page** **Other**

Plot Name Secondary dimension Sort Type: Default

advanced

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		24,809 % of Total: 1.20% (2,065,307)	22,512 % of Total: 1.28% (1,761,982)	00:04:43 Avg for View: 00:01:54 (148.15%)	20,974 % of Total: 1.73% (1,213,005)	85.30% Avg for View: 79.09% (7.85%)	81.43% Avg for View: 58.73% (38.85%)	<\$0.01 % of Total: 16.75% (\$0.1)
1.	/blog/internal-linking/	24,809 (100.00%)	22,512 (100.00%)	00:04:43	20,974 (100.00%)	85.30%	81.43%	<\$0.01 (100.00%)

Tracked Keywords Overview

1 - 4 of 4

The rank is slipping!

Keyword ↓	Results	Rank ↑ ↓	URL	Optimize ↑
internal linking best practices 	National	#4  2	https://www.orbitmedia.com...  	
internal linking 	National 	#5  1	https://www.orbitmedia.com...  	
internal linking SEO 	National	#9  6	https://www.orbitmedia.com...  	
internal linking seo 	National	#10 --	https://www.orbitmedia.com...  	

Estimated percentage of clicks based on your keyword rankings¹



Dashboard

Messages (1)

Search Appearance ⓘ

Search Traffic

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

Google Index

Crawl

Security Issues

Other Resources

Overview » All linked pages

Your pages that are linked from other domains.

Download this table

Download more sample links

Download latest links

Show

25 rows

1-25 of 421

<

>

Your pages	Links	Source domains
https://www.orbitmedia.com/	180,739	1,330
/blog/deal-blog-post-length/	1,139	225
/blog/blogger-analysis/	1,072	186
/content-chemistry/	425	182
/blog/	4,654	177
/blog/blogger-research/	409	175
/andy-crestodina/	847	149
/blog/how-to-setup-google-analytics/	361	88
/blog/lead-generation-website-practices/	585	85
/blog/inaccurate-google-analytics-traffic-sources/	362	84
/blog/how-to-market-an-event/	1,450	79
/blog/internal-linking/	140	79
/blog/seo-best-practices/	175	77

Inbound Links
Link Document
New Pages
Linking Domains
Anchor Text
Compare Link Metrics
Quick Analysis 
Link Opportunities
Advanced Reports

Do More with Moz Pro
[Start Analysis Campaigns](#)
[Track Your Progress](#)
[Keyword Difficulty](#)
[On-Page Director](#)
[Crawl Test](#)
[Rank Tracker](#)
[View all of your Moz Products](#)

URL:



 Hide Metrics

Authority

DOMAIN AUTHORITY  PAGE AUTHORITY 

67 /100

46 /100

DRRANK SCORE: 1 /10

Page Link Metrics

JUST DISCOVERED 

560 Days

ESTABLISHED LINKS 

27 Root Domains

50 Total Links

Page Social Metrics

FACEBOOK 

112 Shares

5 Likes

TWITTER 

N/A Tweets

BOOKSIE 

46 +1s

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target: 

Link Source: 

Link Type: 

☐ Group by subdomain & show subdomained links

1 - 48 Inbound Links

[Refresh](#) 

[Print](#)

[Export](#)

Title and URL of Linking Page	Link Anchor Text 	Spam Score 	PA 	DA 
How to Find the Right Writer for Content Creation  www.contentmarketinginstitute.com/blog/finding-right-writer	internal linking www.orblmedia.com/blog/inter...	0 	52	54
What to Blog about 13 places to find fresh blog topics - Chicago  www.chicagobusiness.com/business/fun-cto-what	internal linking www.orblmedia.com/blog/inter...	0 	47	53
(301 Redirect) [No Title]  ac.ly/1t88qjw	[no anchor text] www.orblmedia.com/blog/inter...	0 	46	54

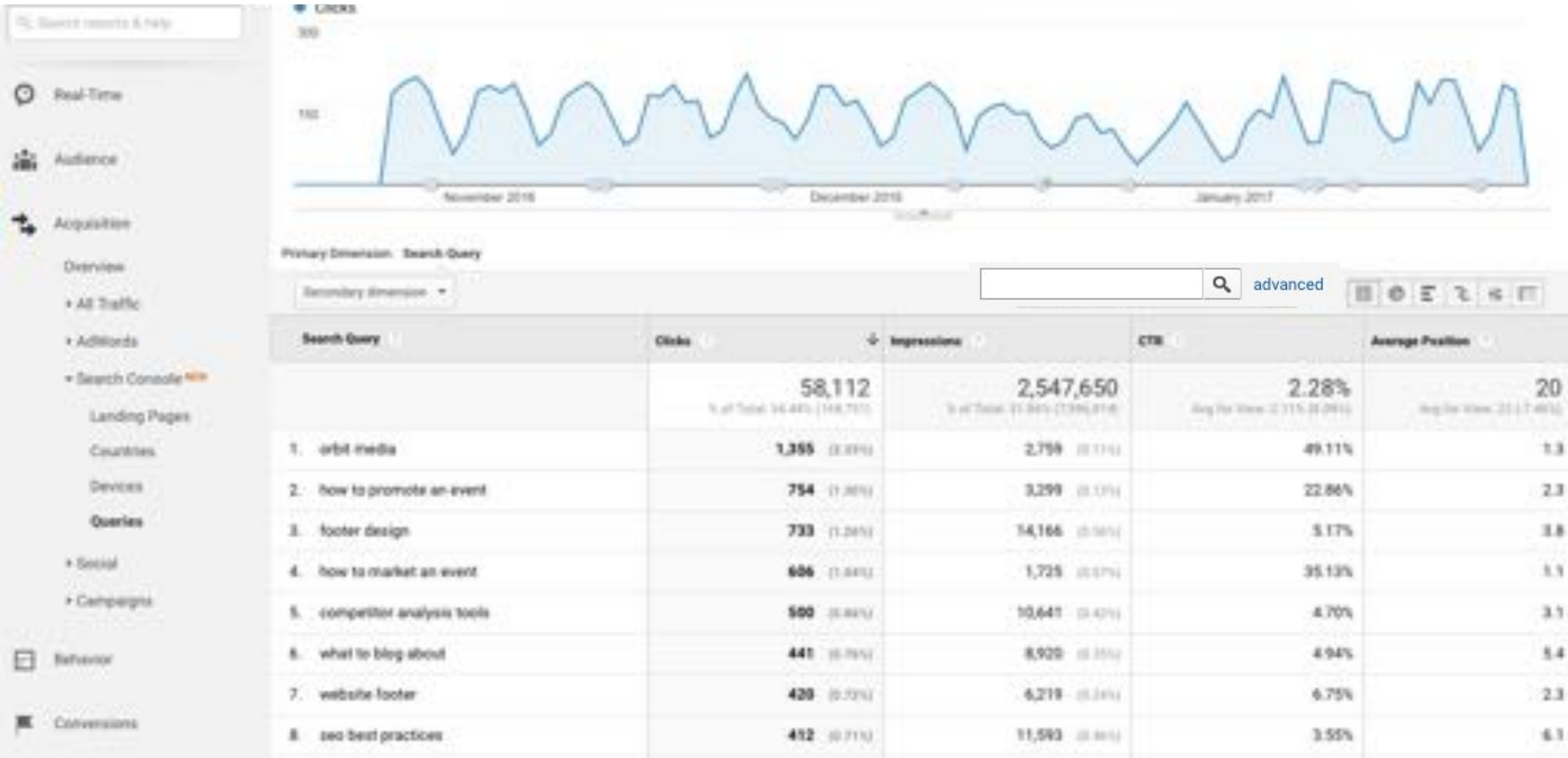


	A	B	C	D
5	Update 6/2017			
6	testimonial examples	56		
7		33		
8	what to blog about	47		
9	email signup forms			
10	how to find influencers	33		
11	increase conversion rate	56		
12	social media integration	59		
13	content marketing metrics			
14	internal linking	43		
15	improve google rankings			
16				
17	Update 5/2017			
18	How to increase your conversion rate	23		
19		57		
20	testimonials	18		
21	lead generation best practices	44		
22	website traffic sources	78		
23	content marketing metrics			
24	social media integration			
25	what to blog about	12		
26				
27				
28	Updated 4/19/17			
29	web design tips			
30	social media integration	40		
31	thank you pages			
32	blog topics	30		
33	how to promote your website			

