

Data-Driven Empathy

Digital Performance through
Generative AI and GA4

YOUR PAYLOAD, YOUR ORBIT, YOUR SCHEDULE

RESPONSIVE, RELIABLE AND
SERVICES FOR SMALL

Services: Spacecraft launch services, spaceport
Audience: Commercial satellite operators

OUR SPACEPORT

Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow, Scotland.

The bespoke Prestwick Spaceport will have two payload processing facilities alongside the multi-launch vehicle integration facility and a modern mission/range control centre.

Astraius will also operate from Spaceports in the US and further expand our global basing footprint in 2026.



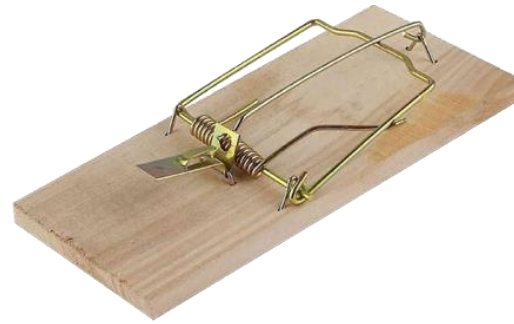
ASTRAIUS IS LED BY A FORMIDABLE TEAM
BASED IN THE UK AND US



LEADS



LEADS



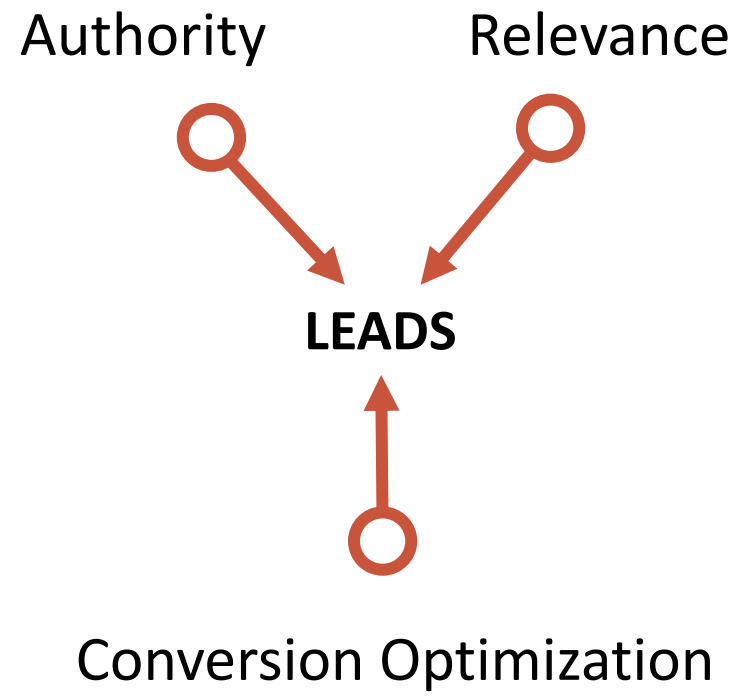
Search Optimization

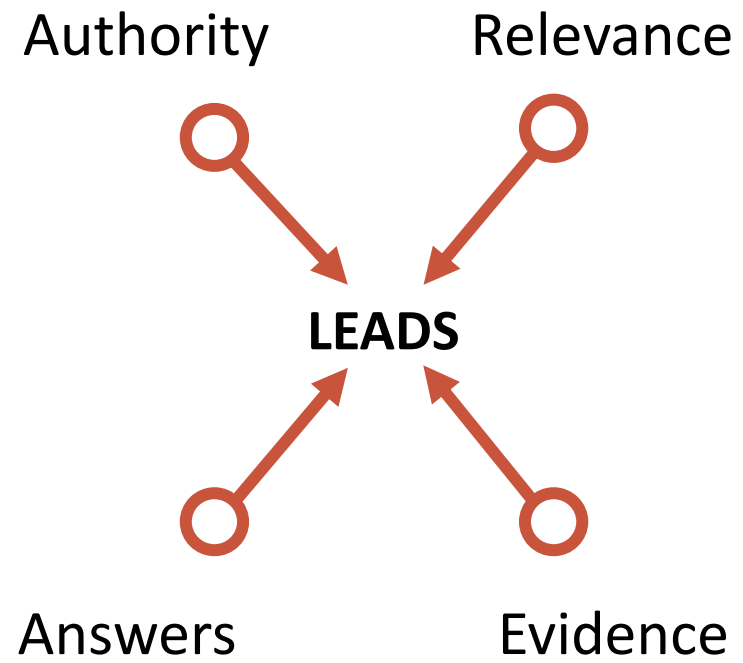


LEADS



Conversion Optimization





Start with the audience

Create an AI-powered personas



Build me a persona of a commercial satellite operator who works for a global telecom company in North America with \$1B in revenue.

List their roles, goals, and interests.

Geography

Company size

Business category



Persona Profile



Name: Alex Johnson

Age: 37

Job Title: Senior Satellite Operations Manager

Company: GlobalLink Telecom

Revenue: \$1 Billion

Location: North America

Roles:

1. Strategic Planning:



Build me a persona of a commercial satellite operator who works for a global telecom company in North America with \$1B in revenue.

List their roles, goals, challenges, pain points and decision criteria for selecting a new satellite launch company

Roles, goals, pain points, ho

Decision criteria for selecting a company like yours



Name: Alex Johnson

Age: 37

Job Title: Senior Satellite Operations Manager

Company: Globalink Telecom

Revenue: \$1 Billion

Location: North America

Roles:

1 **Strategic Planning:**

“Do we really know this is accurate? What’s the likelihood that this is correct? You didn’t validate this. Check these with your customers before using this. *I don’t trust this.*”

Ardath Albee
Marketing Interactions





Add the following to the decision criteria for selecting a launch services company:

Geo-Political Considerations: Depending on the regions served by the satellite, there may be geopolitical factors that influence the choice of launch provider, such as trade agreements, export controls, or national security concerns.

Ride-Share Opportunities: If the satellite is part of a smaller payload, Jessica might look for ride-share opportunities that can further reduce costs.

Insurance and Risk Management: Understanding the risk management strategies and insurance coverage that the launch provider offers would be key to mitigate potential financial risks.

Tell it what it missed



Certainly! Here are the additions to the decision criteria for selecting a spaceship launch services company:



Decision Criteria for Selecting a Spaceship Launch Services Company

Ask it anything, day or night.

what information would help you be more effective at your job?



what social media posts are you most likely to click on?



what information are you most likely to search for?



which research studies would support your current initiatives?



What do you hate most about researching satellite launch companies?



+ New Chat



⚡ GPT-3.5

🌟 GPT-4

Today

Persona: Satellite Operator

Previous 7 Days

Illinois Groundwater Professi

Banks: Enhancing About Pag

Banks: Earnings Summary

Banks: Earnings Summary

Banks: Info Comparison

AC: Email Style

Previous 30 Days

Guide to Content Marketing

Bank Homepage Focus Differ

Facilities Manager's Decision

Construction Startup Seeks F

Name it. Save it.
Keep training it.
Use it all the time.

ChatGPT PLUS

10 Questions

1. Take me back to that moment you realized you needed help...
2. What was the biggest problem you were trying to solve?
3. What else did you try? Why didn't it work out?
4. What almost kept you from hiring us?
5. What made you confident enough to give us a try?
6. When evaluating options, what was the most important thing to you?

Your Ideal Client Profile



About Orbit

Orbit is a digital agency, totally focused on websites. Nothing else.
They build and optimize websites. They're all about web design, SEO and driving leads.
They work with established brands. No startups.

What companies are a fit for Orbit?

Here's a quick sketch of Orbit's ideal client:

SIZE

Mid-market companies
\$20MM+ in revenue
250+ employees

DECISION MAKERS

CEO, CMO, VP/Director of Marketing, Digital Marketing Manager

SPECIALTIES

B2B, Finance, Tech, Manufacturing

BUSINESS GOALS

Grow traffic, increase conversions, and align with the brand

NEED

Website Redesign

BUDGET

\$105,000+
\$70,000 feasible in some cases

PAIN POINTS

"The site is totally out of date"
"Our partner is not responsive at all"
"Traffic is falling"
"We don't really get leads from our site"
"The competition is running circles around us"
"Our site is a headache to update."

Website Optimization

\$11,000 - \$15,000 per month
month-to-month agreement

"Our digital marketing lacks direction"
"Online sales / leads are flat"
"Our search traffic is dropping"
"We're not getting results"
"Our current vendor is totally 'black box'"
"Our current vendor just runs some tool"

Industry Recognition

Google
4.8 ★★★★★

Clutch
4.9 ★★★★★

GLASSDOOR
4.9 ★★★★★

WEB EXCELLENCE

TOP

Commercial Satellite Operator

TOP QUESTIONS AND ANSWERS

RECOMMENDED SUPPORTING ELEMENTS*

KEY PAGES

<p>What is your track record launching telecom satellites?</p> <p>[Blurred text]</p> <p>How do you partner with the launch vehicle providers?</p> <p>[Blurred text]</p> <p>How do mission parameters affect cost structure?</p> <p>[Blurred text]</p> <p>How do you mitigate risk of launch failure or extended delays?</p> <p>[Blurred text]</p> <p>How do you assist with regulatory compliance?</p> <p>[Blurred text]</p>	<p>Graphics</p> <p>[Blurred text]</p> <p>Capability Charts</p> <p>[Blurred text]</p> <p>Price Charts</p> <p>Testimonials</p> <p>Stats</p> <p>[Blurred text]</p>	<p>Products</p> <p>Case Studies</p> <p>Resources</p> <p>Industries</p>
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DESIRED CONVERSIONS

[Speak to a mission coordinator](#)

[Download/View Resource](#) [Signup For Our Newsletter](#)



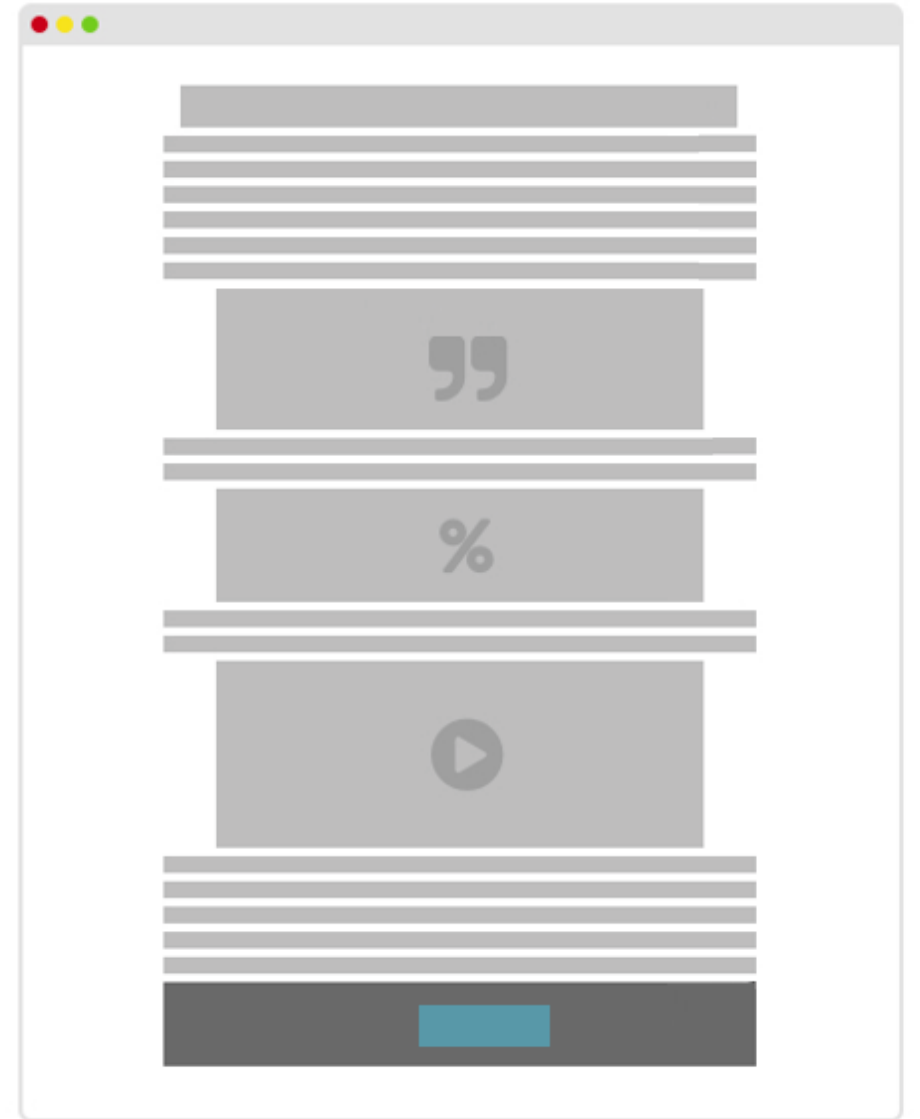
When evaluating options, what is the most important to you?



Marketing



Client



When evaluating options, what is the most important to you?

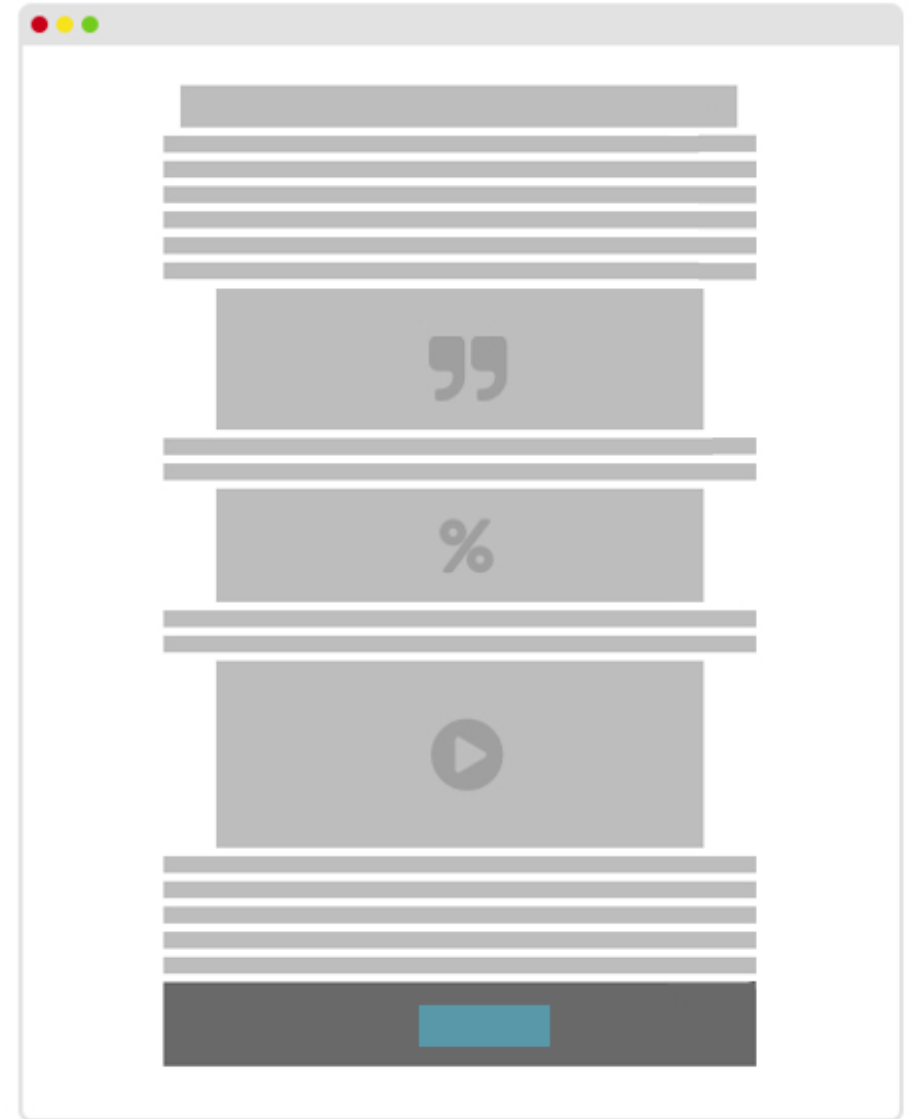
Track record comes first, followed by technical capabilities



Marketing



Client



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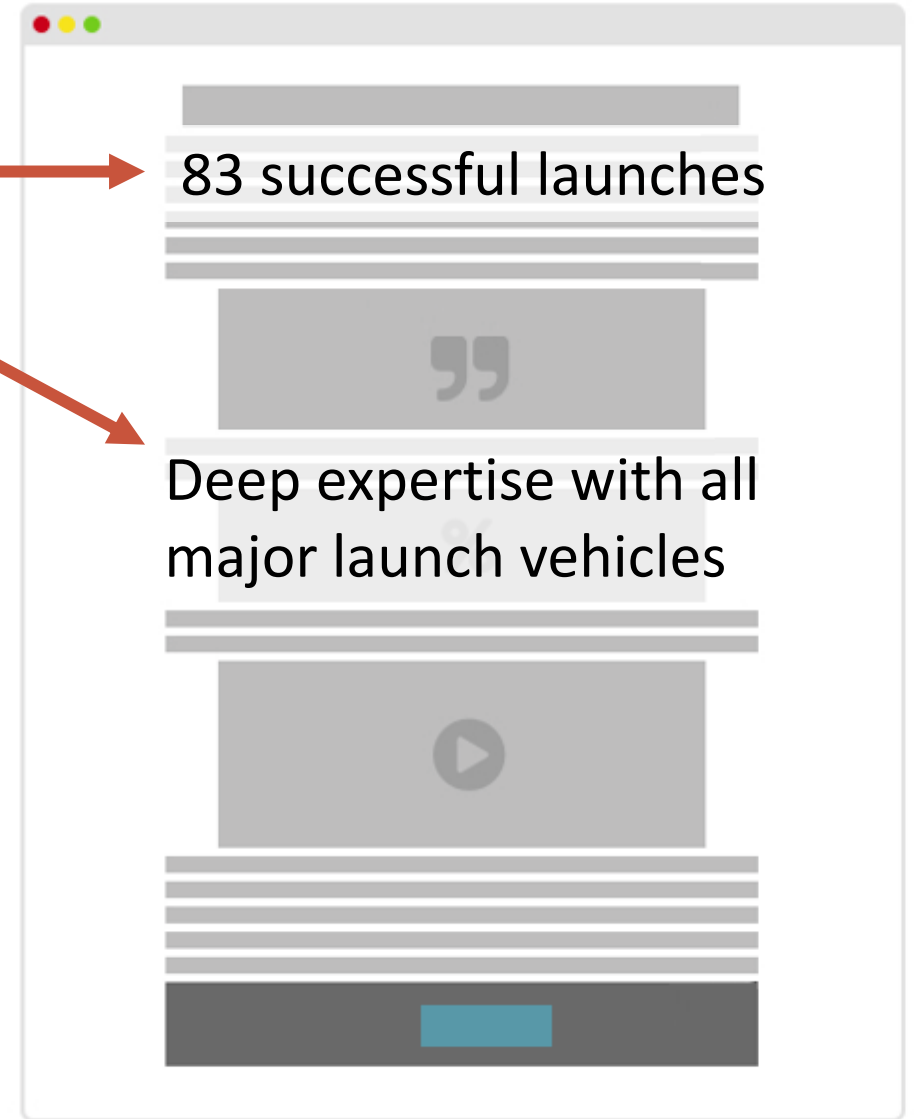
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Marketing



Client



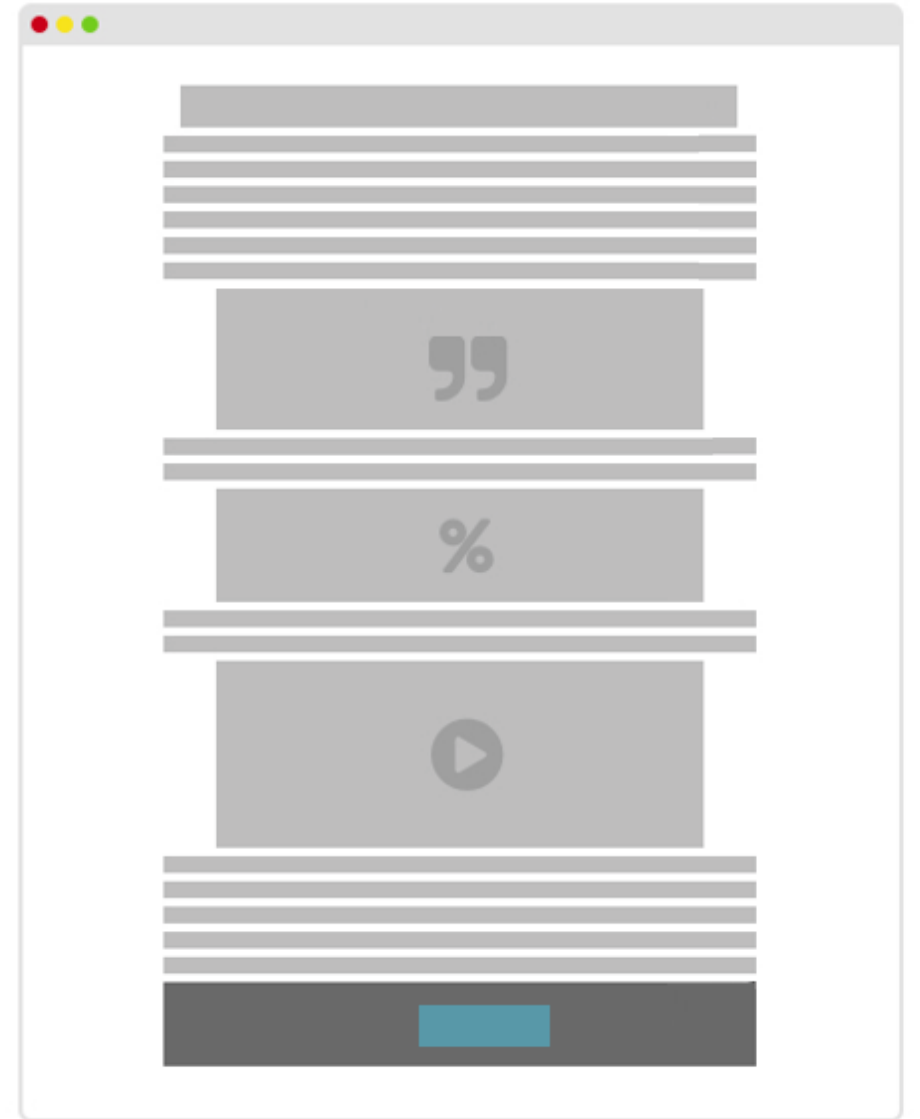
What was the biggest challenge you were hoping to solve?



Marketing



Client



What was the biggest challenge you were hoping to solve?

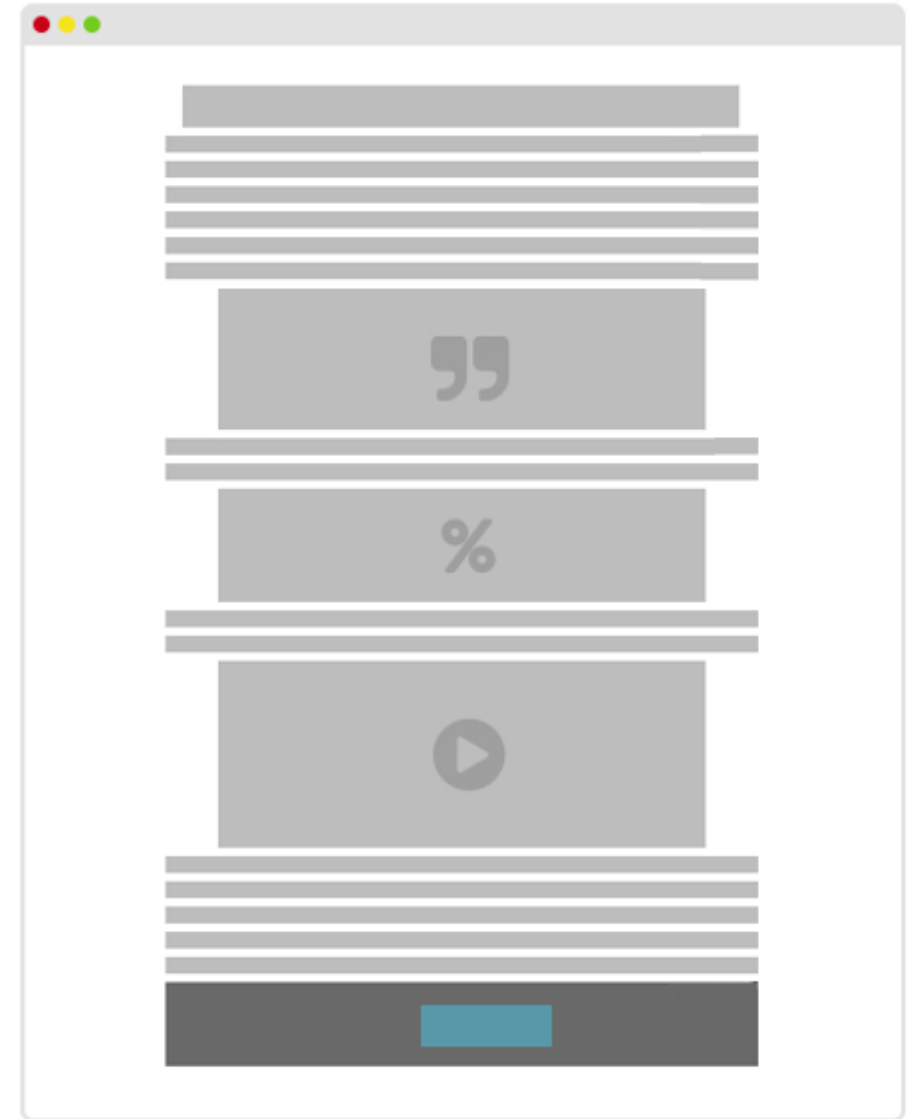
We needed a launch partner that would handle logistics



Marketing



Client



What was the biggest challenge you were hoping to solve?

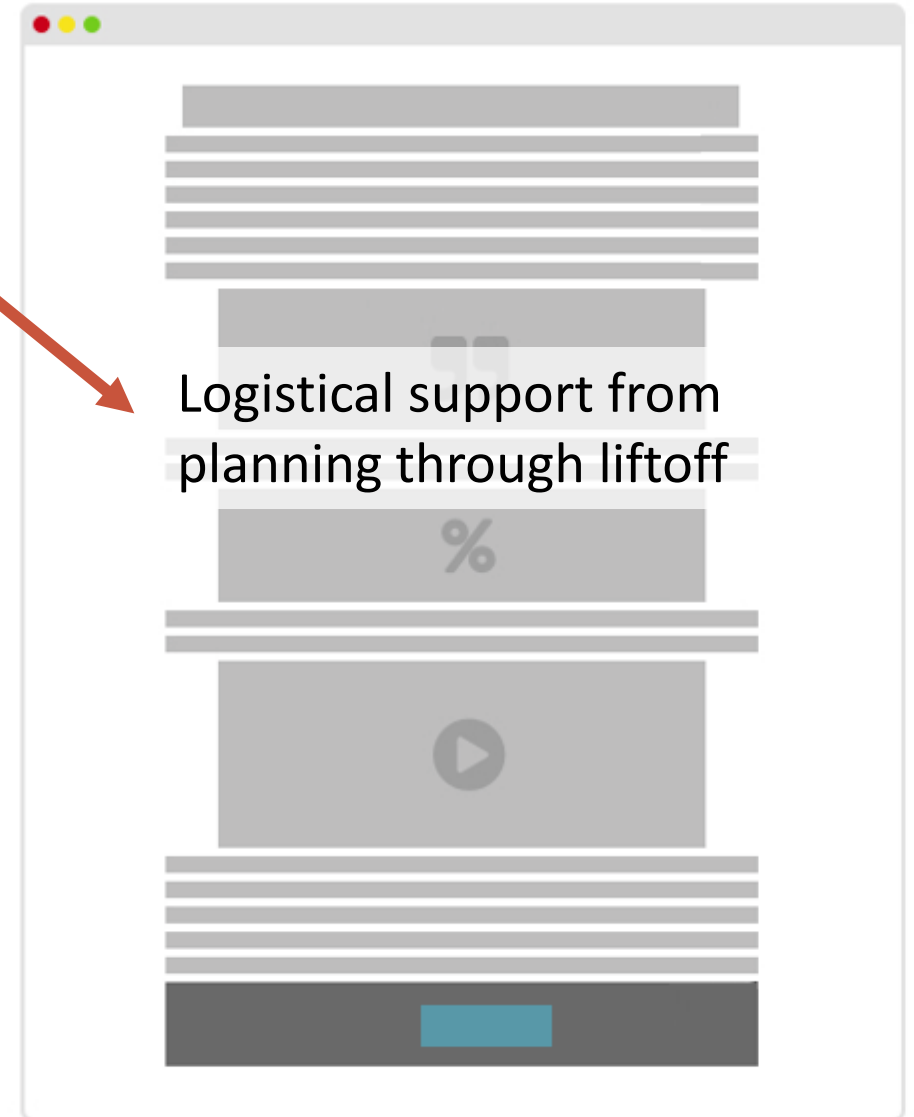
We needed a launch partner that would handle logistics



Marketing



Client



Logistical support from planning through liftoff

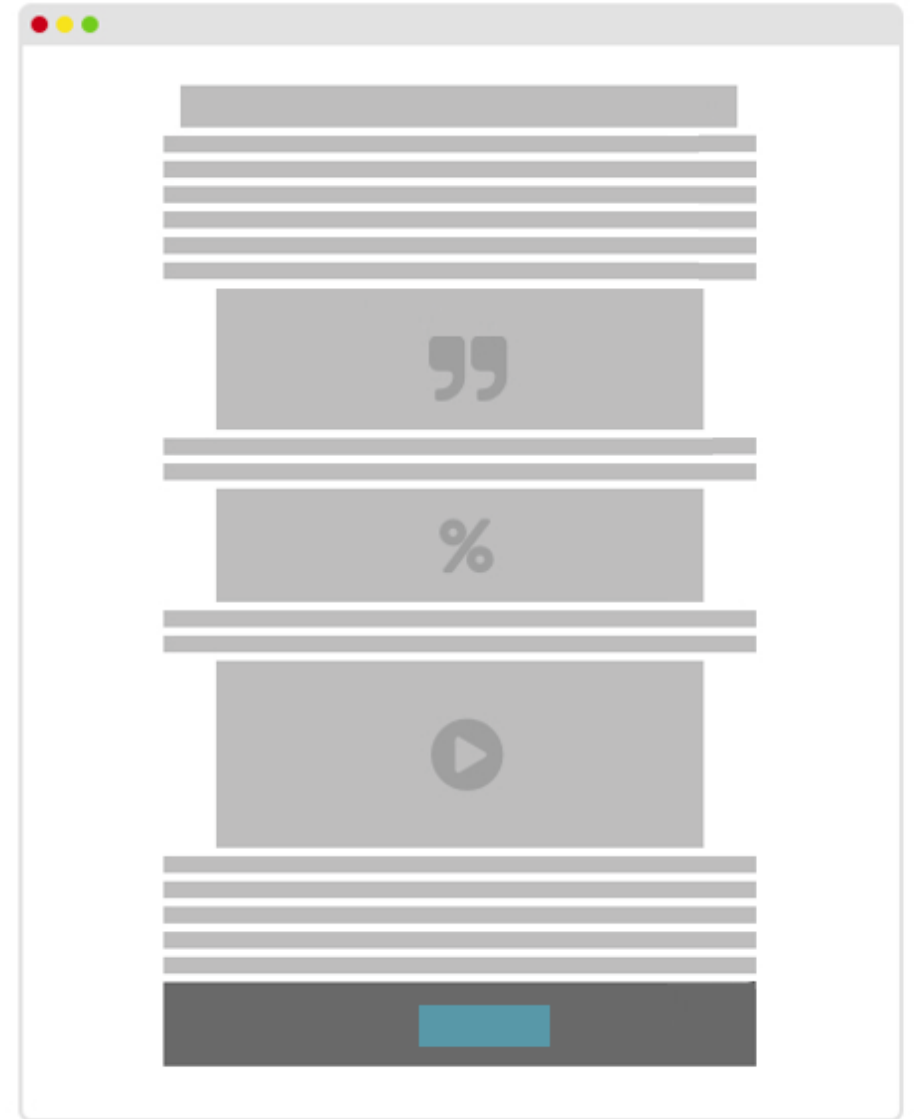
What can you do now
that you couldn't do
before?



Marketing



Client



What can you do now
that you couldn't do
before?

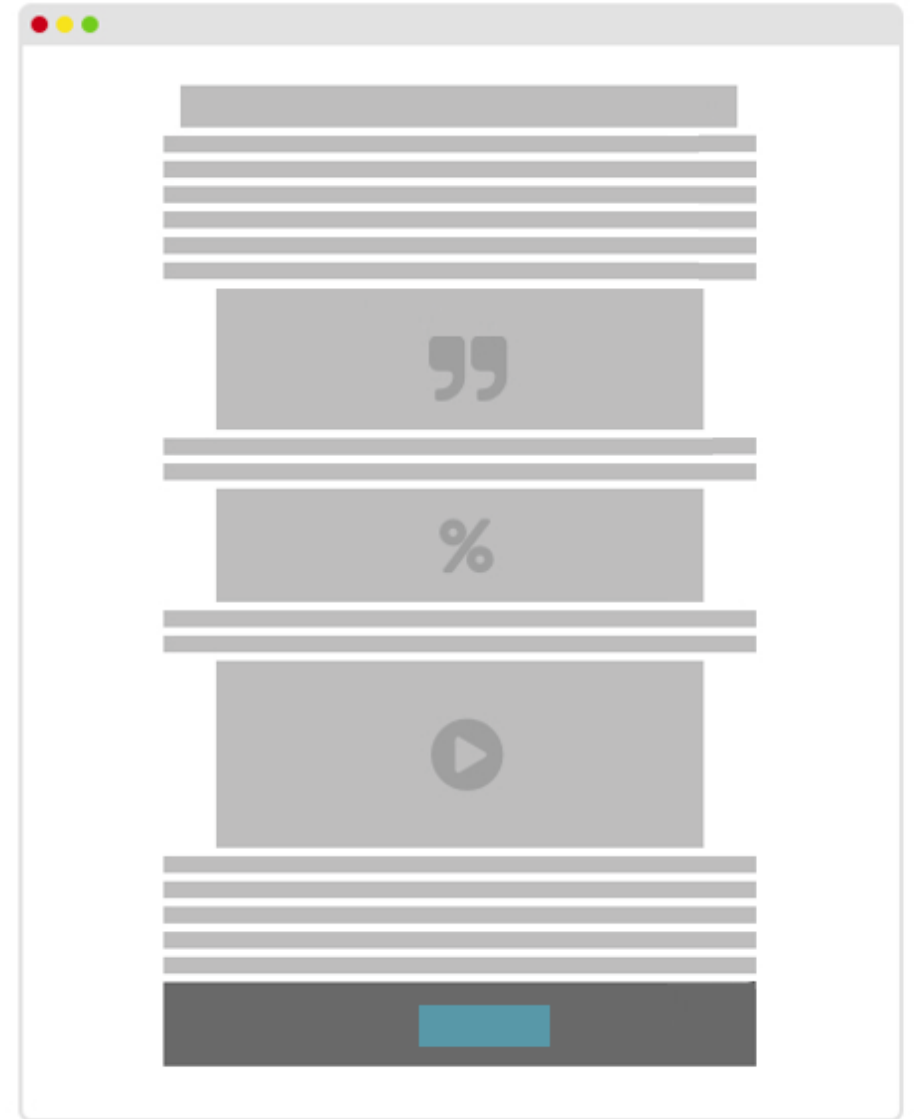
Now I don't spend so
much time on permits
and compliance



Marketing



Client



What can you do now
that you couldn't do
before?

Now I don't spend so
much time on permits
and compliance



Marketing



Client



Let's let AI evaluate the page

Map the persona to the web copy

Astraius provides a dependable, affordable and responsive means of launching small satellites.

Our Spaceport

Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow Scotland.

The Spaceport will provide all necessary ground-based requirements in a bespoke, state-of-the-art facility containing two payload processing rooms, two launch vehicle integration areas and a modern mission/range control centre.

Our Technology

Our unique satellite launch capability combines proven and innovative technology on tested delivery platforms.



The Astraius launch vehicle is built upon a system successfully used by the US Government for over 40 complex missions and is capable of launching payloads up to 800kg.

We use the highly capable C-17 Globemaster transport aircraft as our 'air-launch' platform, operating directly from the Prestwick Spaceport. The C-17 is flown by the Royal Air Force, US Air Force and numerous other nations around the globe, with more than 250 aircraft in service.

Our horizontal launch system safely delivers satellites to all Low Earth Orbit inclinations to include Sun-Synchronous Orbit.

Customer Services

"Commitment to our customers is paramount. Our solutions offer the flexibility that satellite companies need. We deliver affordability with the highest standards of service. We're looking forward to developing a relationship with you." Kevin Seymour, CEO

We will begin launching satellites in 2025 for customers from the UK and around the world. We'll start to expand our global basing footprint in 2026.

Contact us now about your needs for a reliable, responsive, affordable, low-risk launch to your orbit, on your schedule.

Our services page

- 250 words
- Vague headers
- Video
- No supportive evidence
- Ranks #47 for "launch providers"



Review the following webpage.

How does it align and not align with the personas information needs?



Prompt

Launch Services

Astraius provides a dependable, affordable and responsive means of launching small satellites.

Paste in our sales page copy

Our Spaceport

Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow Scotland.

The Spaceport will provide all necessary ground-based requirements in a bespoke, state-of-the-art facility containing two payload processing rooms, two launch vehicle integration areas and a modern mission/range control centre.

Our Technology

Our unique satellite launch capability combines proven and innovative technology on tested delivery platforms.



The webpage of Astraïus, a company providing satellite launch services, presents information that aligns with some of the persona's information needs, goals, and decision criteria, but also lacks in certain areas critical for a comprehensive evaluation. Here's a breakdown based on Alex Johnson's persona:



Alignment with Persona's Information Needs:

1. Reliability and Technical Capability:

- The webpage emphasizes the reliability of their technology, stating it's built upon a system used successfully in over 40 missions. This aligns with Alex's need to ensure that the satellite launch company they choose is technically competent and reliable.

2. Innovative Approach:

- The mention of a unique 'air-launch' platform and a horizontal launch system indicates a level of innovation and adaptability, which is one of Alex's decision criteria for selecting a launch provider.

Definitely some gaps here...



You are a conversion optimization expert.

Prompt

Write an outline for a major rewrite to the copy of the webpage that would address the persona's unmet information needs. Show the subheads for the new page and the key points under each.



Certainly! Based on the persona of a commercial satellite operator for a major telecom company in North America, here's a detailed outline for the major copy rewrite, complete with subheads and key points:



Webpage Copy Rewrite Outline

1. Leading the Satellite Revolution

- Introduction emphasizing innovation in satellite launch services.

Key Points:

- Highlight Astraius' pioneering role in the industry.
- Address the importance of dependable and responsive satellite launch services.

Looks better than
the original
...edit it

AI-Powered Competitive Analysis

Let's give the AI some competitors pages



Here is the copy of another webpage. Which page is more likely to be helpful and informative to the persona? Create a matrix comparing the two. Show your thinking.

Prompt

Founded in 2015, Orbex is Europe's leading orbital launch services company, serving the needs of the small satellite industry

Paste in your competitor's copy

Orbex has developed one of the most advanced, low carbon, high performance micro-launch vehicles in the world, Orbex Prime.

We offer a flexible core launch service and a suite of supporting services that make life easier for customers. Our advanced launch vehicle means higher reliability, more flexible mission profile types and a regular, scheduled launch service.