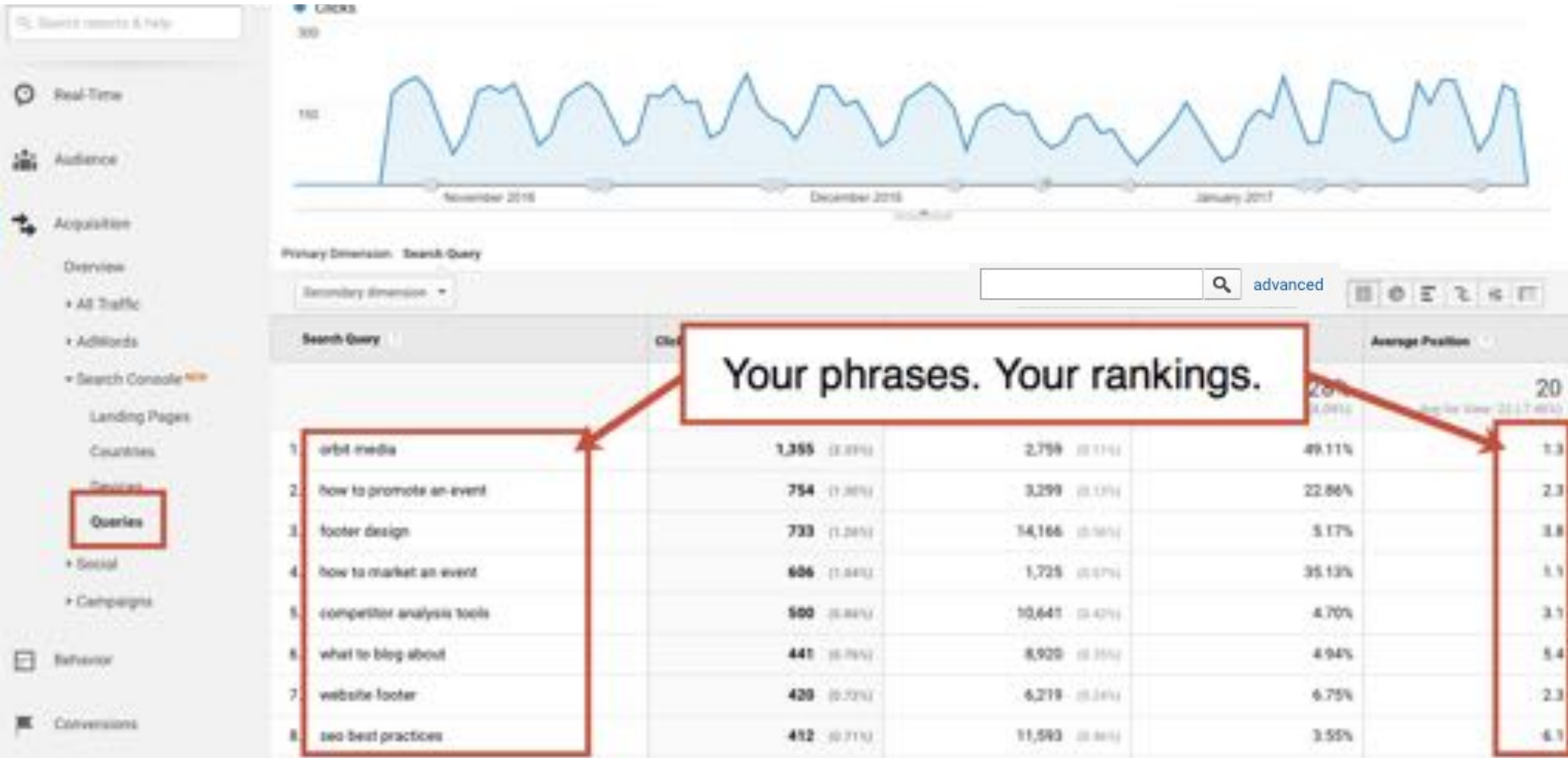


What phrases are we
almost ranking high for?

Acquisition > Search Console > Queries



Acquisition > Search Console > Queries



Acquisition > Search Console > Queries

Search reports & help

Real-Time

Audience

Acquisition

- Overview
- Ad Traffic
- AdWords
- Search Console
- Landing Pages
- Countries
- Devices
- Queries

Social

Campaigns

Behavior

Conversions

Primary dimension: Search Query

Secondary dimension:

Include

Average Position

Greater than

10

and

+ Add a dimension or metric

Apply

Cancel

Search Query	Clicks	Impressions	CTR	Average Position
	168,751 <small>% of Total: 100.00% (168,751)</small>	4,606,446 <small>% of Total: 100.00% (4,606,446)</small>	3.66% <small>Avg. for Views: 2.11% (213,882)</small>	19 <small>Avg. for Sites: 22.34 (8,891)</small>
1. (not set)	110,639 (65.58%)	2,058,786 (44.71%)	5.37%	17
2. orbit media	1,355 (0.80%)	2,759 (0.60%)	48.11%	1.3
3. how to promote an event	754 (0.45%)	3,299 (0.72%)	22.86%	2.3
4. footer design	733 (0.43%)	14,166 (3.07%)	5.17%	3.8
5. how to market an event	606 (0.36%)	1,725 (0.37%)	35.13%	1.1
6. competitor analysis tools	500 (0.30%)	10,641 (2.31%)	4.70%	3.1
7. what to blog about	441 (0.26%)	8,920 (1.94%)	4.94%	5.4
8. website footer	430 (0.25%)	6,219 (1.35%)	6.75%	2.3

Acquisition > Search Console > Queries

Search reports & help

Real-Time

Audience

Acquisition

- Overview
- Ad Traffic
- AdWords
- Search Console
- Landing Pages
- Countries
- Devices
- Queries

Social

Campaigns

Behavior

Conversions

Secondary dimension

Include - Average Position + Greater than - 10

and

Show me just the "page two" phrases
Include... Average Position... Greater than... 10

Search Query	Clicks	Impressions	CTR	Average Position
	168,751 <small>% of Total: 100.00% (168,751)</small>	4,606,446 <small>% of Total: 100.00% (4,606,446)</small>	3.66% <small>Avg for View: 2.11% (210.00%)</small>	19 <small>Avg for View: 20.34% (20.34%)</small>
1. (not set)	110,639 (65.66%)	2,058,786 (44.71%)	5.37%	17
2. orbit media	1,355 (0.80%)	2,759 (0.06%)	49.11%	1.3
3. how to promote an event	754 (0.45%)	3,299 (0.07%)	22.86%	2.3
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7. what to blog about	441 (0.26%)	8,920 (0.19%)	4.94%	5.4
8. website footer	430 (0.25%)	6,219 (0.13%)	6.75%	2.3

Acquisition > Search Console > Queries

The screenshot shows the Google Search Console interface. On the left is a sidebar with navigation links: Real Time, Audience, Acquisition (selected), Overview, Ad Traffic, AdWords, Search Console (highlighted), Landing Pages, Countries, Devices, Queries, Social, and Campaigns. At the bottom is the Behavior section. The main area displays the 'Queries' report. The 'Primary Dimension' is 'Search Query' and the 'Secondary Dimension' is 'Clicks'. The table is sorted by 'Average Position' in ascending order, as indicated by a red box and an arrow pointing to the 'Average Position' header. A red box also highlights the first column of search queries. A text box with an arrow points to this column, stating: 'A list of phrases for which you almost rank high!'. The table shows 10 results, with the first result having an average position of 23 and the others at 18. The bottom of the page shows 'Show rows: 10', 'Go to: 1', and '1 - 10 of 21214'. A footer note says 'This report was generated on 1/26/17 at 3:51:23 PM - Refresh Report'.