LAUNCH VEHICLE

Re-thought and re-designed orbital launch vehicle

We use a wide range of advanced materials and techniques to create each launch vehicle, including 3D printed engines and the use of carbon fibre structures and tanks



Certainly! Let's compare the two webpages in terms of how they align with Emily Thompson's information needs, as described in her persona. We will create a matrix to illustrate the alignment of each page with her decision criteria.

Criteria	Our site	Competitor
Cost Optimization	✓	✓ (Implied)
Vendor Reliability	✓	✓
Technology Integration	✓	✓
Compliance Management	✓	✗
Security Concerns	✓	✗
Environmental Considerations	✗	✓
Customization	✗	✓
Geo-Political Considerations	✗	✗
Ride-Share Opportunities	✗	✗
Insurance and Risk Management	✗	✗

Competitive analysis based on the persona's needs

This matrix provides a visual comparison of how the two sites align with Emily Thompson's information needs, with "Our site" representing Aurora Launch Services and "Competitor" representing Orbex.



You are a digital strategist and expert at conversion optimization.

Ask it to visualize in a heat map matrix

Create a heat map matrix table using color to show the degree to which each of these four pages satisfy the information needs of the persona.

Make the far left column a prioritized list of the persona's information needs.



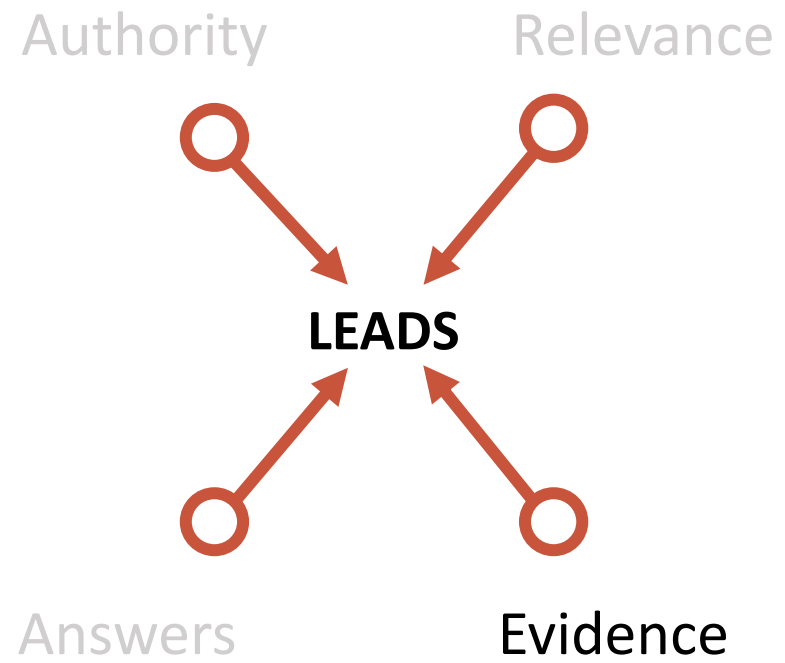
Finished working Show work

The degree to which your page and your competitors' pages answer visitors' top questions

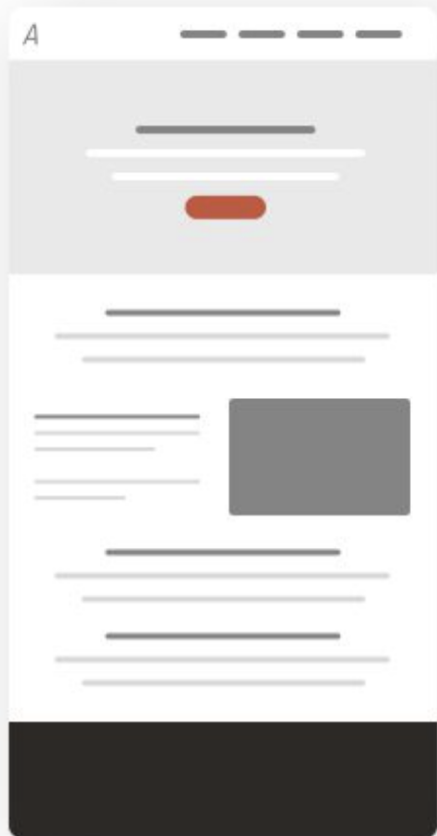


Did we support our assertions?

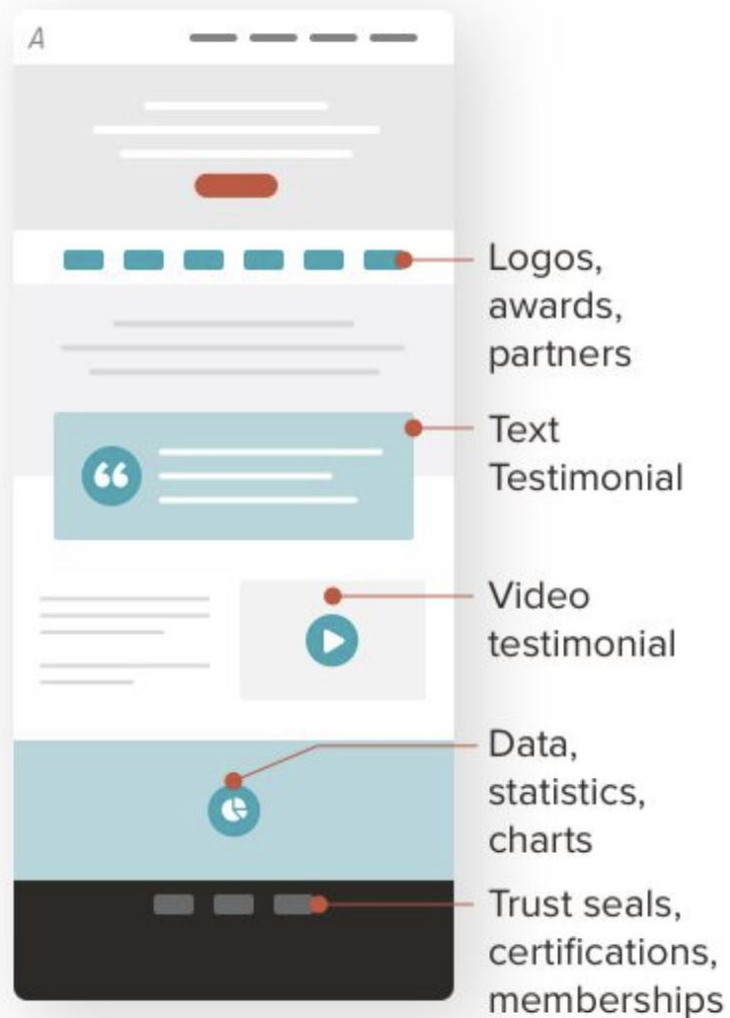
The best pages are filled with evidence



Pile of unsupported marketing claims



Page filled with evidence



Types of evidence

- Testimonials
- Case studies / stories
- Reviews
- Awards
- Partnerships
- Certifications
- Years in business
- Size of operation
- Number of happy customers
- Best sellers

AI-powered conversion review

Let's try ChatGPT Vision

 Send a message



Hello, ChatGPT Vision

We will begin launching satellites in 2025 for customers from the UK and around the world. We'll start to expand our global basing footprint in 2026.

Contact us now about your needs for a reliable, responsive, affordable, low-risk launch to your orbit, on your schedule.

Screenshot

You are a conversion optimization expert, skilled in the use of supportive evidence on web pages.

The following are various types of evidence that can be added to webpages: Testimonials, Case studies, success stories, Awards, Years in business, Size of operation, Number of products, Number of happy customers, Best Sellers, etc.

What you're looking for

Rate the uploaded webpage in it's use of support evidence and it's ability to build trust with the persona. Show your thinking.

Rate it. Show your thinking



Alright, let's evaluate the provided webpage on its use of supportive evidence and its ability to build trust with the persona of a Commercial Satellite Operator for a global telecom company in North America:

I agree completely

1. Testimonials:

- The page has a statement from Kevin Seymour, the CEO, which acts as a sort of internal testimonial. While it demonstrates commitment from the company's leadership, customer testimonials would be more compelling.
- **Rating:** 3/10 (Internal testimonial present but lacks external customer testimonials)

Let AI evaluate E-A-T elements

Expertise, Authoritativeness and Trust



Website Design and Digital Marketing Agency _ Orbit ...

You will act as a Google Search Quality Rater

I'm giving you the content for the homepage of a web design and website optimization company. I am also giving you the HTML for that same page.

This page ranks for "digital marketing agency"

Rate the page against the E-A-T criteria in the Search Quality Rater Guidelines.

Web design, development, & optimization

Award-winning digital marketing and web design agency

Get a website that works for you. Our digital marketing agency will design a site that is easy to update, drives conversions and captures your unique story.

Show me the web design portfolio

Recent web design and web development projects

Goodman Theatre Logo

Greater Chicago Food Depository Logo

Lou Malnati's Pizzeria Logo

Marmon Holdings, Inc Logo

Lincoln Park Zoo Logo

Accelerance Logo



Tell it to act as a Quality Rater.
Upload the HTML file.
Give it the target keyphrase



Paste in the page content



To assess the quality of the web page against Google's E-A-T criteria, I'll consider the following aspects:



1. **Expertise:** Does the content show a high level of expertise in the relevant field?
2. **Authoritativeness:** Does the site have credibility, and do others in the field recognize it as a leader or authority?
3. **Trustworthiness:** Is the site reputable, and can users trust the information presented?

Expertise

1. **Content Quality:** The page contains comprehensive information about the services offered by the digital marketing agency. It explains their expertise in web design, SEO, content strategy, and development. It also highlights their focus on data-driven strategies.
2. **Portfolio:** A list of logos from companies they've worked with is included, which shows their experience in the field.
3. **Testimonials:** The testimonials from co-founders and founders of other companies add credibility.
4. **Team Details:** Information about the team members and their roles in projects shows a high level of expertise.

Authoritativeness

1. **Years in Business:** The site mentions that they have over 20 years of expertise in digital marketing, which adds to their authoritativeness.
2. **Client Logos:** Having worked with well-known clients, as evidenced by the logos, adds to their credibility.
3. **Data-Driven Approach:** Mention of using heat maps, eye-tracking technology, and analytics shows that they are up-to-date with current best practices.



I'm giving you the content for another homepage of a web design and website optimization company. I am also giving you the HTML for that same page.

Evaluate this page against the E-A-T criteria in the Google Search Quality Rater Guidelines.

Give it a competitor page.
Upload the HTML file.

Chicago Web Design & Development Agency for Small Businesses
[redacted] is a Chicago web design agency blending small business website design and optimization to develop and optimize websites for 2023.

Consultation
Portfolio
[redacted]

Chicago Web Design Company with Laser Focus in SEO
We are Chicago web designers specializing in WordPress development and SEO services.

While we work with a limited and select list of clients, we offer a personalized approach, effortless project management and direct communication with agency owner — no account executives or project managers.

As a result, we've been recognized as a highly reviewed, affordable website designer in Chicago, IL by leading B2B review and research platforms.

top web design company in chicago
Ranked #3 on Clutch
Top Chicago Web Designers 2022
Ranked #2 on The Manifest
10 best design logo
Ranked #3 on 10 Best Design
Affordable Web Design
& Digital Marketing Services

Paste in the page content



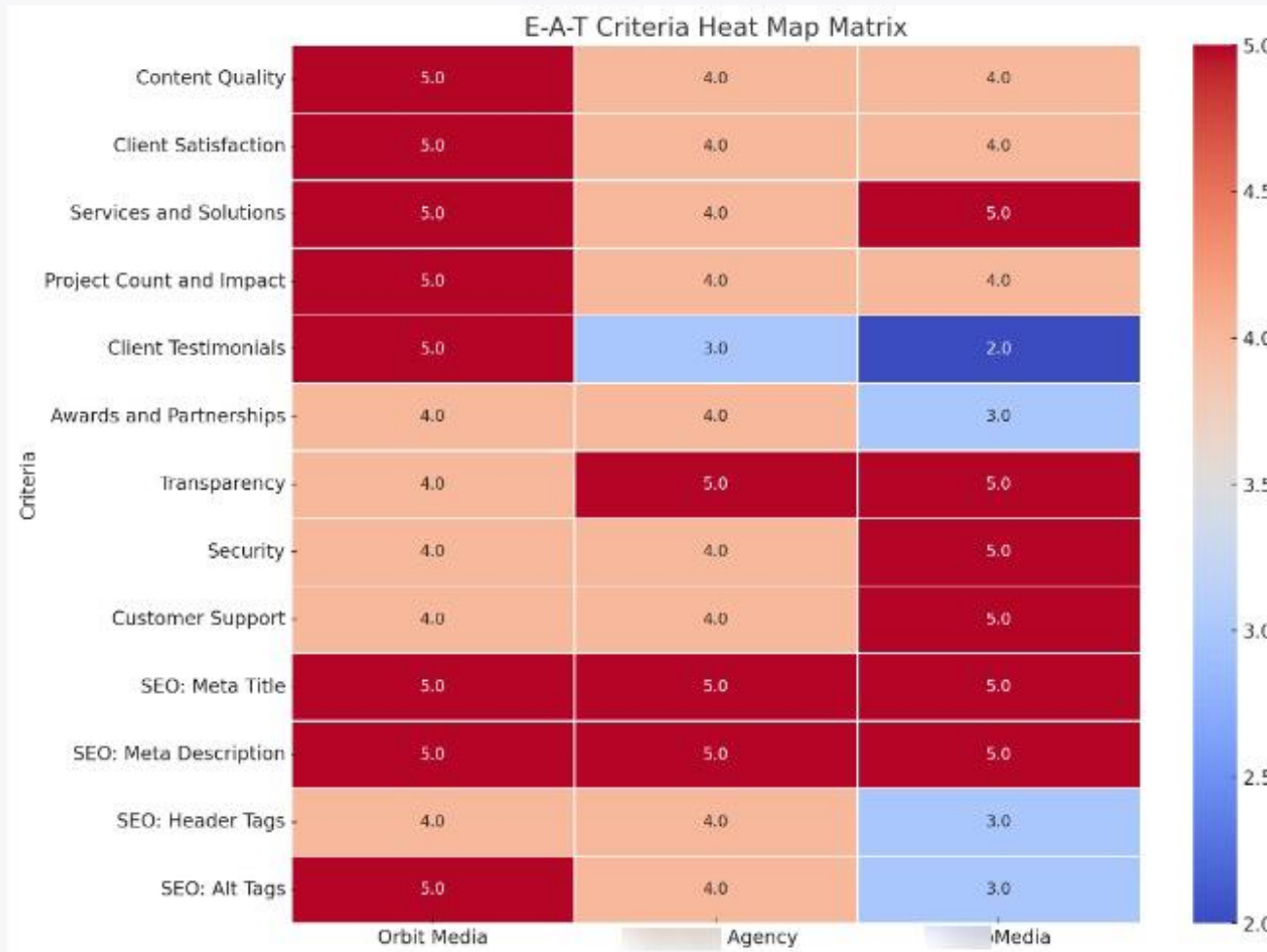
Create a heat map matrix comparing the three websites against a range of E-A-T criteria.

Let's visualize the E-A-T differences



Finished working

Show work




Gaps, opportunities and positioning

Here's the heat map matrix comparing the three websites against a range of E-A-T criteria.

The ratings are on a scale from 1 (Low) to 5 (High):

Create a supportive image

Hello, Midjourney

- general-3 5
- OP general-4
- general-5
-  general-6 11
- general-7
- general-8 2
- general-9
- general-10
- general-11
- general-12
- general-13
- general-14
- general-15
- general-16
- general-17
- general-18
- general-19 3
- general-20



Orbiteer

Started by [orbiteer](#)

October 17, 2023



[orbiteer](#) Today at 9:38 PM





Hello, thread

VOICE 2 IN VOICE

 **orbiteer**
orbiteer#0082

 Message "Orbiteer"

Everyone: AI art will make designers obsolete

AI accepting the job:

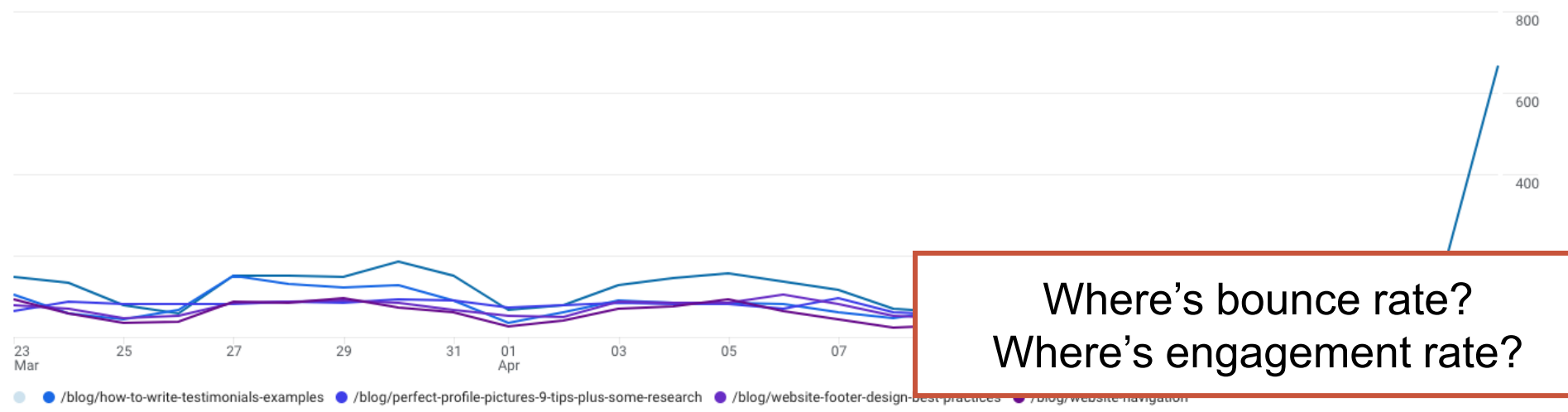


GA4: Engagement Rates

- Reports snapshot
- Realtime
- Life cycle
- Acquisition
- Engagement
 - Pages and screens: Page p...
 - Events
 - Landing page: Landing page**
 - Conversions
- Monetization
- Retention
- Search Console
- Search Console
- This and That
- Things and Stuff
- User
- Demographics
- Tech
- User
- Demographics
- Tech
- User
- Demographics
- Tech
- Library

Landing page: Landing page

Last 28 days Mar 23 - Apr 19, 2023



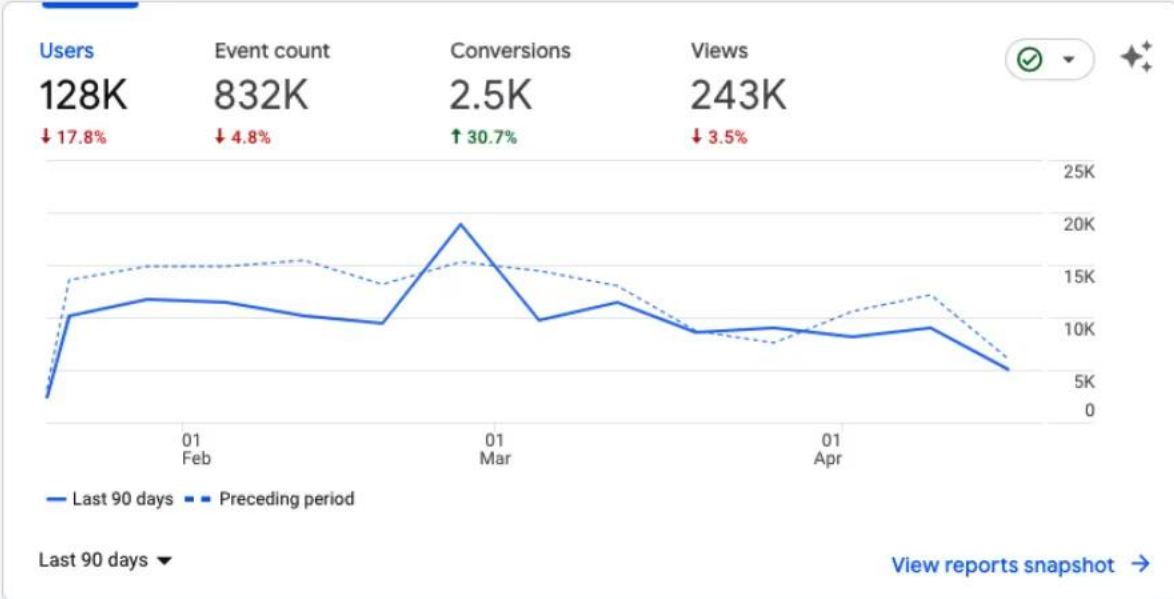
Search... Rows per page: 10 Go to: 1 1-10 of 815

Landing page	Sessions	Users	New users	Average engagement time per session	Conversions	Total revenue
	48,850 100% of total	33,299 100% of total	32,171 100% of total	0m 45s Avg 0%	539.00 100% of total	\$0.00
1 (not set)	5,768	3,614	12	0m 10s	5.00	\$0.00
2	3,935	3,207	2,467	0m 50s	144.00	\$0.00
3 /blog/how-to-write-testimonials-examples	2,608	2,374	2,408	0m 39s	0.00	\$0.00
4 /blog/perfect-profile-pictures-9-tips-plus-some-research	2,123	1,967	1,983	0m 44s	2.00	\$0.00
5 /blog/website-footer-design-best-practices	1,984	1,704	1,691	0m 40s	1.00	\$0.00
6 /blog/website-navigation	1,780	1,457	1,412	1m 07s	6.00	\$0.00
7 /blog/what-is-google-tag-manager-and-why-use-it	1,283	1,075	1,076	1m 07s	1.00	\$0.00
8 /blog/what-to-put-on-your-homepage	1,200	808	749	0m 49s	3.00	\$0.00
9 /blog/ga4-vs-universal-analytics	1,163	844	683	1m 01s	4.00	\$0.00

An engaged session is a session with...