Search Query	Clicks	Average Position
how to get a list of followers on twitter	1,106,004 (1.46%)	23
web design for financial institutions	0,460,000 (0.64%)	18
my rankings	0,333,000 (0.46%)	18
web development company websites	0,333,000 (0.46%)	18
utm url builder	0,333,000 (0.46%)	18
utm builder	0,333,000 (0.46%)	18
what is an article spinner	0,333,000 (0.46%)	18
keyword advice	0,333,000 (0.46%)	18
how to increase website ranking in google search	0,333,000 (0.46%)	18
website design illinois	0,333,000 (0.46%)	18

“

If all of my content is up to-date and ranking where I think it should be, I'll write something new. If not, I'll update and relaunch an old post.

”

Brian Dean
Backlinko



“

*I fear not the man who practiced 10,000 kicks once.
But I fear the man who has practiced one kick 10,000 times.*

”

Bruce Lee
Kung Fu Master



Pages

ALL - /blog/Internal-linking/

Email Export Add to Dashboard Shortlist

May 15, 2016 - Jun 18, 2016

Compare to: Mar 13, 2016 - Apr 18, 2016

All Users
15,405 Pageviews

+ Add Segment

Explorer Navigation Summary In-Page

Avg. Time on Page 14 Select a metric

Day Week Month

May 15, 2016 - Jun 18, 2016: Avg. Time on Page

Mar 13, 2016 - Apr 18, 2016: Avg. Time on Page

Visitors are spending 70% more time on the new page!

Primary Dimension: Page

Secondary Dimension: Sort Type: Default

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrance	Bounce Rate	% Exit	Page Value
1. /blog/Internal-linking/	68.20% 1,042	73.17% 884	69.17% 00:06:25	90.17% 871	6.97% 88.32%	13.48% 82.58%	73.24% <\$0.01
May 15, 2016 - Jun 18, 2016	1,042	884	00:06:25	871	88.32%	82.58%	<\$0.01
Mar 13, 2016 - Apr 18, 2016	428	574	00:03:48	458	82.75%	72.77%	<\$0.01
% Change	68.20%	73.17%	69.17%	90.17%	6.97%	13.48%	73.24%

Tracked Keywords Overview

[Export CSV](#)

1 - 4 of 4

Keyword ⁱ Show Labels	Location ⁱ	Universal Results ⁱ	Rank ⁱ	URL	Optimize ⁱ
internal linking best practices blog posts	National		#4	https://www.orbitmedia.com...	
internal linking seo blog posts	National		#4	https://www.orbitmedia.com...	
internal linking SEO blog posts	National		#4	https://www.orbitmedia.com...	
internal linking blog posts	National		#4	https://www.orbitmedia.com...	

internal linking

National

#3

<https://www.orbitmedia.com/blog/internal-linking/>

101-200

Volume¹



70

Difficulty¹



[Research this keyword in Keyword Explorer](#)

Highest Ranking Position ▾

Sep 01, 2014 ▾

Jan 31, 2017 ▾

Weekly

Monthly

The highest ranking position for you vs. your competitors



Search Traffic
+0.21% Pageviews

+ Add Segment

Explorer Navigation Summary In-Page

Pageviews VS Select a metric

Day Week Month

May 22, 2016 - Feb 18, 2017: Pageviews

May 22, 2015 - Feb 13, 2016: Pageviews



+107% increase in traffic

Primary Dimension: Page

Secondary dimension: Sort Type: Default

	Page	Pageviews	Page Pageviews	Avg. Time on Page	Entrances	Source Rate	% Bounce	Page Value
	Search Traffic	107.15% 8,029 vs 3,876	111.40% 7,529 vs 3,567	53.86% 00:06:29 vs 00:04:13	98.90% 6,709 vs 3,370	0.70% 89.66% vs 89.28%	1.06% 85.08% vs 85.99%	136.52% <\$0.01 vs <\$0.01
	1. /blog/internal-linking/							
	May 22, 2016 - Feb 18, 2017	8,029 (100.00%)	7,529 (100.00%)	00:06:29	6,709 (100.00%)	88.66%	85.08%	<\$0.01 (100.00%)
	May 22, 2015 - Feb 13, 2016	3,876 (100.00%)	3,567 (100.00%)	00:04:13	3,370 (100.00%)	89.28%	85.99%	<\$0.01 (100.00%)
	% Change	107.15%	111.40%	53.86%	98.90%	-0.70%	-1.06%	136.52%

Keyword

Current Highest Ranking Position

email signup forms #1

National

<https://www.orbitmedia.com/blog/email-signup-forms/>

11-50
Volume¹



53
Difficulty¹



[Research this keyword in Keyword Explorer](#)

Tracked Keywords Overview

[Export CSV](#)

1 - 1 of 1

Keyword ¹ Show Labels	Location ¹	Monthly Volume ¹	Rank ¹ 	URL	Optimize ¹
email signup forms Blog posts	National	0-10	#1 	https://www.orbitmedia.com/bl...	

Rankings

Engines

Competition

Opportunities

Rankings

Weekly

Monthly



Search Traffic
+0.15% Pageviews

+ Add Segment

Explorer Navigation Summary

Pageviews VS. Select a metric

Day Week Month

Aug 17, 2017 - Sep 22, 2017: Pageviews

Jul 11, 2017 - Aug 16, 2017: Pageviews



Primary Dimension: Page Other

Secondary dimension: Sort Type: Default

Search traffic doubled!

	Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Source Rate	% Exit	Page Value
	Search Traffic	98.67% ▲ 449 vs 226	91.71% ▲ 416 vs 217	28.17% ▼ 00:03:58 vs 00:05:31	66.92% ▲ 217 vs 130	0.93% ▼ 85.71% vs 84.92%	0.87% ▼ 71.94% vs 72.57%	26.97% ▼ \$0.02 vs \$0.02
1.	/blog/email-signup-forms/							
	Aug 17, 2017 - Sep 22, 2017	449 (100.00%)	416 (100.00%)	00:03:58	217 (100.00%)	85.71%	71.94%	\$0.02 (100.00%)
	Jul 11, 2017 - Aug 16, 2017	226 (100.00%)	217 (100.00%)	00:05:31	130 (100.00%)	84.92%	72.57%	\$0.02 (100.00%)
	% Change	98.67%	91.71%	-28.17%	66.92%	0.93%	-0.87%	-26.97%

website navigation #3

National

<https://www.orbitmedia.com/blog/website-navigation/>

201-500

Volumeⁱ



53

Difficultyⁱ



[Research this keyword in Keyword Explorer](#)

W Highest Ranking Position ▼

Feb 07, 2016 ▼

Feb 12, 2017 ▼

Weekly

The highest ranking position for you vs. your competitors



Search Traffic
+1,315 Pageviews

+ Add Segment

Explore Navigation Summary In-Page

Pageviews VS. Select a metric

Day Week Month 📊 📈

Sep 18, 2016 - Feb 18, 2017: ● Pageviews

Sep 18, 2015 - Feb 13, 2016: ● Pageviews



Primary Dimension: Page Filter +

Secondary dimension: Sort Type: Default


📊 📈 📉

	Page	Pageviews	Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	Search Traffic	461.05% 📈	480.21% 📈	30.10% 📈	473.86% 📈	0.53% 📈	1.82% 📈	100.00% 📈
	1. /blog/website-navigation/							
	Sep 18, 2016 - Feb 18, 2017	10,660 (100.00%)	9,823 (100.00%)	00:05:31	9,391 (100.00%)	87.24%	85.37%	+\$0.01 (100.00%)
	Sep 18, 2015 - Feb 13, 2016	1,900 (100.00%)	1,693 (100.00%)	00:04:15	1,626 (100.00%)	87.70%	83.84%	\$0.00 (0.00%)
	% Change	461.05%	480.21%	30.10%	473.86%	-0.53%	1.82%	

461% more traffic from search

The background of the slide is a solid orange color with a subtle sunburst pattern. The pattern consists of numerous thin, light-orange lines radiating outwards from a central point, creating a starburst effect.

You don't need 1000 articles.
You need 100 great articles.

A man with a mustache, wearing a brown jacket, is sitting in a white plastic chair outdoors. He is holding a yellow mug with both hands. The background is a blurred green landscape with trees and bushes. The lighting is soft, suggesting it might be late afternoon or early morning.

**NEVER HALF-ASS TWO THINGS.
WHOLE-ASS ONE THING.**

WARNING! *Do not change the URL*

A few quick tips for URLs...

Use URLs that are *easy to reuse* later...

website.com/7-url-best-practices

Use URLs that are *easy to reuse* later...

~~website.com/7-url-best-practices~~

website.com/url-best-practices-webinar

Use URLs that are *easy to reuse* later...

~~website.com/7-url-best-practices~~

~~website.com/url-best-practices-webinar~~

website.com/url-best-practices

No numbers, no formats!

But not all of these pages are equal contributors to total traffic...

Pages with declining search traffic ...*prioritized!*

	A	B	C	D	E	F	G
1	Article	URL	Page Authority	Search Traffic March	Search Traffic May	% change	Conversion Rate from Footer
2	how to market an event	https://www.orbitmedia.com/blog/how-to-market-an-event	49	8953	6794	-24.11%	0.09%
3	competitive analysis tools	https://www.orbitmedia.com/blog/website-competitive-an	41	7435	5240	-29.52%	0.00%
4	Website Navigation	https://www.orbitmedia.com/blog/website-navigation/	51	4664	4799	5.15%	0.00%
5	google URL builder	https://www.orbitmedia.com/blog/google-analytics-url-bui	39	3918	3221	-17.79%	0.08%
6	Inaccurate Google Analytics	https://www.orbitmedia.com/blog/inaccurate-google-anal	48	2474	1748	-29.36%	0.00%
7	improve google rankings	https://www.orbitmedia.com/blog/improve-google-rankin	46	1199	1051	-12.34%	0.11%
8	internal linking	https://www.orbitmedia.com/blog/internal-linking/	54	1337	905	-32.31%	0.00%
9	increase website traffic	https://www.orbitmedia.com/blog/increase-website-traffic	51	878	697	-20.62%	0.00%
10	How to research keywords	https://www.orbitmedia.com/blog/how-to-research-keywo	41	617	478	-7.54%	0.23%
11	testimonials	https://www.orbitmedia.com/blog/how-to-write-testimonia	46	201	451	124.38%	0.28%
12	How to launch a website	https://www.orbitmedia.com/blog/website-launch-checkli	34	511	321	-37.18%	0.07%
13	lead generation best practices	https://www.orbitmedia.com/blog/lead-generation-websit	51	396	257	-35.10%	0.00%
14	Web Design Tips	https://www.orbitmedia.com/blog/web-design-tips/	39	216	191	-11.57%	0.00%
15	increase targeted website traffic	https://www.orbitmedia.com/blog/increase-targeted-webs		315	177	-43.81%	0.00%
16	Google Website Rank?	https://www.orbitmedia.com/blog/google-website-rank/	36	376	170	-54.79%	0.13%
17	Email signup forms	https://www.orbitmedia.com/blog/email-signup-forms/	41	203	163	-19.70%	0.76%
18	How to make a sitemap	https://www.orbitmedia.com/blog/how-to-make-a-sitemap	29	148	166	5.41%	0.62%
19	Get the most from a conference	https://www.orbitmedia.com/blog/how-to-get-the-most-fr		153	149	-2.61%	0.31%
20	content hubs	https://www.orbitmedia.com/blog/content-hubs/	51	153	120	-21.57%	0.33%
21	increase conversion rate	https://www.orbitmedia.com/blog/increase-conversion-ra	40	78	94	20.51%	0.33%
22	How to find influencers	https://www.orbitmedia.com/blog/find-key-influencers-usi	39	64	72	12.50%	0.71%
23	content strategy explained	https://www.orbitmedia.com/blog/content-strategy-explai	44	42	68	61.90%	0.21%
24	Blog optimization	https://www.orbitmedia.com/blog/blog-optimization/	40	65	65	0.00%	0.32%
25	Semantic SEO	https://www.orbitmedia.com/blog/semantic-seo/	49	42	59	40.48%	0.00%
26	Blog keywords	https://www.orbitmedia.com/blog/blog-keywords	50	45	46	2.22%	0.52%
27	collaborative content marketing	https://www.orbitmedia.com/blog/collaborative-content-m	36	27	41	51.85%	0.59%
28	GTM tracking codes	https://www.orbitmedia.com/blog/gtm-tracking-codes/	44	43	26	-39.53%	0.46%
29	How to promote your website	https://www.orbitmedia.com/blog/how-to-promote-your-w	30	26	45	42.34%	0.00%


Pages with declining search traffic ...*prioritized!*

	A	B	C	D	E	F	G
1	Article	URL	Page Authority	Search Traffic March	Search Traffic May	% change	Conversion Rate from Footer
2	how to market an event	https://www.orbitmedia.com/blog/how-to-market-an-event	49	8953	6794	-24.11%	0.09%
3	competitive analysis tools	https://www.orbitmedia.com/blog/website-competitive-an	41	7435	5240	-29.52%	0.00%
4	Website Navigation	https://www.orbitmedia.com/blog/website-navigation/	51	4564	4795	5.15%	0.00%
5	google URL builder	https://www.orbitmedia.com			3221	-17.79%	0.08%
6	Inaccurate Google Analytics	https://www.orbitmedia.com			1748	-29.35%	0.00%
7	improve google rankings	https://www.orbitmedia.com			1067	-12.34%	0.11%
8	Internal linking	https://www.orbitmedia.com			905	-32.31%	0.00%
9	increase website traffic	https://www.orbitmedia.com			697	-20.62%	0.00%
10	How to research keywords	https://www.orbitmedia.com			478	-7.54%	0.23%
11	testimonials	https://www.orbitmedia.com/blog/how-to-write-testimonia	46	201	451	124.38%	0.28%
12	How to launch a website	https://www.orbitmedia.com/blog/website-launch-checklis	34	511	321	-37.18%	0.07%
13	lead generation best practices	https://www.orbitmedia.com/blog/lead-generation-website	51	396	257	-35.10%	0.00%
14	Web Design Tips	https://www.orbitmedia.com/blog/web-design-tips/	39	216	191	-11.57%	0.00%
15	increase targeted website traffic	https://www.orbitmedia.com/blog/increase-targeted-website		316	177	-43.81%	0.00%
16	Google Website Rank?	https://www.orbitmedia.com/blog/google-website-rank/	36	376	170	-54.79%	0.13%
17	Email signup forms	https://www.orbitmedia.com/blog/email-signup-forms/	41	203	163	-19.70%	0.76%
18	How to make a sitemap	https://www.orbitmedia.com/blog/how-to-make-a-sitemap	29	148	156	5.41%	0.62%
19	Get the most from a conference	https://www.orbitmedia.com/blog/how-to-get-the-most-fr		153	146	-2.61%	0.31%
20	content hubs	https://www.orbitmedia.com/blog/content-hubs/	51	153	120	-21.57%	0.33%
21	increase conversion rate	https://www.orbitmedia.com/blog/increase-conversion-ra	40	78	94	20.51%	0.33%
22	How to find influencers	https://www.orbitmedia.com/blog/find-key-influencers-usi	39	64	72	12.50%	0.71%
23	content strategy explained	https://www.orbitmedia.com/blog/content-strategy-explai	44	42	68	61.90%	0.21%
24	Blog optimization	https://www.orbitmedia.com/blog/blog-optimization/	40	65	65	0.00%	0.32%
25	Semantic SEO	https://www.orbitmedia.com/blog/semantic-seo/	49	42	59	40.48%	0.00%
26	Blog keywords	https://www.orbitmedia.com/blog/blog-keywords	50	45	46	2.22%	0.52%
27	collaborative content marketing	https://www.orbitmedia.com/blog/collaborative-content-m	36	27	41	51.85%	0.59%
28	GMT tracking codes	https://www.orbitmedia.com/blog/gtm-tracking-codes/	44	43	26	-39.53%	0.46%
29	How to create your website	https://www.orbitmedia.com/blog/how-to-create-your-we	36	33	15	-54.55%	0.50%