**10+ seconds,
2+ pages, OR
a conversion**

Home



Recently accessed

- Admin** (yesterday)
- Pages and screens: Page path + ...** (5 days ago)
- Landing page** (5 days ago)
- Reports snapshot** (5 days ago)

Suggested for you

Users by Country ID

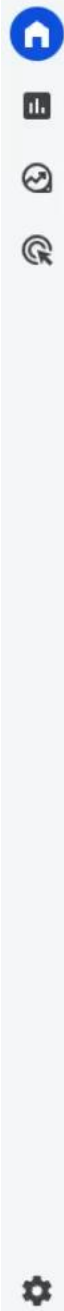
COUNTRY ID	USERS	Change
United States	3.4K	↑ 20.6%

Sessions by Session default c...

SESSION DEFAULT ...	SESSIONS	Change
Organic Search	7.6K	↑ 3.1%

Views by Page title and scree...

PAGE TITLE AND S...	VIEWS	Change
Chicago We...bit Media	1.1K	↑ 3.7%



Moving on to SEO...

Where there's traffic, there's hope!



A general page
about space

Services

Space Industry: Government & Commercial Services

Get ahead of the changing space sector

The space industry is changing more rapidly than ever before, across the US government and the private sector. Startup funding is dramatically increasing, mission priorities are evolving, and space is again a topic heard in everyday conversation. Deloitte helps enterprises meet these challenges by leveraging our relationships, industry knowledge, and commercial experience, and through our leading practices in business technology and cyber risk assessment, technology implementation, market analysis, strategy development, business operations, and human capital solutions.



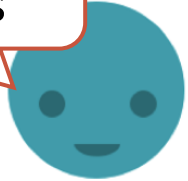
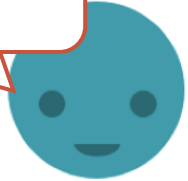

Deloitte in the space industry

Deloitte strives to be the go-to professional services organization for commercial entities and government organizations involved in space. We recognize that to maintain the competitive advantage in space for the United States, cooperation between government and the private sector is critical to enabling a successful hybrid industry model. Efforts must span the realms of launch, rapid acquisition, space operations, resource

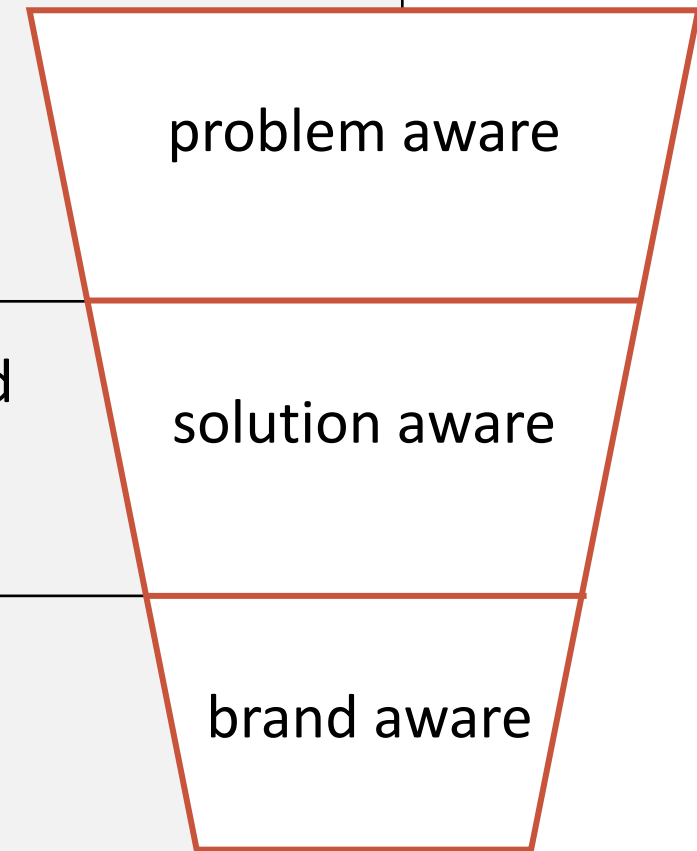


> <input type="checkbox"/> + space & technology solutions >>	I	28	4	< 0.01	320	22	●	0	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + commercial space companies >>	I	31	5	< 0.01	90	48	●	2.66	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + commercial space exploration >>	C I	32	5	< 0.01	40	59	●	0	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + united states space priorities framework >>	I	33	5	< 0.01					www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + space commercialization >>	C I	33	5	< 0.01					www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + commercial services industry >>	C I	45	5	< 0.01	30	25	●	0	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + commercial use of space >>	I	47	5	< 0.01	30	47	●	0	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + space force ad >>	N T	49	4	< 0.01	40	26	●	0	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + commercial sector >>	I	55	6	< 0.01	140	33	●	0	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + space perspective careers >>	C	58	2	< 0.01	50	6	●	0.52	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + indian private space companies >>	C I	70	6	< 0.01	30	39	●	0	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + industry space >>	I	71	9	< 0.01	50	54	●	0.91	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html
> <input type="checkbox"/> + space startups in usa >>	C	76	4	< 0.01	20	10	●	1.58	www2.deloitte.com/us/en/pages/public-sector-commercial-space-industry-services.html

It ranks very low for very general phrases

Type of keyphrase	Searcher's intent	
KNOW (Informational)	Looking for answers Wants to do it themselves	 <p data-bbox="1862 282 2372 436">"Best locations for satellite launches"</p>
DO (Commercial)	Has a product/service in mind Considering options	 <p data-bbox="1862 618 2372 772">"satellite launch services"</p>
GO (Navigational / Branded)	Looking up a company Wants to get to a website	 <p data-bbox="1862 939 2372 1093">"SpacePort Co"</p>

Type of keyphrase	Searcher's intent
KNOW (Informational)	Looking for answers Wants to do it themselves
DO (Commercial)	Has a product/service in mind Considering options
GO (Navigational / Branded)	Looking up a company Wants to get to a website





Landing page + query s... Landing page + query s... Add comparison +

Custom Oct 27, 2022 - Sep 27, 2023

Landing page: Landing page



Add filter +

Search...

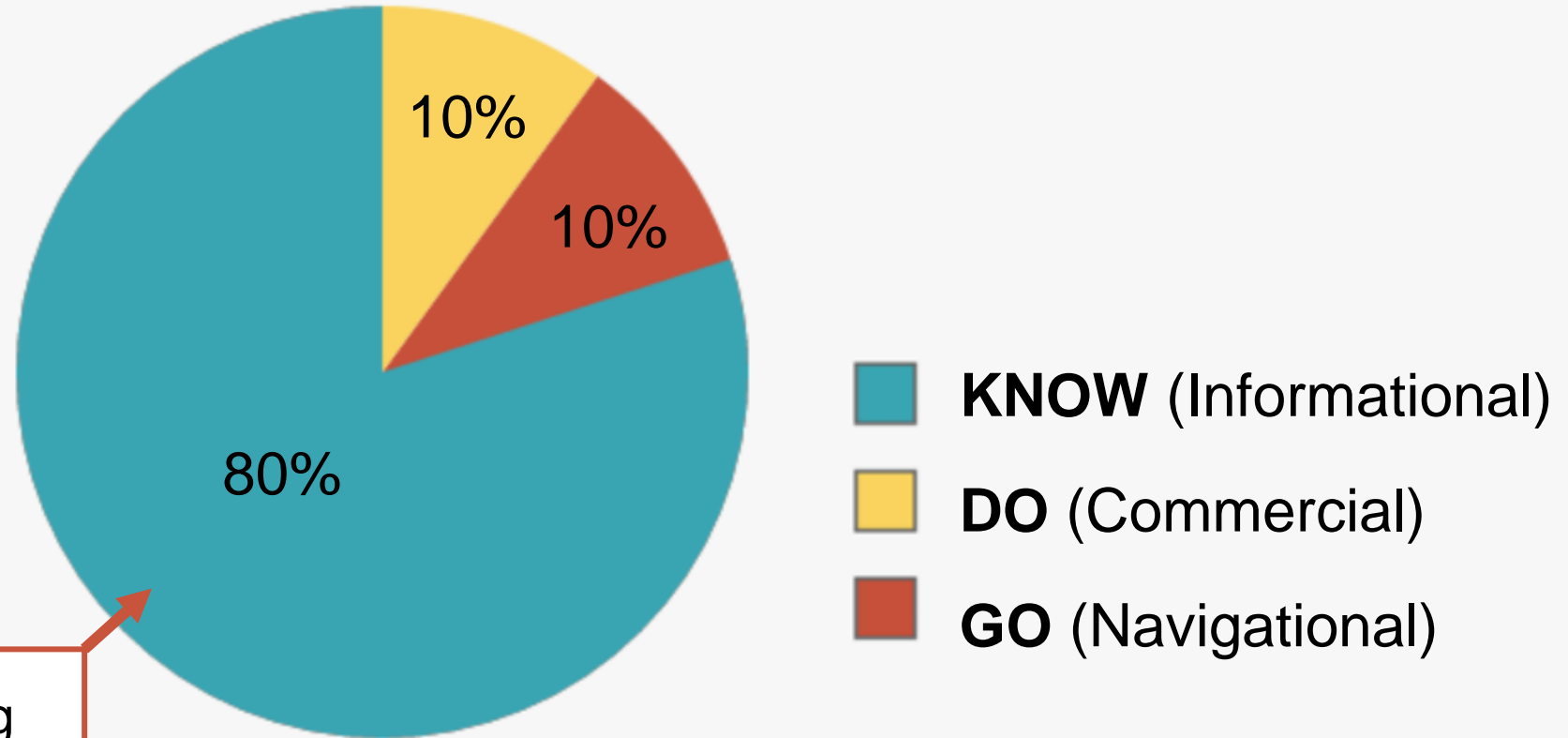
Rows per page: 10 Go to: 1 1-10 of 1797

Landing page	Comparison	Sessions	Session conversion rate	Engagement rate	Average engagement time per session	Event count
Landing page + query string contains blog		486,495 68.68% of total	0.02% Avg -77.44%			
Landing page + query string does not contain blog		232,785 32.86% of total	0.21% Avg +157.7%			
1 /blog/how-to-write-testimonials-examples	Landing page + query string contains blog	39,613	<0.01%	59.84%	0m 45s	173,679
/blog/how-to-write-testimonials-examples	Landing page + query string does not contain blog	0	0%	0%	0m 00s	0
2 /blog/perfect-profile-pictures-9-tips-plus-some-research	Landing page + query string contains blog	26,732	0%	54.67%	0m 48s	117,083
/blog/perfect-profile-pictures-9-tips-plus-some-research	Landing page + query string does not contain blog	0	0%	0%	0m 00s	0
3 /blog/website-footer-design-best-practices	Landing page + query string contains blog	22,073	<0.01%	61.01%	0m 49s	105,739
/blog/website-footer-design-best-practices	Landing page + query string does not contain blog	0	0%	0%	0m 00s	0

Visitors who land on service pages are 10x more likely to become a lead

Type of keyphrase	Searcher's intent
KNOW (Informational)	Looking for answers Wants to do it themselves <div data-bbox="1890 308 2512 511" style="border: 1px solid red; padding: 5px; text-align: center;"> Lead gen conversion rate: 0.2% </div>
DO (Commercial)	Has a product/service in mind Considering options <div data-bbox="1890 636 2512 839" style="border: 1px solid red; padding: 5px; text-align: center;"> Lead gen conversion rate: 2% </div>
GO (Navigational / Branded)	Looking up a company Wants to get to a website

The three types of search intent



Content marketing
for the win!!

source: [Bernard Jansen, et al](#)

Home
KP: space launch services

Navigational query (automatic)

Commercial query (most competitive)

Commercial Satellites
KP: satellite launch services

Space Tourism
KP: space tourism

Launch Vehicles
KP: space launch vehicles

Spaceport Services
KP: Spaceport services
In North America

Commercial query (specific)

Case Study

Case Study

About

Team

Careers

Blog

Team Bios

Blog Article
KP: How to buy satellite insurance

Informational query (low-intent)

Off-nav Pages:

Government Sector
KP: government launch services

Private Sector
KP: private sector launch services

Cubesat Launch
KP: cubesat launch services

Satellite Launch Consulting
KP: satellite launch consulting services

Commercial query (specific, niche)

Home
KP: space launch services

GO

DO

Commercial Satellites
KP: satellite launch services

Space Tourism
KP: space tourism

Launch Vehicles
KP: space launch vehicles

Spaceport Services
KP: Spaceport services
In North America

DO

Case Study

Case Study

About

Team

Careers

Blog

Team Bios

Blog Article
KP: How to buy satellite insurance

KNOW

Off-nav Pages:

Government Sector
KP: government launch services

Private Sector
KP: private sector launch services

Cubesat Launch
KP: cubesat launch services

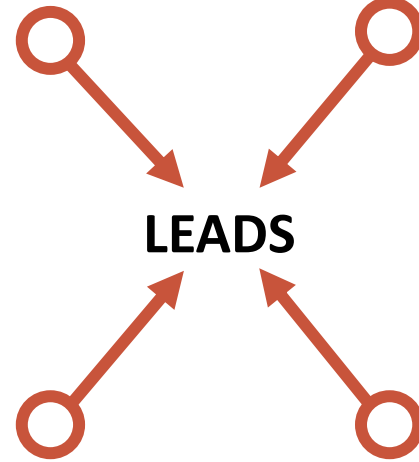
Satellite Launch Consulting
KP: satellite launch consulting services

DO

**Every keyword is a competition.
Every page is a competitor.**

Authority

Relevance



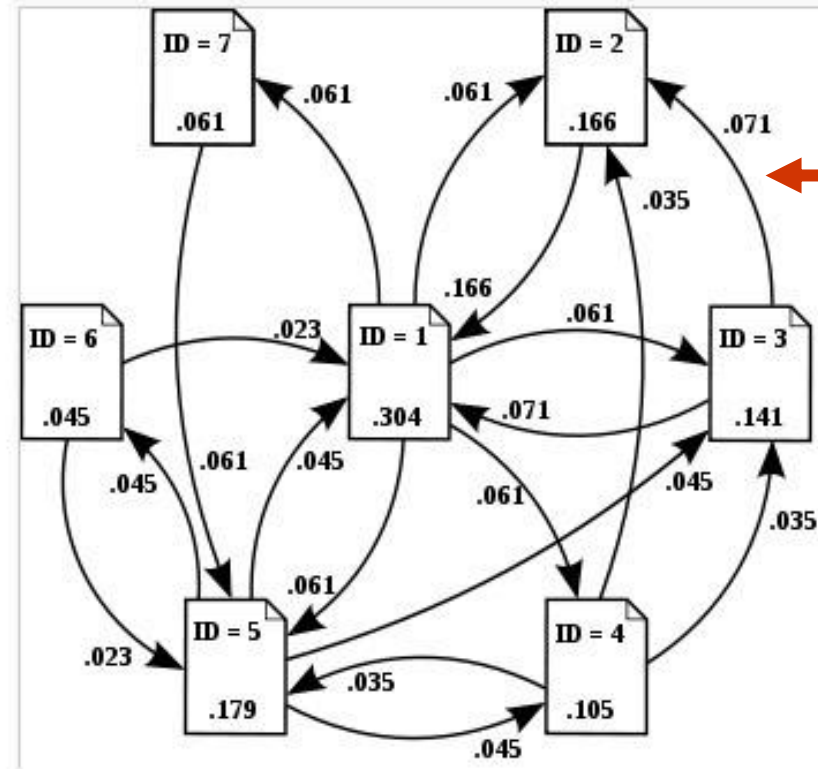
LEADS

Answers

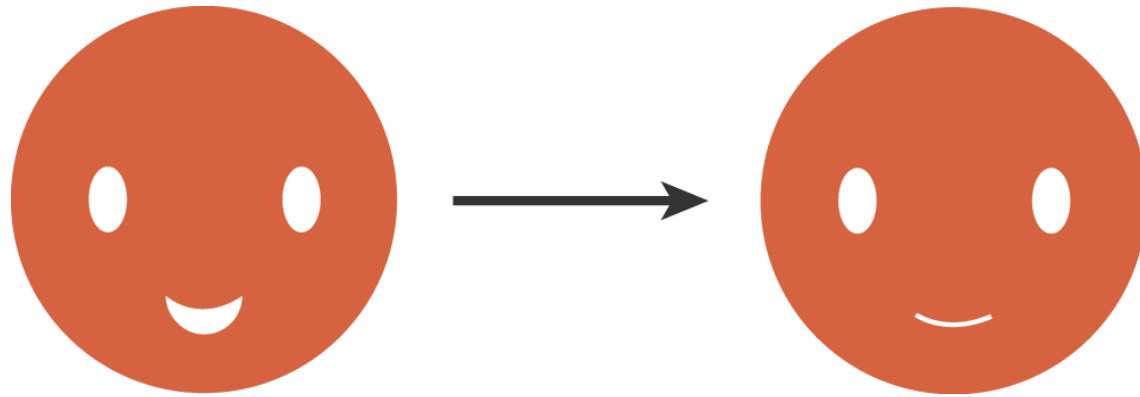
Evidence

$$PR(u) = \sum_{v \in B_u} \frac{PR(v)}{L(v)}$$

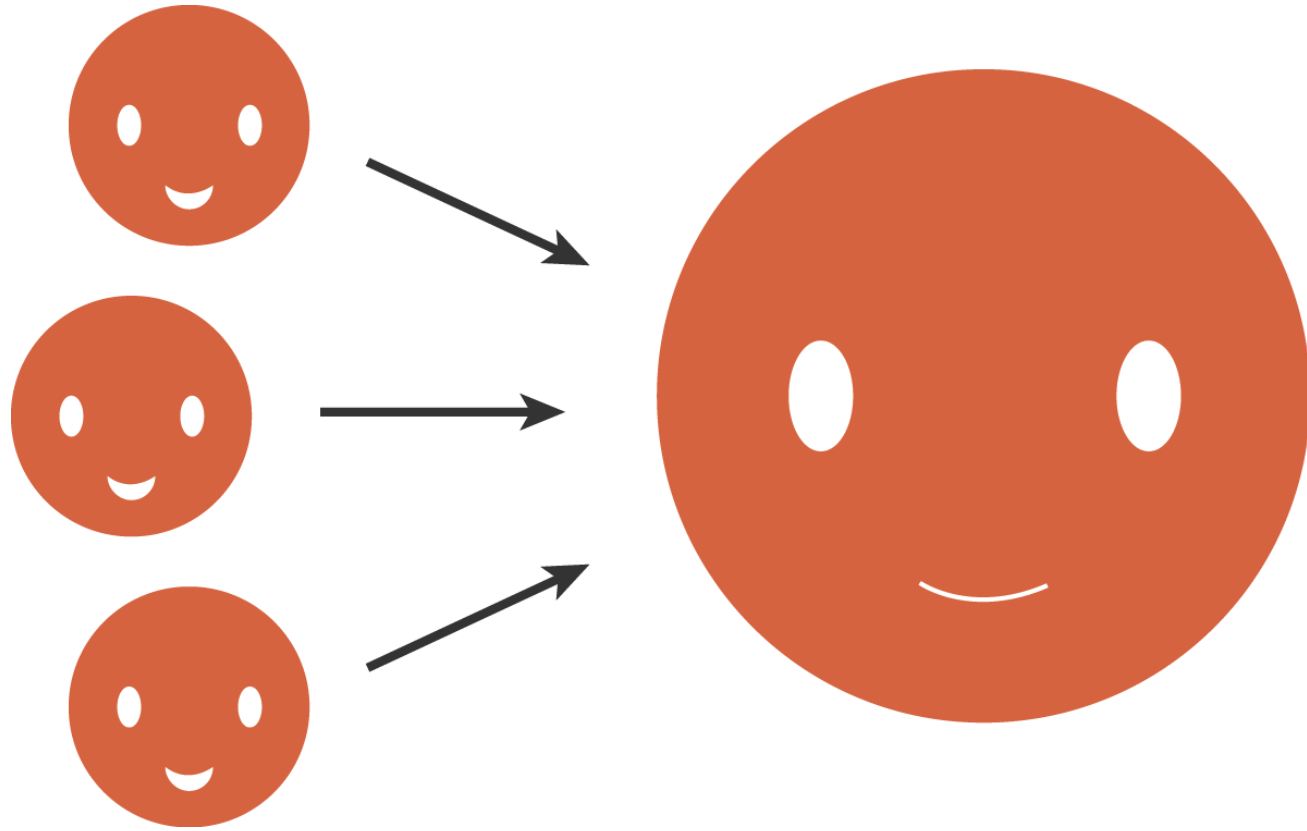
$$PR(A) = \frac{1-d}{N} + d \left(\frac{PR(B)}{L(B)} + \frac{PR(C)}{L(C)} + \frac{PR(D)}{L(D)} + \dots \right)$$