Google Data Studio shows it to us in real time...



Orbit Media - Test



Jul 1, 2017 - Jul 31, 2017

Default Channel Grouping: O... (1)

Page Title	Page	Sessions	% Δ	Goal Complet...
Website Footer Design Best Practices: 27 Th...	/blog/website-footer-design-best-practices/	4,458	-5.1%	0
How to Market an Event: 50 Event Marketing ...	/blog/how-to-market-an-event/	4,458	-5.7%	0
Website Navigation: 7 Best Practices, Design ...	/blog/website-navigation/	3,441	-10.3%	0
Web Design Standards: 10 Best Practices on ...	/blog/web-design-standards/	3,422	-15.0%	0
Google URL Builder: How to Track Campaign...	/blog/google-analytics-url-builder/	2,547	-7.9%	0
Web Design and Development Chicago Orbi...	/	2,367	-7.9%	0
How to Write Persuasive Testimonials (Plus ...	/blog/how-to-write-testimonials-examples/	2,249	-41.6%	0
10 Competitive Analysis Tools: How to Analy...	/blog/website-competitive-analysis-tools/	2,150	-47.5%	0
SEO Best Practices: On-Page SEO Checklist ...	/blog/seo-best-practices/	1,697	-2.4%	0
Competitor Analysis Tools: 14 Quick Ways to...	/blog/website-competitive-analysis-tools/	1,576	-	0
How to Improve Your Website: 15 Ways to FL...	/blog/ways-to-improve-your-website/	1,368	-0.5%	0
Inaccurate Google Analytics Traffic Sources	/blog/inaccurate-google-analytics-traffic-sources/	1,347	-11.8%	0
How To Improve Your Google Rankings: 9 Ste...	/blog/improve-google-rankings/	1,039	29.4%	0
Website Launch Checklist: 55 Things To Do B...	/blog/website-launch-checklist/	984	-33.5%	0

“

*Accurate data helps you save time,
budget and avoid missed opportunities.*

”

Dana DiTomaso

Kick Point

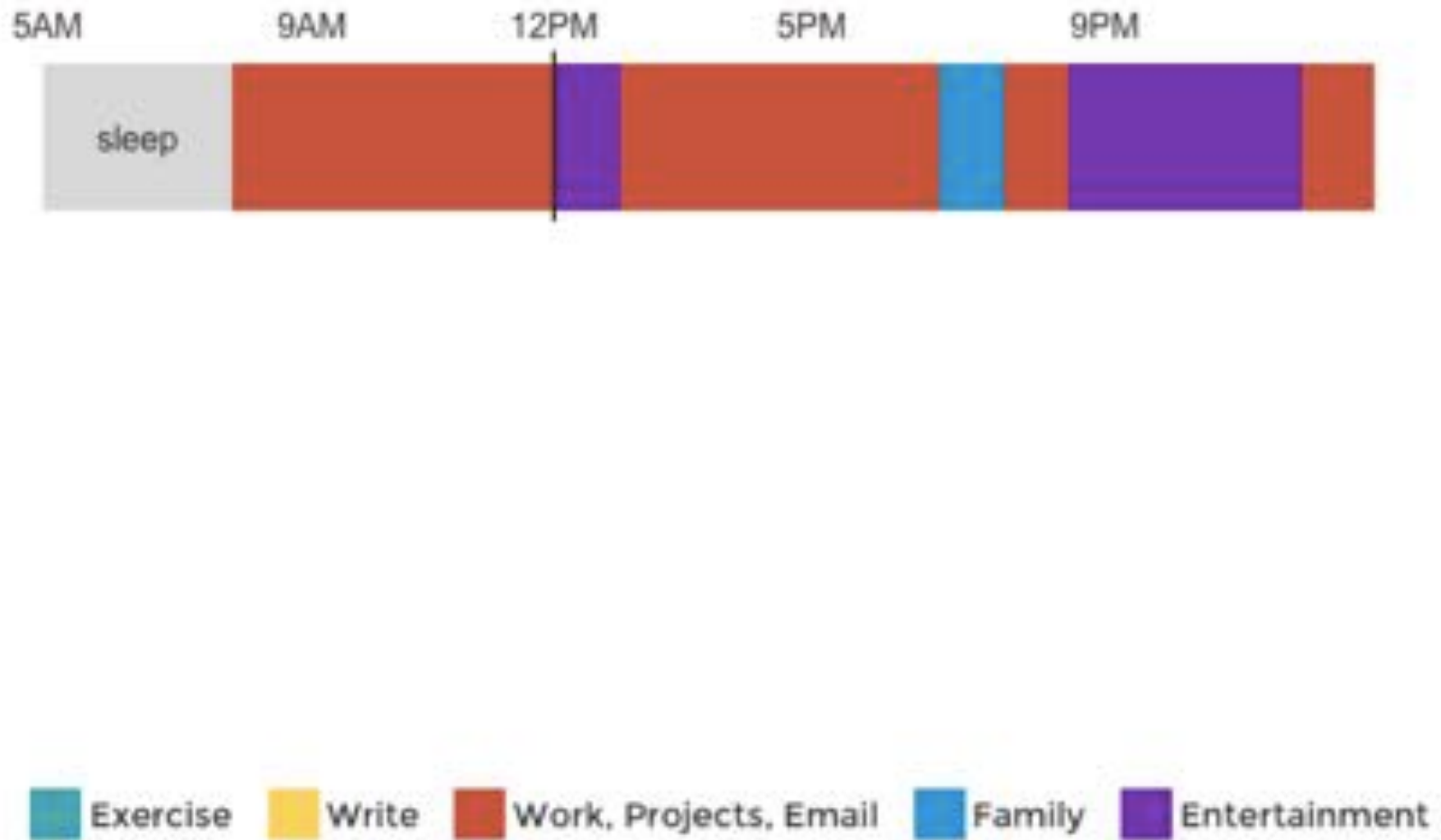




Get up early!
Sleep, Nutrition, Exercise

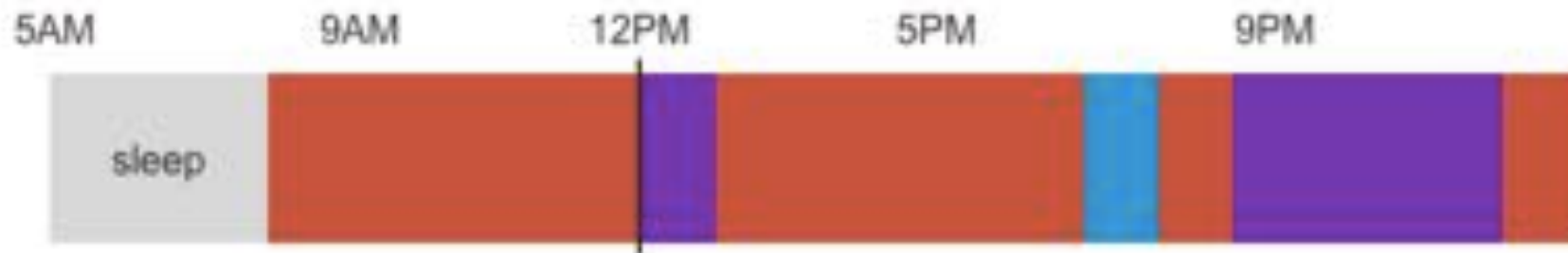
Low Performers

Lots of TV and Reddit, always on email, ruled by urgency



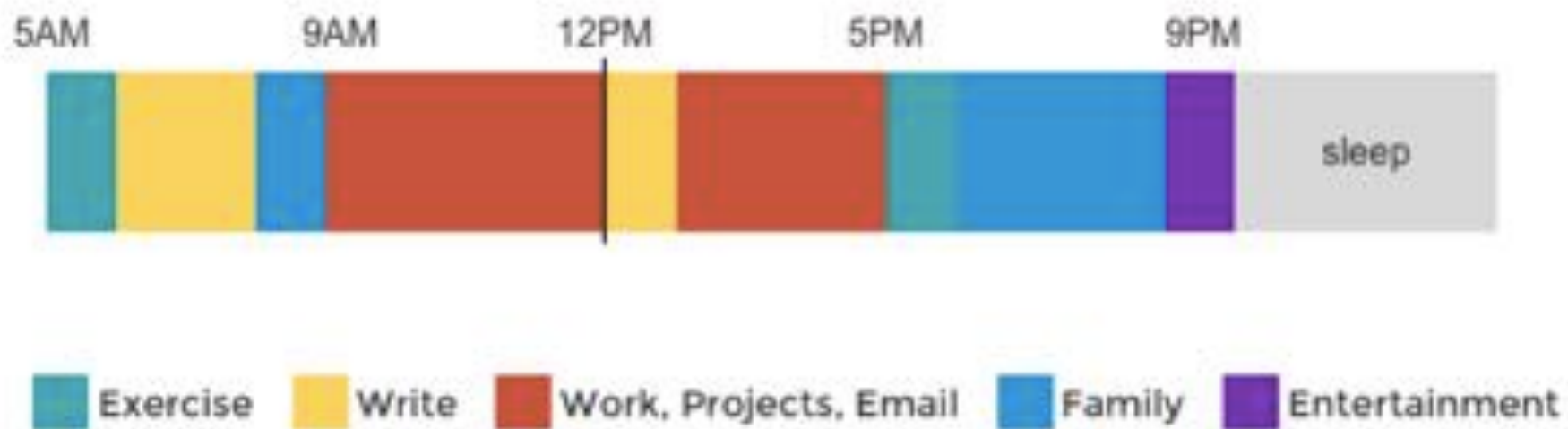
Low Performers

Lots of TV and Reddit, always on email, ruled by urgency



High Performers

Organized, prioritized and time-blocked



Big Time Repurposing

LBOW

Your “Lifetime Body of Work”

LBOW

The “Andypedia”

LBOW

The “Andypedia” → The Blog

LBOW

The “Andypedia” → The Blog → The Book

Introduction
1.1

1.2

1.3

1.4

1.5

1.6

1.7

2.1

2.2

2.3

2.4

2.5

3.1

3.2

3.3

3.4

4.1

4.2

4.3

4.4

4.5

Content Chemistry: The Illustrated Handbook to Content Marketing (4th edition)

Table of Contents:

INTRODUCTION

Chapter 1: Welcome to Content Chemistry

- Who This Book is For
- How to Use This Book: Experiment and Measure
- How This Book is Structured
- What is Content Marketing?
- The Evolution of Marketing
- Content Marketing vs. Advertising
- Web Strategy and Website ROI
- Case Study: Libby's Laboratory Services
- What You'll Need

PART ONE: LECTURE

Chapter 2: How It All Works

- Strategy
- Branding
- Web Design
- Web Content
- Create Content
- Content Promotion
- Search Engine Optimization (SEO)
- Social Media
- Email Marketing
- Analytics

Chapter 3: Traffic Sources

- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing

Chapter 4: Conversions

- Types of Conversions
- Conversion Factors
- Measure and Improve
- Special Section: Mobile

PART TWO: LAB

Chapter 5: Content

- Atomize Your Content: The Periodic Table of Content
- Content Development: How to Write
- Keyword Research
- Writing Headlines Checklist

Contents

Introduction

Welcome to Content Chemistry	3
Who This Book Is For	4
How to Use This Book	4
Experiment and Measure	4
What Is Content Marketing?	7
The Evolution of Marketing	7
Content Marketing vs. Advertising	9
Web Strategy and Website ROI	10
Case Study: Libby's Laboratory Services	10
What You'll Need	12

Part One: Lecture

How It All Works	14
Traffic Sources	22
Search Engine Optimization (SEO)	23
Social Media Marketing	30
Email Marketing	32
Conversion	36
Types of Conversions	36
Conversion Factors	38
Measure and Improve	42/43
Special Section: Models	44

Part Two: Lab

Content	46
Assess Your Content	46
The Strategic Table of Contents	50
Content Development: How to Write	58
Keyword Research	60
Writing Headlines: A First Checklist	72
Article Checklist	77
Sample Article	86
Content Quality	88
Content Style	92
Promotion	87
Email Marketing	97
Social Promotion	107
Guest Blogging	114
Inspiration: Content Goals	118
Site Templates and Headline Checks	120
Interviews	129
Follow the Leader	129
Asset Charts	134
Look to Your Content	135
Write for Each Stage in the Conversion Funnel	139
Conclusion	142
Review	143
How Not	144
How Fast	145
Resources	147

— THANK YOU!

Andy Crestodina

@crestodina



Getting links to the articles that need them most...

Link, link. Nudge, nudge.

Rank



Relevance

Authority



“Hey would you like to
contribute to my post?”

Google

guy



All

Images

News

Videos

Shopping

More

Settings

Tools

Size ▾

Color ▾

Type ▾

Time ▾

Labeled for reuse ▾

More tools ▾

Clear

beanie

hoodie

short

skinny

puerto rican

hispanic

mexican

german

irish

japanese

college

army

military

body





“Hey would you like to
contribute to my post?”

URL:

Search

 Hide Metrics

Authority

DOMAIN AUTHORITY 

57 /100

SPAM SCORE:  5.7

PAGE AUTHORITY 

64 /100

Page Link Metrics

JUST-DISCOVERED 

42 60 Days

ESTABLISHED LINKS 

480 Root Domains

1,558 Total Links

Estimated value of a link!

Inbound Links

Gauge a site's influence. See inbound links to the page, subdomain, or root domain you've entered and analyze the linking pages.