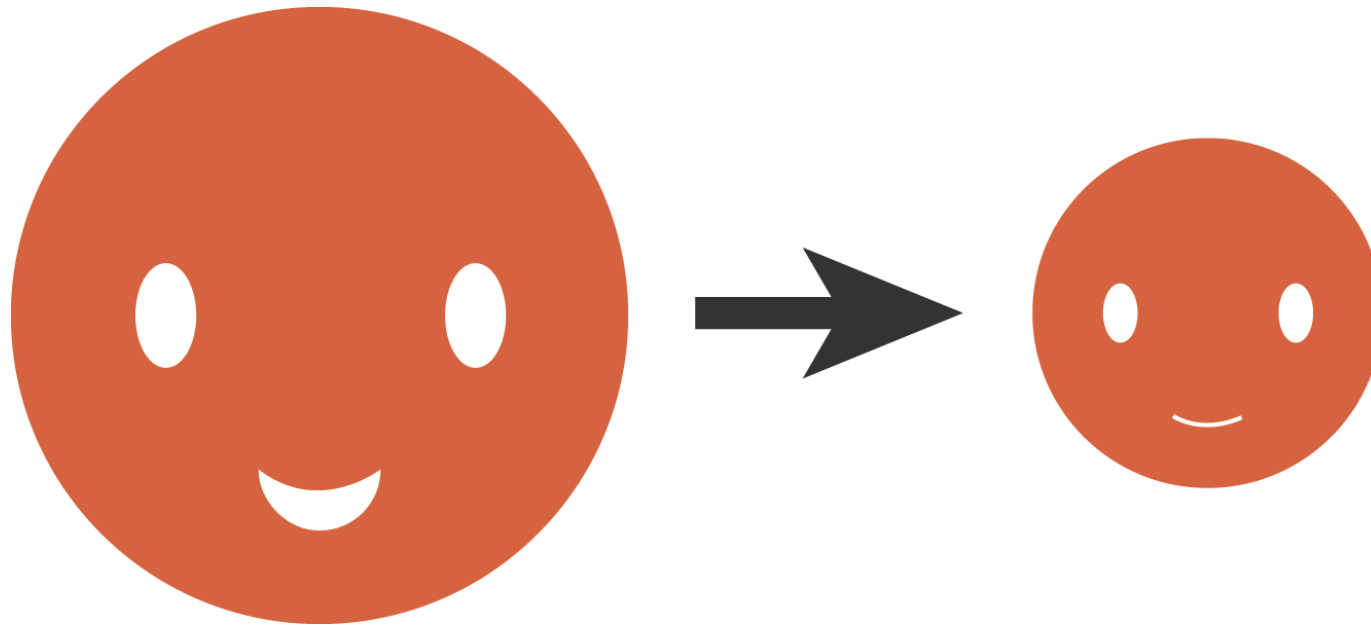
Links matter to Google



Links are authority

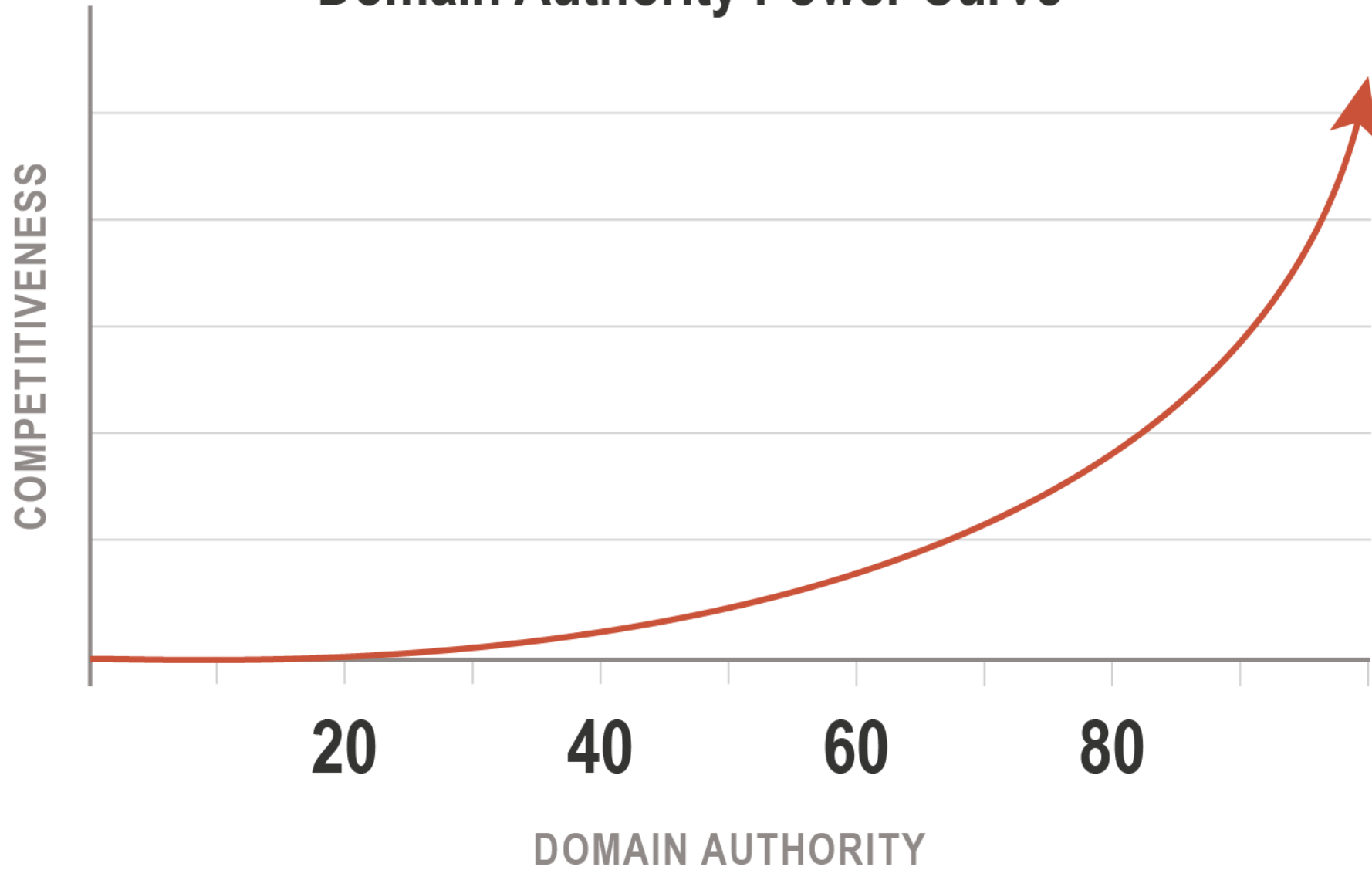


Quantity is helpful



Quality is much more helpful

Domain Authority Power Curve



How much authority do I have?

[Moz Pro](#)[Campaigns](#)[Local Market Analytics BETA](#)[Keyword Research](#)[Link Research](#)[Overview](#)[Inbound Links](#)[Linking Domains](#)[Anchor Text](#)[Top Pages](#)[Discovered and Lost](#)[Compare Link Profiles](#)[Spam Score](#)[Link Intersect](#)[Link Tracking Lists 1](#)[Fresh Web Explorer](#)[On-Page Grader](#)[On-Demand Crawl](#)[Rank Checker NEW!](#)[Home](#) > [Moz Pro](#) > [Link Research](#) > Overview[What's New?](#) [Help](#)

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

[Track in a Campaign](#)root domain [Analyze](#)

19,982 of 20,000 queries available until 02/15

Domain Authority ⁱ**Linking Domains ⁱ****7.5k**Discovered in the last 60 days **716**Lost in last 60 days **319****Inbound Links ⁱ****254.3k****Ranking Keywords ⁱ****44.9k**

Quick Downloads

All Links

Export CSV

Follow Links

Export CSV

Linking Domains

Export CSV

Top Pages

Export CSV

Discovered and lost linking domains

Total Discovered

+716

Total Lost

-319

Net

= +397**“Domain Authority”****Link popularity
measured by Moz**

Web Design and Development Chicago | Orbit Media

f 858 | p 0

Ahrefs Rank ⁱ 22,914	UR ⁱ 75	DR ⁱ 77	Backlinks ⁱ 467K	Referring domains ⁱ 3.81K +33	Organic keywords ⁱ 81.9K +1K PPC 0	Organic traffic ⁱ 75.4K +381	Traffic value ⁱ \$340K PPC \$0
---	-----------------------	-----------------------	---------------------------------------	--	--	---	--

Backlink profile

Organic search Paid search Content overview

Ahrefs Rank ⁱ

Past 3 months

Today	22,914	↓27
avg 7 days	22,832	↓22
avg 1 month	22,894	↓82
avg 3 months	23,049	↑1,085

Jan '18

“Domain Rating”

Link popularity measured in Ahrefs

Referring domains ⁱ LIVE LINKS

.com	2,666	70%
.net	145	4%
.org	141	4%
Referring pages	242,545	
Referring IPs	3,520	

- Overview
- Backlink profile ▾
 - Backlinks
 - New
 - Lost
 - Broken
 - Referring domains
 - New
 - Lost
 - Anchor
 - Top referring content
 - Referring IPs
- Organic search ▾
 - Organic keywords
 - New
 - Movements
 - Top pages 🔥
 - Competing domains
 - Competing pages
 - Content gap 🔥
- Pages ▾
 - Best by links
 - Best by links' growth
 - Top content
- Outgoing links ▾
 - Linked domains

Domain Overview: orbitmedia.com

Export to PDF

Worldwide

US

UK

DE

...

Desktop

Oct 19, 2022

USD

Overview Compare domains Growth report Compare by countries

Authority Score

62

Organic Search Traffic

106.7K +23%

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

Backlinks

713K

Semrush Domain Rank 91.6K

Keywords 62.4K

Go to Position Tracking

Referring Domains 13.1K

Engagement metrics October

Bounce rate 0.9

Organic

Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	106.7K	62.4K
IN	32%	34.1K	5.6K
US	21%	21.9K	22.3K
PH	15%	16.5K	2.4K

“Authority Score”

Link popularity measured by SEMrush

All time

Export

6,745/month

Organic Traffic

Paid Traffic

Notes





Home > Extensions > MozBar



MozBar

Offered by: Moz

★★★★☆ 1,928 | Search Tools | 600,000+ users

Remove from Chrome

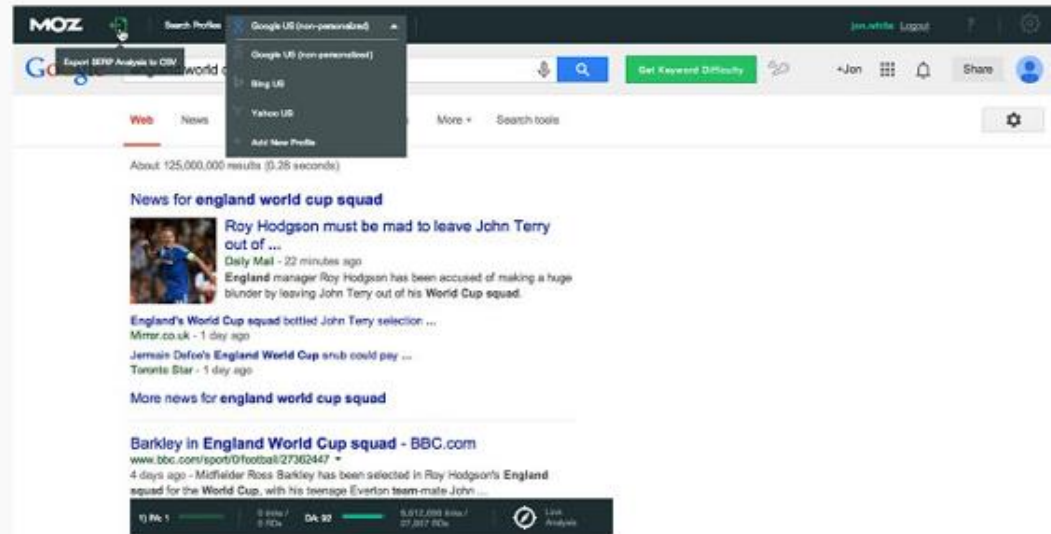
Add MozBar to Chrome

Overview

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Launch Services

Astraius provides a dependable, affordable and responsive means of launching small satellites.

Turn on the MozBar Chrome extension

Our Spaceport

Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow Scotland.

The Spaceport will provide all necessary ground-based requirements in a bespoke, state-of-the-art facility containing two payload processing rooms, two launch vehicle integration areas and a modern mission/range control centre.

Our Technology

Our unique satellite launch capability combines proven and innovative technology on tested delivery platforms.





Launch Services About

See the Authority of the page you're looking at

Launch Services

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Our unique satellite launch capability combines proven and innovative technology on tested delivery platforms.




Is this keyphrase too competitive?

Google commercial satellite launch services uk

News Images Small Cost Videos Shopping Maps Books Flights All filters Tools

About 706,000,000 results (0.34 seconds)

Sponsored


 SDI
<https://www.sdi.co.uk> > scotland > investment

Space Launch - Business Support & Advice
Receive Financial Help For Your Business Expansion In Scotland. Contact Us To Learn More. We Partner With Business Investors & Incentivise Investment...

About Us
Scotland's Trade & Inward Agency Supporting Scottish Investment


Financial Incentives
Access Business Funding Tax Incentives Available.

Sponsored


 intelligence-airbusds.com
<https://www.intelligence-airbusds.com> > constellation > satellite-image

Premium Satellite Imagery - VHR Imagery Online
Extensive & accurate surveillance solutions for a wide range of industries & applications. Flexible and easy access to premium **satellite** imagery and...
SPOT - 1.5m · Pléiades - 50cm · Pléiades Neo - 30cm · DMC - 22m/24m

Sponsored

 nanoracks.com
<https://www.nanoracks.com>

Nanoracks - MicroSat Launch Services
Cost-Effective Smallsat Launches from the ISS, Above the ISS & Multiple Rideshare Orbits. From 1U to ESPA-class. Competitive prices. 200+ smallsats...

 International Trade Administration (.gov)
<https://www.trade.gov> > market-intelligence > united-k...

United Kingdom Space Launch Program
The UK Government aims to establish commercial vertical and horizontal small **satellite** launch from UK spaceports. Space launch services will support the UK ...

More questions

Can the UK launch satellites?

How much does a satellite launch cost?

Does the UK have a launch site?

What is the UK Spaceport Programme?

GOV.UK
<https://www.gov.uk> > government > publications > lau...

LaunchUK: Leading the commercial space age
Apr 18, 2023 — To date, we have funded four UK-based companies through Boost totalling £12m of investment and supporting the development of orbital launch ...

UK Launch Services Ltd
<https://www.ukisl.space>

UK Launch Services Ltd: Home
UKLSL, Delivering Spaceflight Services for the Commercial Space Age.
Launch Services · Satellite Operators · About · CAA Licensing Support

Skyrora
<https://www.skyrora.com>

Skyrora - NewSpace rocket company from the UK
Skyrora's aim is to become the leading launch provider operating within the UK and the number one commercial provider for access to space. Skyrora will develop ...
About Us · Products · Technology · Media

A phrase competitive phrase if...

Advertisers are bidding

Google shows lots of features

Big players are in the rankings

Google

commercial satellite launch services uk



Get Keyword Difficulty

News

Images

Small

Cost

Videos

Shopping

Maps

Books

Flights

All filters ▼

Tools

About 706,000,000 results (0.34 seconds)

Sponsored

SDI

<https://www.sdi.co.uk> › scotland › investment**Space Launch - Business Support & Advice**

Receive Financial Help For Your Business Expansion In Scotland. Contact Us To Learn More. We Partner With Business Investors & Incentivise Investment...

**About Us**

Scotland's Trade & Inward Agency Supporting Scottish Investment

Financial Incentives

Access Business Funding Tax Incentives Available.

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intelligence-airbusds.com

<https://www.intelligence-airbusds.com> › constellation › satellite-image**Premium Satellite Imagery - VHR Imagery Online**Extensive & accurate surveillance solutions for a wide range of industries & applications. Flexible and easy access to premium **satellite** imagery and...
SPOT - 1.5m · Pléiades - 50cm · Pléiades Neo - 30cm · DMC - 22m/24m**Sponsored**

nanoracks.com

<https://www.nanoracks.com>**Nanoracks - MicroSat Launch Services**Cost-Effective Smallsat **Launches** from the ISS, Above the ISS & Multiple Rideshare Orbits. From 1U to ESPA-class. Competitive prices. 200+ smallsats...

International Trade Administration (.gov)

<https://www.trade.gov> › market-intelligence › united-k...**United Kingdom Space Launch Program**The **UK** Government aims to establish **commercial** vertical and horizontal small **satellite** launch from **UK** spaceports. **Space launch services** will support the **UK** ...

Is *your* Authority in the same range as *these pages*?

Launch Services

Astraius provides a dependable, affordable and responsive means of launching small satellites.

What phrases can this page target?

Our Spaceport

Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow Scotland.

The Spaceport will provide all necessary ground-based requirements in a bespoke, state-of-the-art facility containing two payload processing rooms, two launch vehicle integration areas and a modern mission/range control centre.

Our Technology

Our unique satellite launch capability combines proven and innovative technology on tested delivery platforms.



- Moz Pro**
- Campaigns ▶
- Domain Overview NEW
- Competitive Research ▶
- Keyword Research ▼
- Explore by Site ▼
- Site Overview**
- Ranking Keywords
- Explore by Keyword ▼
- Keyword Overview
- Keyword Suggestions
- SERP Analysis
- Keyword Lists 30
- Link Research ▶
- On-Page Grader
- On-Demand Crawl
- Rank Checker

Overview

Research by site to identify top ranking keywords and gain competitive insights.