Target 

this page

Link Source 

only external

Link Type 

all links

☐ Group by subdomain & show social/contact links

1 - 50 Inbound Links 

[Request CSV](#) 

Prev

Next

Title and URL of Linking Page

Link Anchor Text 

Spam Score 

PA 

DA 

	A	B	C	D	E	F	G
1	Article	URL	Page Authority	Search Traffic March	Search Traffic May	% change	Conversion Rate from Footer
2	how to market an event	https://www.orbitmedia.com/blog/how-to-market-an-event/	49	8953	6794	-24.11%	0.09%
3	competitive analysis tools	https://www.orbitmedia.com/blog/website-competitive-an/	41	7435	5240	-29.52%	0.00%
4	Website Navigation	https://www.orbitmedia.com/blog/website-navigation/	51	4564	4799	5.15%	0.00%
5	google URL builder	https://www.orbitmedia.com/blog/google-analytics-url-bui/	39	3918	3221	-17.79%	0.08%
6	Inaccurate Google Analytics	https://www.orbitmedia.com/blog/inaccurate-google-anal/	48	2474	1748	-29.35%	0.00%
7	improve google rankings	https://www.orbitmedia.com/blog/improve-google-rankings/	46	1199	1051	-12.34%	0.11%
8	Internal linking	https://www.orbitmedia.com/blog/internal-linking/	54	1337	905	-32.31%	0.00%
9	increase website traffic	https://www.orbitmedia.com/blog/increase-website-traffic/	51	878	697	-20.62%	0.00%
10	How to research keywords	https://www.orbitmedia.com/blog/how-to-research-keywec/	41	517	478	-7.54%	0.23%
11	testimonials	https://www.orbitmedia.com/blog/how-to-write-testimonia/	46	201	451	124.38%	0.28%
12	How to launch a website	https://www.orbitmedia.com/blog/website-launch-checklis/	34	511	321	-37.18%	0.07%
13	lead generation best practices	https://www.orbitmedia.com/blog/lead-generation-website/	51	396	257	-35.10%	0.00%
14	Web Design Tips	https://www.orbitmedia.com/blog/web-design-tips/	39	216	191	-11.57%	0.00%
15	increase targeted website traffic	https://www.orbitmedia.com/blog/increase-targeted-website-traffic/		315	177	-43.81%	0.00%
16	Google Website Rank?	https://www.orbitmedia.com/blog/google-website-rank/	36	376	170	-54.79%	0.13%
17	Email signup forms	https://www.orbitmedia.com/blog/email-signup-forms/	41	203	163	-19.70%	0.76%
18	How to make a sitemap	https://www.orbitmedia.com/blog/how-to-make-a-sitemap/	29	148	156	5.41%	0.62%
19	Get the most from your content	https://www.orbitmedia.com/blog/get-the-most-from-your-content/		153	149	-2.61%	0.31%
20	content hubs	https://www.orbitmedia.com/blog/content-hubs/		153	120	-21.57%	0.33%
21	increase conversions	https://www.orbitmedia.com/blog/increase-conversions/		78	94	20.51%	0.33%
22	How to find in-depth content	https://www.orbitmedia.com/blog/how-to-find-in-depth-content/		64	72	12.50%	0.71%
23	content strategy explained	https://www.orbitmedia.com/blog/content-strategy-explained/	44	42	68	61.90%	0.21%
24	Blog optimization	https://www.orbitmedia.com/blog/blog-optimization/	40	65	65	0.00%	0.32%
25	Semantic SEO	https://www.orbitmedia.com/blog/semantic-seo/	49	42	59	40.48%	0.00%
26	Blog keywords	https://www.orbitmedia.com/blog/blog-keywords/	50	45	46	2.22%	0.62%
27	collaborative content marketing	https://www.orbitmedia.com/blog/collaborative-content-marketing/	36	27	41	51.85%	0.59%
28	GA4 tracking codes	https://www.orbitmedia.com/blog/ga4-tracking-codes/	44	43	26	-39.53%	0.46%
29	How to promote your website	https://www.orbitmedia.com/blog/how-to-promote-your-website/	30	26	15	-42.31%	0.00%
30	Competitive content analysis	https://www.orbitmedia.com/blog/competitive-content-analysis/	37	33	14	-57.58%	0.00%

This post could use a little boost!



“Hey would you like to contribute to my post?”

“Sure! How about something about marketing collaboration?”





“Hey would you like to contribute to my post?”

“Sure! How about something about marketing collaboration?”



“Sounds great, buddy!”



Andy Crestodina <andy@orbitmedia.com>

Feb 10 (6 days ago)

in Reply

to Rob

Great! Here you go, Rob.

I added an image and some bullets, so I'm sending this via email rather than submitting through the form. Is that ok? I hope this helps!

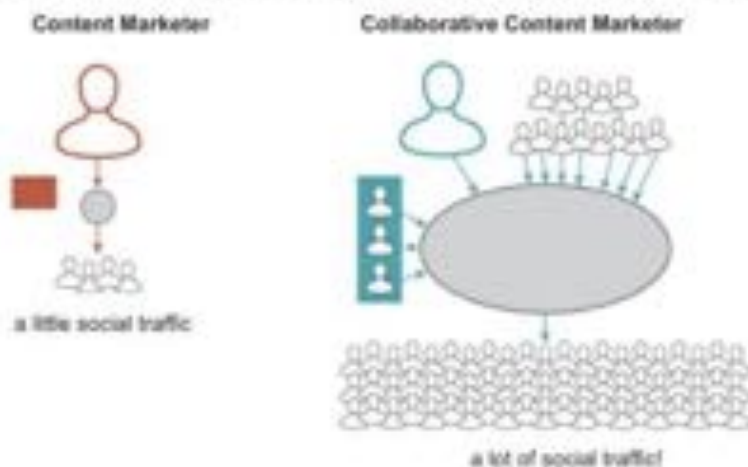
If you had to promote your next blog post using just one technique, what would it be, and why?

Social Media / Influencer Marketing. Why? Because it improves the content, increases traffic, it's not super difficult ...and it's a lot of fun. The idea is to include expert contributors to the piece, and then once it's live, encourage them to share. It works well when you get a few things right:

- Invite contributors who are generous with both their advice and sharing their network
- Find people who are truly experts and add more value than the readers expect
- Add value to the piece with additional analysis and insights. Don't just copy/past a ton of answers
- Make it super simple for the contributors to share, by sending an email with images, pre-written tweets, etc.

Think of it this way, we all know that content optimized for search includes keywords. But few people realize this: **content optimized for social includes people!**

The Traffic Benefits of Collaborative Content Marketing



(image source: [Collaborative Content Marketing: 5 Powerful Ways to Upgrade Your Content!](#))

The key to success is to build your content and your network at the same time. This approach does both!

2012



Andy Crestodina

Social Media / Influencer Marketing: Why?

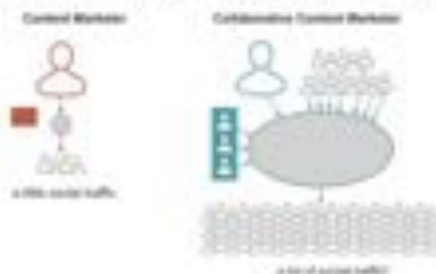
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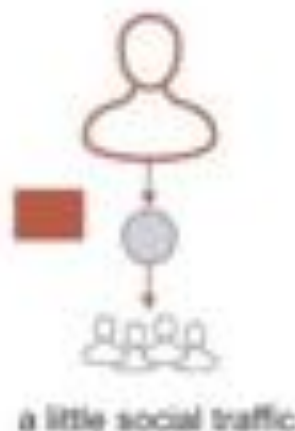


(image source: Collaborative Content Marketing: 5 Powerful Ways to Upgrade Your Content)