Explore by root domain, subdomain, subfolder, or page:

9,456 of 10,000 queries available until 10/09

Enter additional sites to compare with <https://www.astraius.com/services/> to see what keywords

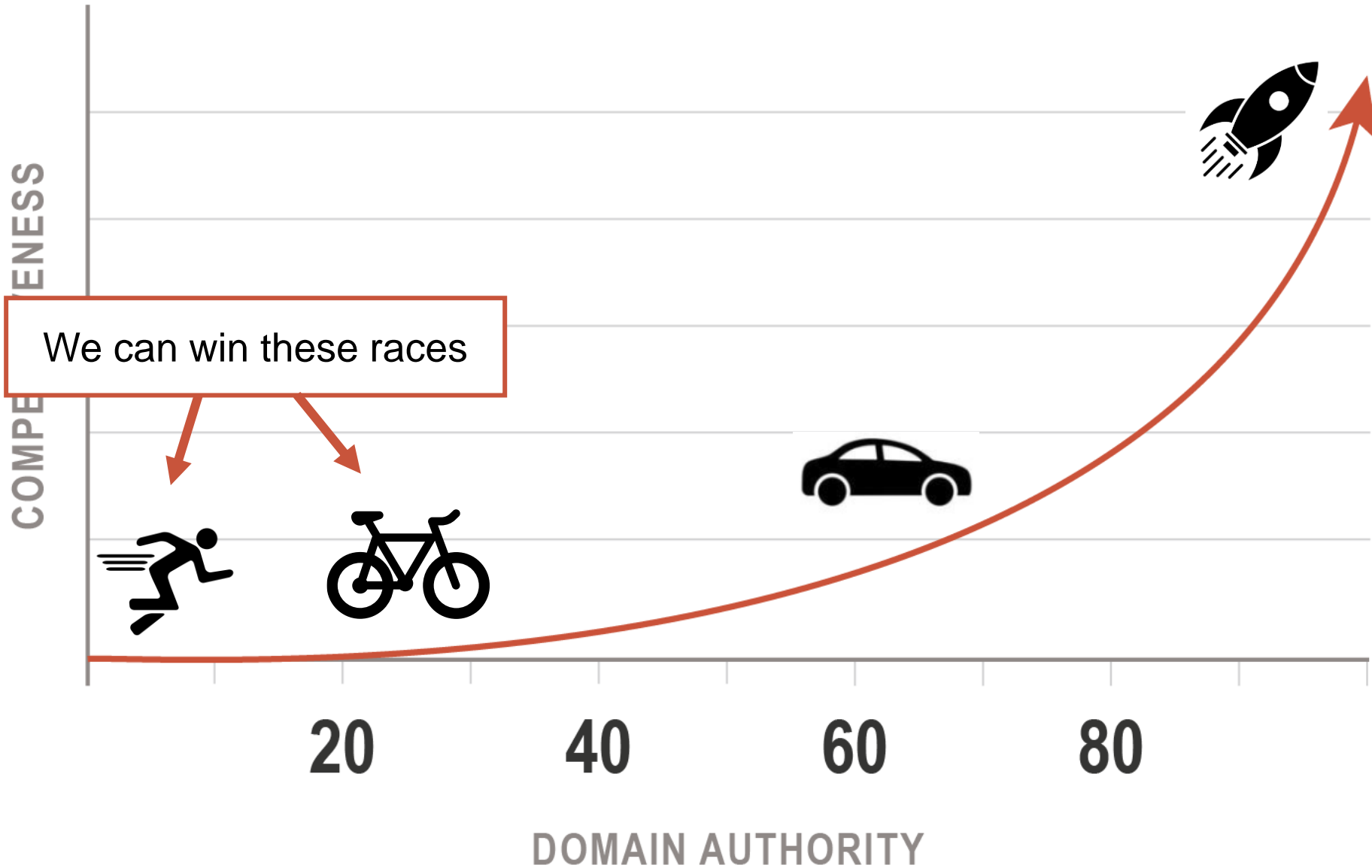
The authority of this page is 22

Keyword Data Updated Every Two Weeks

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
● https://www.astraius.com/se...	9	0 keywords in #1-3 2 keywords in #4-10	22	19

Top Ranking Keywords

Know your speed. Enter races you can win.



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- Rank Checker

- MoZ Local
 - MoZ Local Home
 - Check Local Presence
 - Add New Locations

SERP Analysis

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

space launch services United States - en-US Analyze

9,455 of 10,000 queries available until 10/09

+ Add to...

11-50
Monthly Volume ⁱ
[Learn more about Volume](#)

58
Difficulty ⁱ
[Learn more about Difficulty](#)

64%
Organic CTR ⁱ
[Learn more about Organic CTR](#)

37
Priority ⁱ
[Learn more about Priority](#)

10 Organic Results on Page One

↓ Export CSV

(1) Featured Snippet

[Learn more about SERP features](#)

- 1 List of launch service providers - Wikipedia
https://en.wikipedia.org/wiki/List_of_launch_service_providers

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 - Explore by Site
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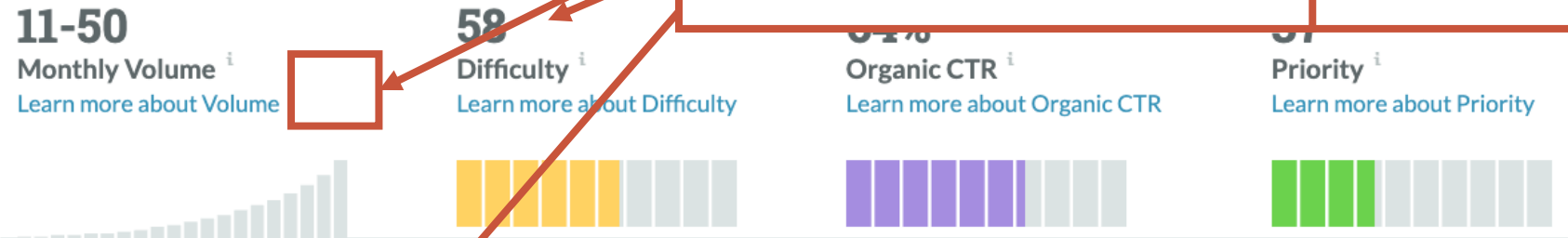
SERP Analysis

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

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space launch services United States - en-US Analyze

9,455 of 10,000 queries available until 10/09



“space launch services” pages that rank has a difficulty of 58... Priority of 58

10 Organic Results on Page One

Export CSV

(1) Featured Snippet Learn more about SERP features

- 1 List of launch service providers - Wikipedia
https://en.wikipedia.org/wiki/List_of_launch_service_providers

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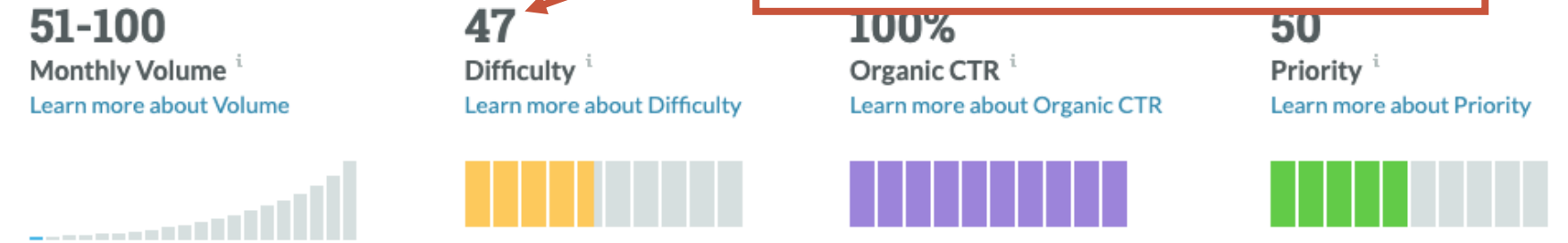
Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

9,454 of 10,000 queries available until 10/09

“satellite launch services”
difficulty 47



Keyword Suggestions

Keyword	Monthly Volume ⁱ
united launch alliance	14,431
international launch services	26
cubesat launch cost	71

SERP Analysis

Rank	Title & URL	PA ⁱ	DA ⁱ
1	List of launch service providers https://en.wikipedia.org/wiki/List_of_la...	61	98
2	Launch Services https://www.ulalaunch.com/launch-ser...	40	67

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- Domain Overview NEW
- Competitive Research ▶
- Keyword Research ▼
- Explore by Site ▼
 - [Site Overview](#)
 - [Ranking Keywords](#)
- Explore by Keyword ▼
- Keyword Overview**
- [Keyword Suggestions](#)
- [SERP Analysis](#)
- [Keyword Lists](#) 30
- Link Research ▶
- On-Page Grader
- On-Demand Crawl
- Rank Checker

Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

United States - en-US
Analyze

9,452 of 10,000 queries available until 10/09

“commercial satellite launch services”
difficulty 42

Data not available ⁱ

Monthly Volume ⁱ
[Learn more about Volume](#)



42 ⁱ

Difficulty ⁱ
[Learn more about Difficulty](#)



100% ⁱ

Organic CTR ⁱ
[Learn more about Organic CTR](#)



28 ⁱ

Priority ⁱ
[Learn more about Priority](#)



Keyword Suggestions ⌵

Keyword	Monthly Volume ⁱ
united launch alliance	14,431
international launch services	26

SERP Analysis ⌵

Rank	Title & URL	PA ⁱ	DA ⁱ
1	List of launch service providers https://en.wikipedia.org/wiki/List_of_la...	61	98

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- On-Demand Crawl
- Rank Checker
- Moz Local
 - Moz Local Home
 - Check Local Presence
 - Add New Locations

Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

commercial satellite launch services uk United States - en-US Analyze

9,452 of 10,000 queries available until 10/09

“commercial satellite launch services uk”
difficulty 36

Data not available ⁱ

Monthly Volume ⁱ
[Learn more about Volume](#)



36

Difficulty ⁱ
[Learn more about Difficulty](#)



Organic CTR ⁱ
[Learn more about Organic CTR](#)



Priority ⁱ
[Learn more about Priority](#)



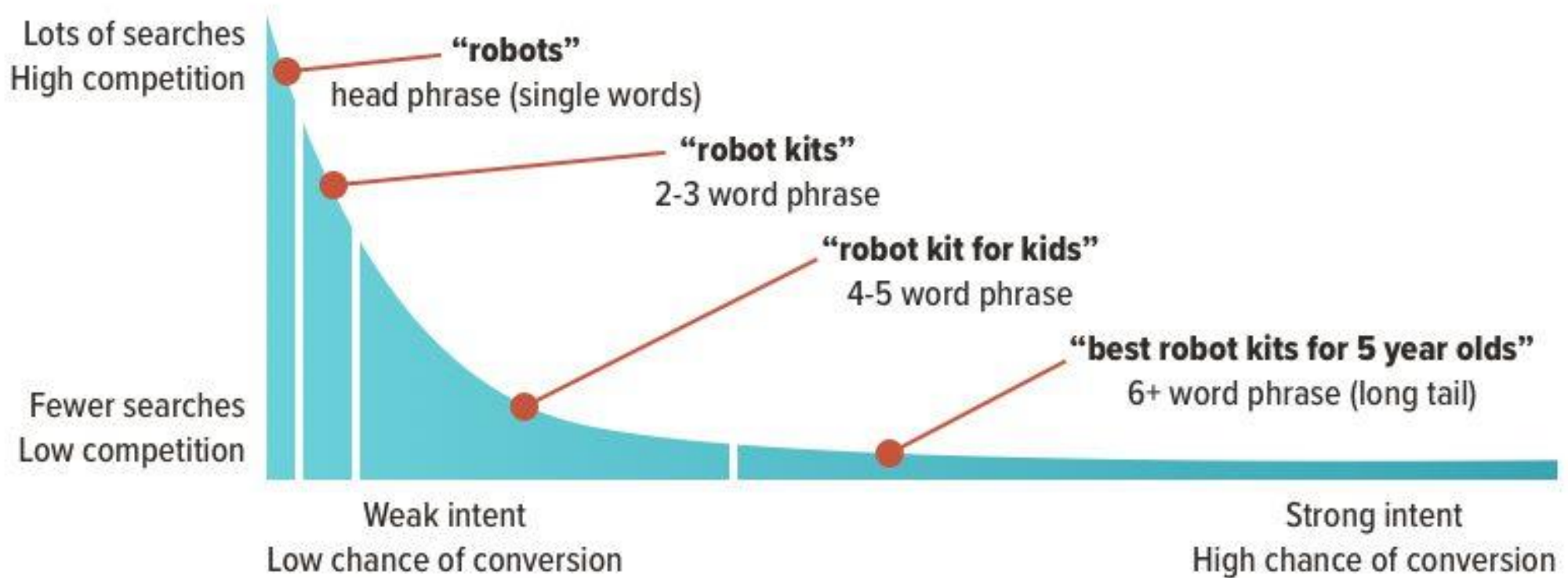
Keyword Suggestions

Keyword	Monthly Volume ⁱ
orbex space	25
uk space agency	262
skyrora	92

SERP Analysis

Rank	Title & URL	PA ⁱ	DA ⁱ
1	United Kingdom Space Launch Program https://www.trade.gov/market-intellige...	40	77
2	LaunchUK: Leading the commercial spa... https://www.gov.uk/government/public...	55	94

Short vs Long Keyphrases



source: [How to Research Keywords, Orbit Media](#)

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- Competitive Research
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 - Explore by Keyword
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 - Check Local Presence
 - Add New Locations

Overview

Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

commercial satellite launch services uk United States - en-US Analyze

9,452 of 10,000 queries available until 10/09

+ Add to...

Data not available

Monthly Volume
[Learn more about Volume](#)

36

Difficulty
[Learn more about Difficulty](#)

88%

Organic CTR
[Learn more about Organic CTR](#)

28

Priority
[Learn more about Priority](#)



We do not care about search volume

Keyword Suggestions

Keyword	Monthly Volume
orbex space	25
uk space agency	262
skyrora	92

SERP Analysis

Rank	Title & URL	PA	DA
1	United Kingdom Space Launch Program https://www.trade.gov/market-intellige...	40	77
2	LaunchUK: Leading the commercial spa... https://www.gov.uk/government/public...	55	94

Performance on Search results

Search type: Web

Date: Last 3 months

Page: https://www.orbitme... ×

+ New

Last updated: 10 hours ago ?

brand keywords examples	13	113
brand keywords	7	2,736
brand keywords example	6	74
brand keyword	3	662
branded keywords example	3	401
branded seo	3	208
branded keywords	2	5,522
branded keywords seo	2	223
brand keywords list	2	179
brand key words	2	171

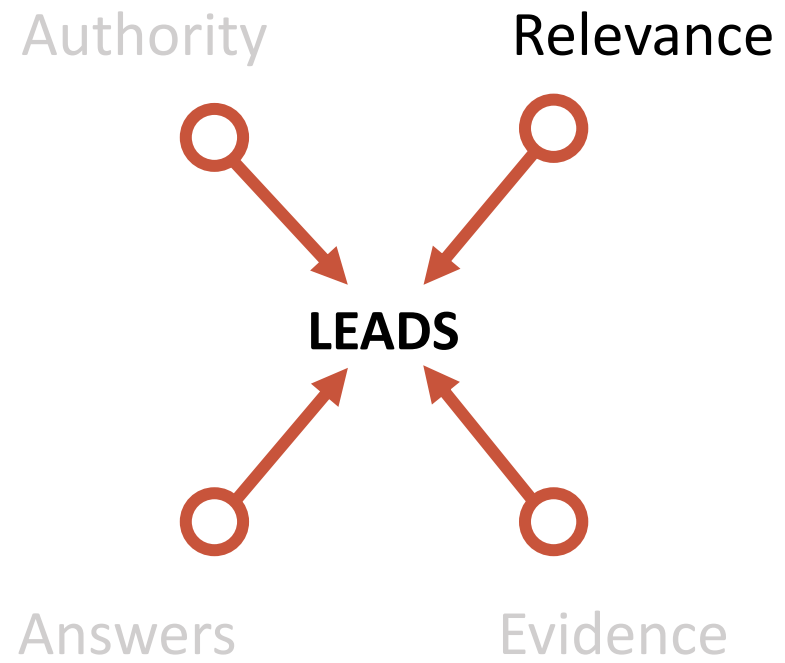
Any page that ranks for anything also ranks for dozens (or hundreds) of other phrases

**If the difficulty is high
above your authority...**

- Target a longer, more specific (less competitive) phrase

Indicate relevance

Create compelling, keyword-focused content



Important places to indicate relevance

1. `<title>`
2. `<h1>` header
3. Body text
4. Meta Description

Yoast SEO

SEO Readability Schema Social

Focus keyphrase ?
website optimization services
Get related keyphrases

Google preview ^

Preview as:
 Mobile result Desktop result

Orbit Media Studios
www.orbitmedia.com › analytics-optimization

[Website Optimization Services | Orbit Media Studios](#)
▶ Oct 29, 2020 — We use data to find insights that drive better results and greater impact through SEO and conversion optimization services.

⇄ Scroll to see the preview content.

SEO title Insert variable
Website Optimization Services Page Separator Site title

Slug
analytics-optimization

Meta description Insert variable
▶ We use data to find insights that drive better results and greater impact through SEO and conversion optimization services.

SEO analysis
website optimization services

What about Yoast?

A useful snippet preview tool!

A totally insufficient SEO tool






A detailed page


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Website Navigation: 7 Best Practices, Design Tips and Warnings

DIGITAL STRATEGY | WEBSITE DESIGN & USABILITY | 30 COMMENTS

SHARE THIS      542



BY ANDY CRESTODINA

Little things make a big difference. Your website navigation is a great example. The structure and labels of your navigation can have a huge impact on results. Here's why.

- **Navigation affects traffic:** how high you'll rank, how much traffic you'll get from search
- **Navigation affects conversions:** how easy the site is to use, what percentage of visitors convert into leads and customers

Here is a video and checklist for website navigation best practices. These are design ideas and tips along with examples of what to do (and what not to do) with your website's menu.

1. Avoid format-based navigation

"What we do" doesn't actually say what you do. Neither does "Products," "Services" or "Solutions." Descriptive navigation that uses keyphrases is better for two reasons. Here's where SEO and conversions come in.

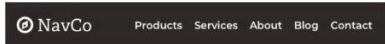
- **Descriptive labels in your navigation are good for search engines**
The navigation bar is a key place to indicate relevance to search engines. Since your navigation appears on every page, the descriptive label shows Google that you are truly about that topic.
- **Descriptive labels in your navigation are good for visitors**
Your navigation bar is visually prominent, so it communicates instantly. When it lists your main products or services, it will be obvious, at a glance, what your company does up front, so they'll know they're in the right place.


Use your main navigation as a place to start telling people and search engines about what you do. Use labels that use top-of-mind phrases for visitors and **popular keyphrases**.

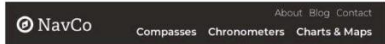
Warning! Avoid labels such as "services" and "solutions."


If you have one page listing all of your services, it will never rank. That's because it's not focusing on one topic. Every page on your website has a chance of ranking, as long as it's focused on a topic, on a keyphrase.


No one is searching for "products" or "services," so these labels don't help your rankings.



 Generic navigation common to hundreds of millions of websites



 Descriptive navigation that includes relevance to both search engines and visitors

 orbitmedia.com

This is why your website architecture, not just the navigation, is key for SEO. A search optimized website has a page for each service, each product, each team member and topic. Avoid making a "services" page unless it links to other, search optimized pages for each service.

For more info, read [how to make a sitemap](#).

2. Avoid dropdown menus

Navigation labels such as "videos," "photos" and "white papers" tell visitors the format of the next step, but not the topic. Panels of "products" and "services" pages from video, an white paper or

A detailed page focused on the primary keyphrase

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**Target the topic.
Not just the keyphrase.**

A detailed page focused on the primary keyphrase and includes the related phrases and subtopics.

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Exolaunch

<https://www.exolaunch.com>

LAUNCH SERVICES for Small Satellites and CubeSats

Access to **space** for small satellites · **Launch** manifest · PSLV-56 · Introducing Reliant · ExoLaunch at a glance · **Launch Vehicles** · Ready to go to **space**?



astra.com

<https://astra.com> › launch-services

astra launch services

Dedicated, low-cost orbital **launch services** for **small satellites**.



Northrop Grumman

<https://www.northropgrumman.com> › Space

Space Launch

Space Launch. Northrop Grumman has conducted nearly 100 **space launch** missions, boosting hundreds of satellites into **space**.



International Launch Services

<https://www.ilslaunch.com>

ILS – Launch Services

ILS markets the Angara 1.2 **launch service** to global commercial and governmental marketplace for **Low Earth Orbit (LEO)** and Sun-Synchronous (SSO) missions.



Federal Aviation Administration (.gov)

<https://www.faa.gov> › commercial_space_data › launc...

Licensed Launches

20230811 Aug 11, 2023, Starlink Group 6-9, Falcon 9, **Space** Exploration ... **Satellite**, Atlas V-401, Lockheed Martin Commercial **Launch Services**, CA.

Semantically related phrases:

“small satellites”

“launch vehicles”

“low earth orbit”

People also ask :

What is space launch services?

How much does it cost to launch a spacecraft?

How many space launch companies are there?

What company builds the space launch system?

How much does Virgin Galactic launch cost?

Why is space launch so expensive?

How much does SpaceX charge per launch?

How much does it cost to launch 1 pound into space?

How much does it cost to fly SpaceX?

[Feedback](#)



Related questions and answers

“How much does it cost...?”
“space launch system”
Entity names



Q space launch service

Q nasa launch **services program org chart**

Q **rocket launch today live**

Q nasa rocket **launch location**

Q nasa launch **schedule**

Q **spaceflight**

Q nasa launch **today**

Q **spaceflight firefly**

Q **cubesat launch services**

Semantically related phrases:
“spaceflight”
“rocket launch”
“cubesat”
“launch locations”



All ▾ satellite launch services- Global / Worldwide (All Countries) ▾ English ▾

Keyword Suggestions ? Questions ≡ Prepositions

<input type="checkbox"/> ↑ Keywords ⓘ	Search Volume ⓘ	Trend ⓘ	Average CPC (USD) ⓘ	Competition ⓘ
<input type="checkbox"/> satellite launch services				
<input type="checkbox"/> commercial satellite launch services				
<input type="checkbox"/> satellite launch services provider				
<input type="checkbox"/> satellite launch companies				
<input type="checkbox"/> satellite launch process				
<input type="checkbox"/> satellite launch price				
<input type="checkbox"/> satellite launching procedure				
<input type="checkbox"/> satellite launch cost per kg				
<input type="checkbox"/> a satellite launch rocket has				
<input type="checkbox"/> a satellite launch rocket has a cylindrical fuel tank				
<input type="checkbox"/> a satellite is launched into orbit 200 kilometers				
<input type="checkbox"/> boeing satellite launch				

Dozens of keyphrases related to the topic

ASTRAIUS Launch Services About Us News Contact

Launch Services

Astraius provides a dependable, affordable and responsive means of launching small satellites.


Our Spaceport

Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow Scotland.

The Spaceport will provide all necessary ground-based requirements in a bespoke, state-of-the-art facility containing two payload processing rooms, two launch vehicle integration areas and a modern mission/range control centre.

Our Technology

Our unique satellite launch capability combines proven and innovative technology on tested delivery platforms.



The Astraius launch vehicle is built upon a system successfully used by the US Government for over 40 complex missions and is capable of launching payloads up to 800kg.

We use the highly capable C-17 Globemaster transport aircraft as our 'air-launch' platform, operating directly from the Prestwick Spaceport. The C-17 is flown by the Royal Air Force, US Air Force and numerous other nations around the globe, with more than 250 aircraft in service.

Our horizontal launch system safely delivers satellites to all Low Earth Orbit inclinations to include Sun-Synchronous Orbit.

Customer Services

"Commitment to our customers is paramount. Our solutions offer the flexibility that satellite companies need. We deliver affordability with the highest standards of service. We're looking forward to developing a relationship with you." Kevin Seymour, CEO

We will begin launching satellites in 2024 for customers from the UK and around the world. We'll start to expand our global basing footprint in 2025.

Target keyphrase:
“commercial satellite launch services”

Content Score: 12 Avg: 23 Target: 47

Word Count: 262 Avg: 1,668 Target: 1,361

Heading 1

The target phrase

The URL

Your frequency

Suggested frequency

Launch Services

Astraius provides a dependable, affordable and responsive means of launching small satellites.

Our Spaceport

Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow Scotland.

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TOPIC	DIST	SUGGESTED
commercial satellite launch services	0	1-2
united states	0	1-2
space launch services market	0	3-10
space launch services	0	3-10
launch service	0	3-10
launch vehicle	1-2	10+
space	0	10+
north america	0	3-10
rocket lab	0	3-10
launch	3-10	10+
space launch	0	10+
northrop grumman	0	1-2
gk launch services	0	1-2



Content Score: 12 Avg: 23 Target: 47

Word Count: 262 Avg: 1,668 Target: 1,361

Heading 1 [B I U @] [List] [Align] [Undo] [Redo] [Quote] [Link] [X2] [X2] [Grid] [Image] [Export]

H1 Launch Services

P Astraius provides a dependable, affordable and responsive means of launching small satellites.

H4 Our Spaceport

P Astraius will base its launch and range operations in the UK at the Prestwick Spaceport near Glasgow Scotland.

P The Spaceport will provide all necessary ground-based requirements in a bespoke, state-of-the-art facility containing two payload processing rooms, two launch vehicle integration areas and a modern mission/range control centre.

H4 Our Technology

P Our unique satellite launch capability combines proven and innovative technology on tested delivery platforms.

P The Astraius launch vehicle is built upon a system successfully used by the US Government for over 40 complex missions and is capable of launching payloads up to 800kg.

P We use the highly capable C-17 Globemaster transport aircraft as our 'air-launch' platform, operating directly from the Prestwick Spaceport. The C-17 is flown by the Royal Air Force, US Air Force and numerous other nations around the globe, with more than 250 aircraft in service.

P Our horizontal launch system safely delivers satellites to all Low Earth Orbit inclinations to include

	Feed	Research	Compete
commercial satellite launch services		0	1-2
united states		0	1-2
space launch services market		0	3-10
space launch services		0	3-10
launch service		0	3-10
launch vehicle		1-2	10+
space		0	10+
north america		0	3-10
rocket lab		0	3-10
launch		3-10	10+
space launch		0	10+
northrop grumman		0	1-2
gk launch services		0	1-2

**Load the related phrases
into the AI**



Categorize the following keyphrases into high-level topics:

spacecraft launch services

space launch services

space launch services market

launch services

launch vehicle

launch

space launch

united states

space

north america

space force

satellite

isar aerospace

small satellite

northrop grumman

united launch alliance

rocket lab

atlas v

space exploration

low earth orbit

falcon heavy



First, tell it to categorize



Give it the list of phrases



Certainly! The keyphrases can be categorized into high-level topics as follows:



Space Launch Services

- spacecraft launch services
- space launch services
- space launch services market
- launch services
- launch service providers
- launch services program
- pre launch services

Launch Vehicles and Technology

- launch vehicle
- launch
- space launch
- rocket lab
- atlas v

Now they're categorized!

Add anything it missed



Build a table with three columns. In the first column, list all of the **persona's information needs**. Prioritize the list with the top priorities at the top.



In the second column, make the heading **"Conversion Clarity (0-5)"** and in that column, show the conversion score on a scale of 0-5. The conversion score is the **webpage's ability to both inform and persuade** the visitor on a given topic. Give lower scores when the page includes very little information, when the information is poorly supported with evidence, or when the information is indirect or vague.

In the third column, make the heading **"Keyphrase Relevance (0-5)"** and in that column, show the relevance score on a scale of 0-5. The relevance score is **the extent to which the page incorporates the keyphrases from the keyphrase categories**. Give higher scores if the page includes most or all of the phrases from a given category.

This matrix shows the opportunities for both conversion and SEO



Certainly! Below is the table that aligns the persona's information needs with the topics addressed on the webpage and the scale of how well the page incorporates the keyphrase categories.



Persona's Information Needs	Conversion Clarity (0-5)	Keyphrase Relevance (0-5)
Technology	4 (well supported)	4 (most keyphrases)

Conversion Clarity (0-5)

This score evaluates the webpage's ability to both inform and persuade the visitor on a given topic.

- **0:** Absent - The information is completely missing.
- **1:** Very Little Information - The information is present but extremely vague, poorly supported, or indirect.
- **2:** Vague Information - The information is somewhat vague, lacks strong evidence, or is somewhat indirect.
- **3:** Some Evidence - The information is present and has some supporting evidence but could be more direct or comprehensive.
- **4:** Well Supported - The information is clear, direct, and well supported with evidence.
- **5:** Extensive Details - The information is highly clear, direct, and supported by extensive evidence, providing a compelling and persuasive view.

Keyphrase Relevance (0-5)

This score evaluates the extent to which the page incorporates the keyphrases from the keyphrase categories.

- **0:** No Keyphrases - None of the keyphrases from the category are present.
- **1:** Few Keyphrases - Only a few keyphrases from the category are present.
- **2:** Some Keyphrases - Some keyphrases from the category are present but not most.
- **3:** Most Keyphrases - Most of the keyphrases from the category are present.
- **4:** Almost All Keyphrases - Almost all the keyphrases from the category are present.
- **5:** All Keyphrases - Every keyphrase from the category is present on the page.

Here is the scoring system
it devised



You are an expert at both conversion copywriting and SEO. Write an outline for a major revision to the webpage. This outline will become the structure for a page that will get scores of 5 across the board.



Certainly! Here's an outline for a major revision to the webpage that aims to achieve scores of 5 across the board in both Conversion Clarity and Keyphrase Relevance. This outline considers Emily's information needs and integrates keyphrases from the provided categories to ensure both SEO optimization and persuasive content.



An outline for a search *and* conversion optimized page

1. Header and Introduction

- **Title:** "Revolutionizing Space Launch Services: Affordable, Reliable, and Sustainable Solutions"
- **Subtitle:** "Your Partner in Space Exploration, Satellite Technology, and Launch Services"
- **Intro:** A brief overview of the company's mission, emphasizing cost optimization, vendor reliability, and innovative technology.

2. Our Space Launch Services (Category: Space Launch Services)

- **Subheading:** "Tailored Spacecraft and Satellite Launch Solutions"
- **Content:**
 - Description of launch services, pre-launch services, and launch services program.
 - Emphasize customization, ride-share opportunities, and cost-effective solutions.
 - Keyphrase integration: spacecraft launch services, launch service providers, etc.



Using the outline above, write a revision to the webpage that gets a 5 across the board.

**Homepage edits based on
competitors keywords**

Keyword Gap

Database: United States

Currency: USD

Export to PDF

We'll focus on the homepage

Get all of the phrases

EXPORT

Exact URL

Exact URL

Exact

Root domain

You <https://aur...>

<https://www.e...>

<https://www.il...>

<https://www.is...>

Add competitor

Compare

Cancel

Organic keywords

Paid keywords

PLA keywords

Select keyword type for each domain

Filter by key...

Position

Volume

KD

Intent

Advanced filters

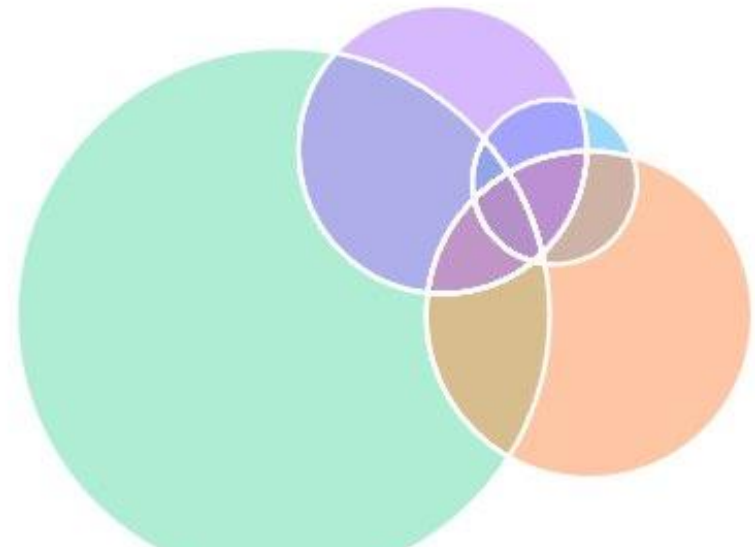
Top Opportunities

You

Missing Weak

Keyword	Volume
launch.com >>	260
launch.com >>	210
space launch.com >>	40
international	

Keyword Overlap



- <https://auroralaunchservices.com/> 16
- <https://www.exolaunch.com/> 168
- <https://www.ilslaunch.com/> 63
- <https://www.isilaunch.com/> 49

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Keyword	https://auro	https://www	https://www	https://www	Search Volur	Keyword Diff	CPC	Competition	Keyword Inte	https://auro	https://www	https://www	https://www	https://www.isilaunch.com/	(pages)
2	ils	0	0	8	0	14800	71	1.68	0	informational			https://www.ilslaunch.com/			
3	launch servic	68	55	23	81	5400	84	0	0	navigational	https://auro	https://www	https://www	https://www	https://www.isilaunch.com/	
4	launch servic	0	81	0	0	5400	44	0	0	navigational		https://www	https://www	https://www	https://www.isilaunch.com/	
5	cubesat	0	97	0	0	2900	81	2.16	0.01	informational		https://www	https://www	https://www	https://www.isilaunch.com/	
6	launcher spa	0	78	0	0	1900	70	0.48	0.03	navigational		https://www	https://www	https://www	https://www.isilaunch.com/	
7	ilsmart	0	0	81	0	1300	56	0	0	navigational			https://www	https://www	https://www.isilaunch.com/	
8	exo logo	0	80	0	0	1000	30	0	0	commercial, informationa	https://www	https://www	https://www	https://www	https://www.isilaunch.com/	
9	satellite laur	0	64	0	0	1000	72	1.22	0	informational		https://www	https://www	https://www	https://www.isilaunch.com/	
10	launch servic	55	64	44	71	880	64	0	0	navigational	https://auro	https://www	https://www	https://www	https://www.isilaunch.com/	
11	isis logo	0	0	0	92	590	56	0	0	informational				https://www	https://www.isilaunch.com/	
12	launch space	0	48	0	0	590	79	0.48	0.03							
13	satellite fron	0	69	0	0	590	97	1.93	0.03							
14	ils 2023	0	0	84	0	480	25	0	0.01							
15	launch globa	0	56	74	0	390	18	0	0							
16	launch vehicl	0	51	0	0	390	59	0	0.01							
17	launchservic	42	58	27	88	390	52	0	0							unch.com/
18	satelite laun	0	66	0	0	390	65	1.22	0							
19	launch usa	0	60	0	0	320	49	0.63	1	navigational		https://www	https://www	https://www	https://www.isilaunch.com/	
20	satellite laur	0	17	0	53	320	64	1.22	0	informational		https://www	https://www	https://www	https://www.isilaunch.com/	
21	small sat	0	92	0	0	320	55	3	0.01	navigational		https://www	https://www	https://www	https://www.isilaunch.com/	
22	600 km	0	60	0	0	260	22	0	0	informational		https://www	https://www	https://www	https://www.isilaunch.com/	
23	aurora servic	22	0	0	0	260	55	0	0.01	commercial	https://aurora	https://www	https://www	https://www	https://www.isilaunch.com/	
24	cube satellit	0	39	0	0	260	69	3.91	0.02	informational		https://www	https://www	https://www	https://www.isilaunch.com/	
25	exo company	0	29	0	0	260	47	4.69	0.02	informational		https://www	https://www	https://www	https://www.isilaunch.com/	
26	launch satell	0	39	0	46	260	74	1.45	0.01	commercial		https://www	https://www	https://www	https://www.isilaunch.com/	
27	launch.com	0	58	69	71	260	63	0.44	0.14	commercial	https://www	https://www	https://www	https://www	https://www.isilaunch.com/	
28	satellite.spa	0	52	0	0	260	100	1.93	0.03	navigational		https://www	https://www	https://www	https://www.isilaunch.com/	
29	satellites lau	0	37	0	51	260	94	1.45	0.01	informational		https://www	https://www	https://www	https://www.isilaunch.com/	
30	aurora space	61	0	0	0	210	61	0	0	informationa	https://aurora	https://www	https://www	https://www	https://www.isilaunch.com/	
31	exo inc	0	45	0	0	210	47	0	0	commercial		https://www	https://www	https://www	https://www.isilaunch.com/	
32	exolaunch	0	1	0	0	210	33	0	0	navigational		https://www	https://www	https://www	https://www.isilaunch.com/	
33	i l s	0	0	9	0	210	52	1.83	0.01	informational			https://www	https://www	https://www.isilaunch.com/	
34	international	0	0	33	0	210	26	0	0	informational			https://www	https://www	https://www.isilaunch.com/	
35	isi logo	0	0	0	74	210	25	0	0	informational				https://www	https://www.isilaunch.com/	
36	launch com	0	16	24	53	210	61	0.6	0.13	commercial		https://www	https://www	https://www	https://www.isilaunch.com/	
37	orbit cube	0	78	0	0	210	15	0	0.88	informational		https://www	https://www	https://www	https://www.isilaunch.com/	

Keyphrase performance for your homepage and your competitors homepages



semrush-homepage-keyword-competition.csv

You are an expert SEO and marketing data analyst.

I'm giving you keyword data showing you the SEO performance of your homepage (column B) compared to the keyword performance of competitors 1, 2 and 3 (columns C, D and E)

Can you analyze?

The data and the prompt



Finished working Show work



Great, we have the data loaded. Here are the columns in the dataset:

1. **Keyword:** The search keyword.
2. <https://auroralaunchservices.com/>: The keyword performance (rankings) of your homepage.
3. <https://www.exolaunch.com/>, <https://www.ilslaunch.com/>, <https://www.isilaunch.com/>: The keyword performance (rankings) of competitors 1, 2, and 3 respectively.
4. **Search Volume:** The number of searches per month for each keyword.
5. **Keyword Difficulty:** A metric that suggests how difficult it is to rank for a keyword.
6. **CPC:** Cost Per Click for the keyword.
7. **Competition:** A metric that shows the level of competition for the keyword.
8. **Keyword Intents:** The intent behind the keyword (informational, navigational, etc.).
9. **(pages):** The specific pages that rank for each keyword on each domain.

To perform a detailed analysis, here's what I propose:

1. **Keyword Importance:** Identify which keywords are the most important based on search






Your goal is to revise the homepage to rank for more of the phrases that you do not rank for, but the competitors do.

Which additional commercial intent phrases are the best opportunities for our homepage, based on the rankings of the competition?

Give it a goal.
Ask it to analyze.




To identify the best opportunities for commercial intent phrases that your homepage doesn't currently rank for but competitors do, we'll take the following steps:   

1. **Filter Keywords by Intent:** We'll only consider keywords with "commercial" intent.
2. **Identify Gaps:** We'll find out which keywords you're not ranking for but at least one of your competitors is.
3. **Sort by Opportunity:** We'll sort these gap keywords by metrics like search volume, keyword difficulty, CPC, and competition to identify the best opportunities.

Let's start by filtering the dataset for commercial intent keywords.

Finished working Show work 

We have filtered the dataset to only include keywords with "commercial" intent. Next, we'll identify the keywords for which your homepage is not ranking but at least one of your competitors is. This will help us find the gaps where you have the opportunity to improve.

Finished working Show work 

Based on the analysis, here are some commercial intent keywords that present great opportunities for your homepage:

1. **Keyword: "launch space"**
 - Your Ranking: Not ranked
 - Competitors: Exolaunch ranks at 48
 - Search Volume: 590

These look like gaps
(and opportunities)



Draw a chart visualizing the relative size of the opportunity of the top 10 keyphrases in this analysis.