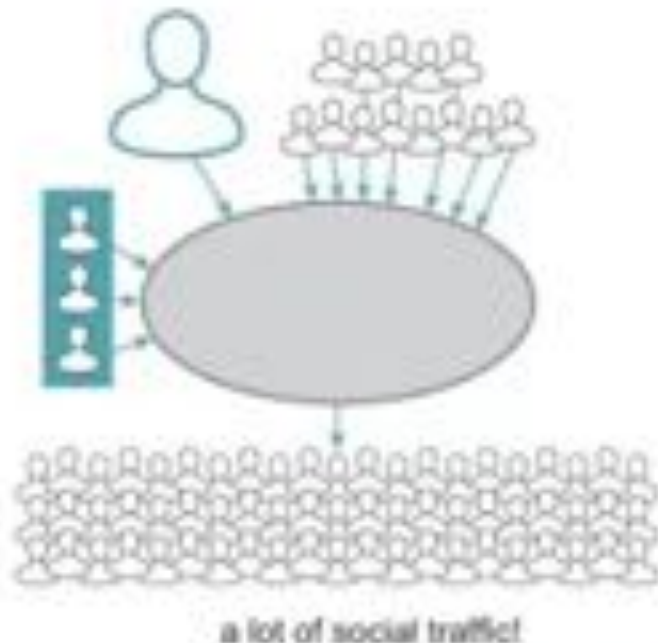
Andy Crestodina is the co-founder and the Strategic Director of Orbit Media, an award-winning 38 person web design company in Chicago. He is also a top-rated speaker at marketing conferences around the country. Andy has written hundreds of articles on content marketing topics for dozens of blogs and media websites. Favorite topics include content strategy, search engine optimization, social media and Analytics. He is also the author of *Content Chemistry: The Illustrated Handbook for Content Marketing*.

The Traffic Benefits of Collaborative Content Marketing

Content Marketer

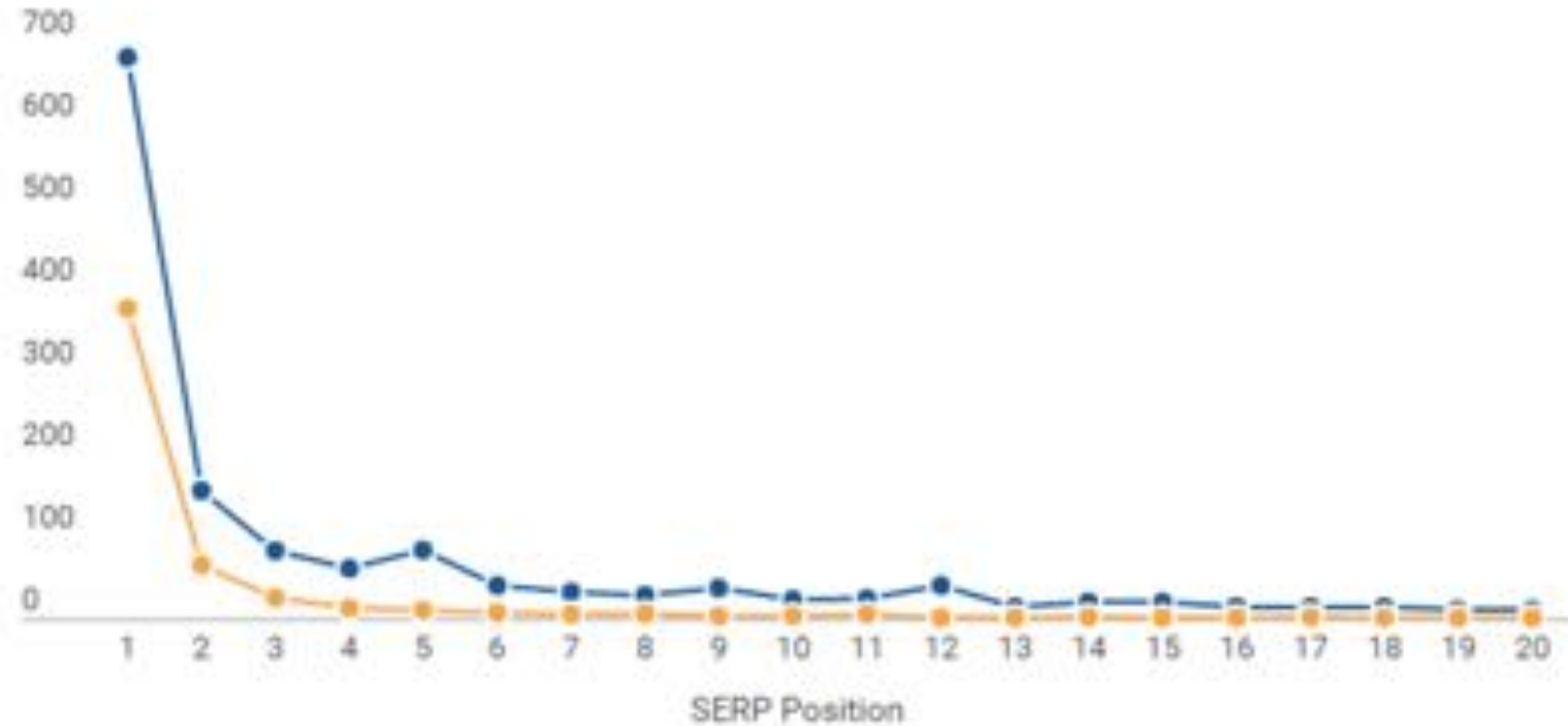


Collaborative Content Marketer



(image source: Collaborative Content Marketing: 5 Powerful Ways to Upgrade Your Content)

Referring domains with partial/exact match of anchor text and keyword



% of Partial Anchor/Keyword Match Referring Domains

% of Exact Anchor/Keyword Match Referring Domains





Andy Crestodina

Social Media / Influencer Marketing: Why?

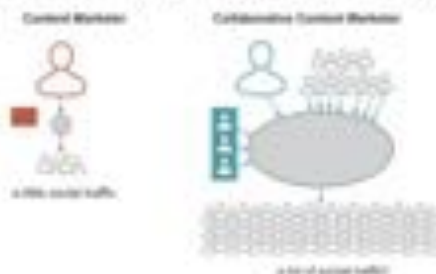
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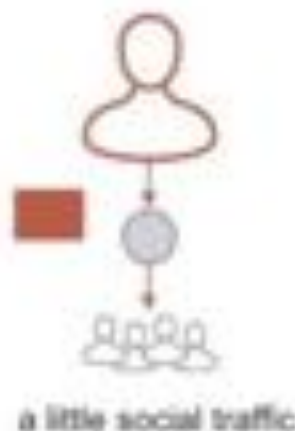


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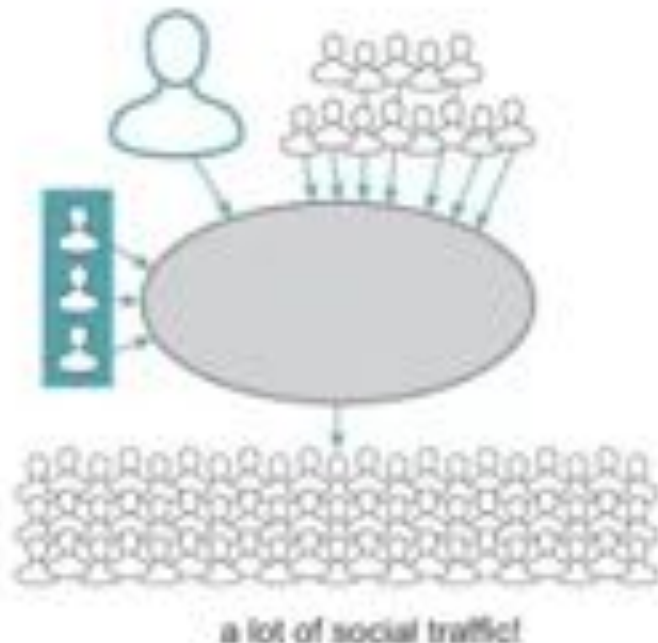
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The Traffic Benefits of Collaborative Content Marketing

Content Marketer



Collaborative Content Marketer



(image source: Collaborative Content Marketing: 5 Powerful Ways to Upgrade Your Content)

THANK YOU!

Andy Crestodina

@crestodina