To visualize the relative size of the opportunity for each keyword, we can create a composite metric that takes into account multiple factors such as Search Volume, Keyword Difficulty, and CPC. The composite metric can be calculated as:




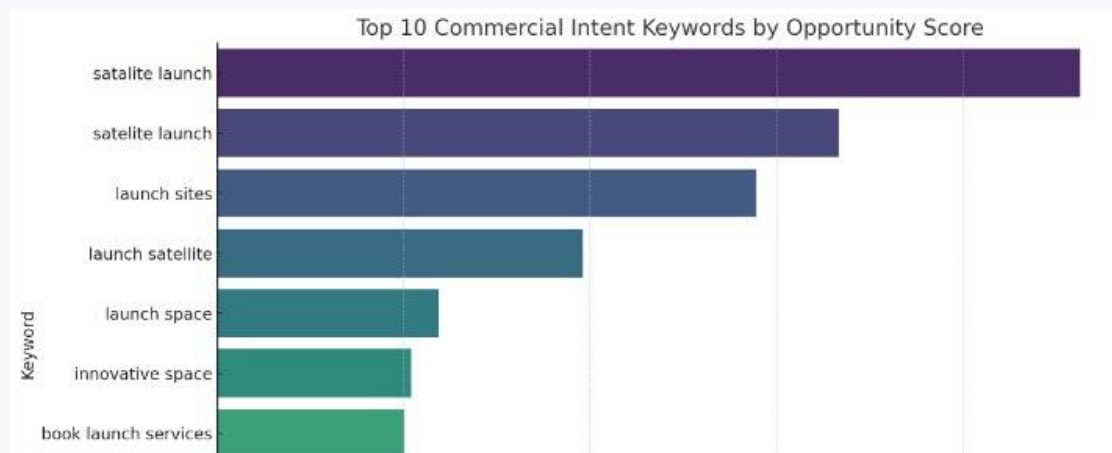
$$\text{Opportunity Score} = (\text{Search Volume}) \times \left(1 - \frac{\text{Keyword Difficulty}}{100}\right) \times \text{CPC}$$

- **Search Volume:** High search volume indicates more people are looking for that keyword.
- **Keyword Difficulty:** A lower keyword difficulty is better, as it suggests that it's easier to rank for that keyword. We normalize it to a scale of 0 to 1 by dividing by 100.
- **CPC:** A higher Cost Per Click suggests that the keyword is more valuable, although it can also mean more competition.

Let's calculate the Opportunity Score for each keyword and then plot the top 10 keywords based on this score.

Finished working

Show work 



A visualization helps you review the data.

Edit this list

A list of phrases we should consider adding.

Review carefully



Here is the copy of our homepage.

Apply your SEO expertise in writing three additional paragraphs that target the high-opportunity score phrases.

Incorporate each keyphrase a maximum of two times.

Use at least 10 of the closely related phrases.

Exclude the "ILS 2023" phrase.

Highlight the keyphrases in the copy.

Providing low cost, highly reliable launch services to both government and commercial space launch customers worldwide

rocket launch 2

OUR PURPOSE

Founded on the idea that spaceport operations can be less expensive, more agile, and improved by leveraging airport lessons learned, Aurora Launch Services is revolutionizing how spaceports are managed and operated. Aurora personnel provide professional services for front-line operations as well as back-office business functions. With primary operations at the Pacific Spaceport Complex (PSCA) our team has hands-on experience in meeting the needs of government and commercial customers with an emphasis on light- and small-lift vertical launch vehicles.

Our employees' operational roles cover many functions you would encounter at an airport including infrastructure maintenance, security and surveillance, safety and emergency services, meteorology, communications and IT support, ground support equipment operations, logistics, and facility operations. In addition, spaceport-unique roles include range control, telemetry system operations, and launch campaign mission planning. Advisory and assistance services (A&AS) roles focus on supporting business functions such as contracts administration, financial management, office management, strategic planning, regulatory licensing support, and special analysis.

As a wholly owned subsidiary of Alaska Aerospace Corporation (AAC), Aurora leads day-to-

Draft of new keyphrase-focused sections

Edit this copy

Paste in your homepage copy

Continue to Optimize

Because digital ink is never dry

Variables

Exploration Name: Untitled exploration

Custom
Nov 1, 2022 - Apr 18, 2023

SEGMENTS +
None

DIMENSIONS +
Page path and scre...

METRICS +
Sessions

Tab Settings

SEGMENT COMPARISONS
Drop or select segment

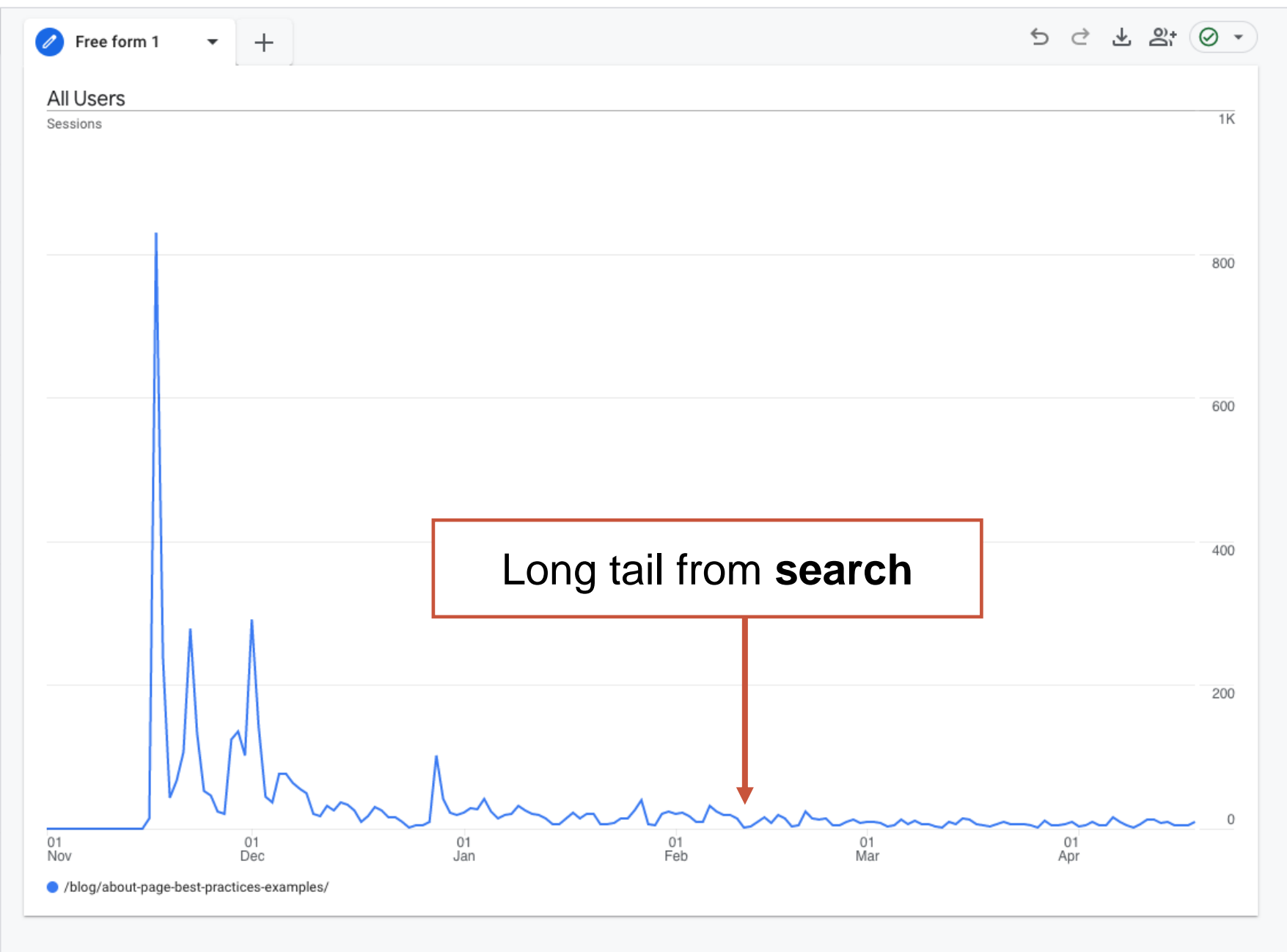
GRANULARITY
Day

BREAKDOWNS
Page path and scre...
Lines per dimension: 10

VALUES
Sessions

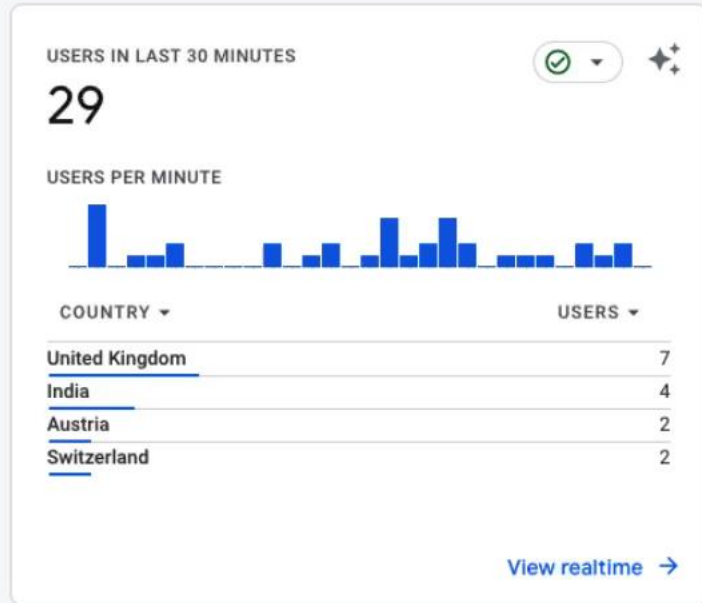
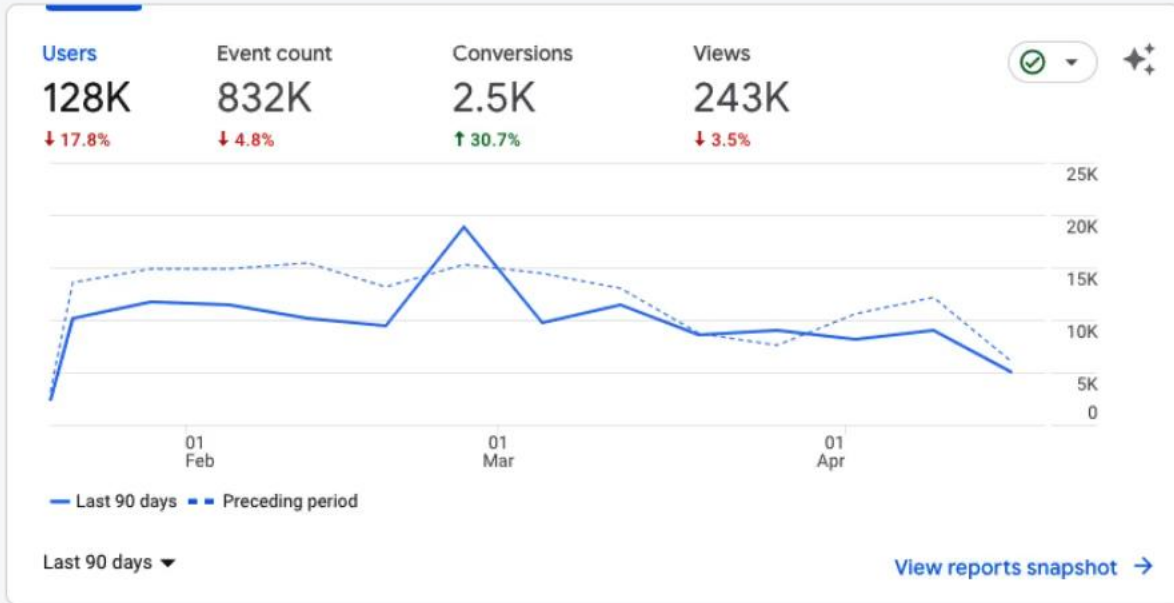
ANOMALY DETECTION
Training period (days before timeframe): 0 to 254
Sensitivity: Low to High

FILTERS
Page path and scre...
Drop or select dimension or



GA4: URL Performance

Home



Recently accessed

- Admin (yesterday)
- Pages and screens: Page path + ... (5 days ago)
- Landing page (5 days ago)
- Reports snapshot (5 days ago)

Suggested for you

Users by Country ID

COUNTRY ID	USERS
United States	3.4K ↑ 20.6%

Sessions by Session default c...

SESSION DEFAULT ...	SESSIONS
Organic Search	7.6K ↑ 3.1%

Views by Page title and scree...

PAGE TITLE AND S...	VIEWS
Chicago We...bit Media	1.1K ↑ 3.7%

**Maybe it ranks for phrases
that aren't yet on the page...**

https://www.orbitm...

Performance on search results

EXPORT

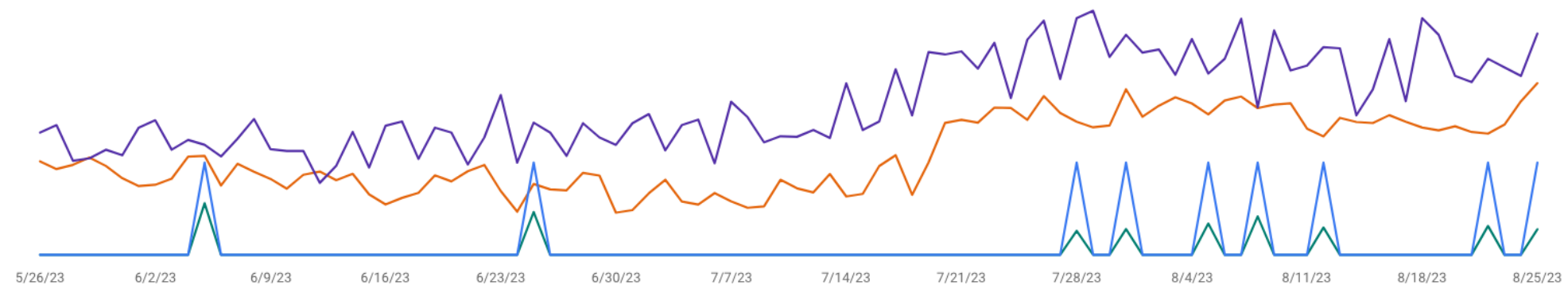
Search type: Web | Date: Last 3 months | Query: -orbit | Page: https://www.orbitme... | + New

EXPORT

- Overview
- URL inspection
- Performance
 - Search results
 - Discover
- Indexing
 - Pages
 - Video pages
 - Sitemaps
 - Removals
- Experience
 - Page Experience
 - Core Web Vitals
 - Mobile Usability
- Enhancements
 - Breadcrumbs
 - Events
 - Logos
 - Sitelinks searchbox
 - Videos

Total clicks: **9**
 Total impressions: **22.7K**
 Average CTR: **0%**
 Average position: **36.6**

Chart totals and table results might be partial when filters are applied. [Learn more](#)



QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES		
Top queries				↓ Clicks	Impressions	CTR	Position
how to make videos for social media				2	327	0.6%	11
social media video				1	3,930	0%	43.1



I'm giving you Google Search Console data showing the search performance of a URL.
Can you analyze?

Prompt



Finished working Show work



The Google Search Console data contains the following columns:

1. **Top queries:** The search queries that led users to the URL.
2. **Clicks:** The number of times users clicked on the URL for the given query.
3. **Impressions:** The number of times the URL appeared in search results for the given query.
4. **CTR (Click-Through Rate):** The percentage of impressions that resulted in a click, calculated as $\frac{\text{Clicks}}{\text{Impressions}} \times 100$.
5. **Position:** The average position of the URL in the search results for the given query.

It's got it...

Would you like to know about specific aspects of the data, such as:

- Queries generating the most clicks
- Queries with the highest impressions
- Queries with high or low CTR
- Queries where the URL has a high or low average position

Or do you have a different question in mind?



You are an expert SEO who is highly proficient at keyphrase analysis.

Merge the rows with very similar queries into single rows with a single, representative marketing keyphrase.

As you do so, for each row, combine the data for impressions and clicks and averaging the data for CTR and Avg Position.

Provide link to download.

Clean up prompt




Certainly, merging similar queries into representative marketing keyphrases is an important step in keyphrase analysis. We'll follow these steps:



1. **Identify Similar Queries:** Group similar queries together. The similarity can be based on text similarity algorithms or manual inspection.
2. **Aggregate Metrics:** For each group of similar queries, sum up the clicks and impressions. Calculate the weighted average for CTR and Position.
3. **Representative Keyphrase:** For each group, select a representative marketing keyphrase.

Let's start by identifying similar queries. For that, we'll use text similarity techniques.

Finished working

Show work 

We've successfully grouped similar queries together based on text similarity. Here are some sample clusters:

Check it



	Top queries	Clicks	Impressions	CTR	Position
1	what to put on website homepage	8	82	9.76%	5.27
2	what to put on a website	7	60	11.67%	4.27
3	what should a homepage include	6	34	17.65%	6.21
4	what should be on the homepage of a website	5	65	7.69%	6.56
5	homepage elements	4	58	6.90%	5.8
6	what should be on a website homepage	3	44	6.82%	6.18
7	home page design best practices	3	12	25.00%	15.33
8	what should be on a homepage	2	81	2.47%	5.7
9	what to put on a website homepage	2	44	4.55%	3.82
10	what to put on a homepage	2	44	4.55%	3.38
11	homepage sections	2	30	6.67%	5.33
12	what should be on a home page	2	32	6.25%	5.62
13	what to put on home page of website	2	25	8.00%	4.2
14	what should a website homepage include	1	25	4.00%	6.8
15	what to put on the homepage of your website	1	23	4.35%	3.87
16	home page elements	1	23	4.35%	5.74
17	what to put on your homepage	1	22	4.55%	3.23
18	what to put on a homepage of a website	1	22	4.55%	3.82
19	website home page best practices	1	22	4.55%	10.09
20	what to put on the home page of a website	1	21	4.76%	4.05
21	home page sections	1	19	5.26%	7.42
22	website homepage content ideas	1	19	5.26%	15.68
23	home page content	1	19	5.26%	18.53
24	what to put on home page	1	15	6.67%	3.53
25	what to put in a website	1	13	7.69%	3.54
26	homepage checklist	1	13	7.69%	4
27	what to put on a home page	1	12	8.33%	3.5
28	what we can add from website	1	11	9.09%	2.09
29	what should homepage contain	1	10	10.00%	6.9
30	what to include on a homepage	1	7	14.29%	4.71
31	homepage	0	537	0.00%	31.83
32	homepage best practices	0	176	0.00%	8
33	best home pages	0	171	0%	30.14
34	home page design	0	112	0%	46.63
35	website homepage	0	102	0%	21.86
36	best homepages	0	96	0%	29.22
37	top homepages	0	95	0%	30.14
38	website homepage content	0	86	0%	15.92
39	what should a website include	0	83	0%	20.87
40	home pages	0	81	0%	37.81
41	what to put on homepage of website	0	72	0%	3.65
42					

Looks pretty good



Here is the webpage for the data you've analyzed.

Evaluate this content's keyphrase usage and frequency for the keyphrases in the dataset.

How to Make Traffic-Driving Social Media Videos in 10 Steps

Social Media

By Andy Crestodina

Social media streams are crowded, fast-flowing and very very competitive. As social networks pull back on organic reach, showing up is hard and getting attention is even harder.

So how can you stand out on social?

Marketers that go big are doing better. And the one way to go bigger than anyone else is to upgrade your content to maximum power. That's social media video.

Social media videos are so engaging that the networks are pushing them way to the top of social streams. Facebook, Instagram and LinkedIn all want us to do more in this all-powerful format. It wins in the algorithms and in wins for attention.

As a social media marketer, video is your most powerful tool.

First, a few quick examples...

Prompt

Paste in the content
of the page



To evaluate the content's keyphrase usage and frequency for the keyphrases in the dataset, we'll perform the following steps:



1. **Text Preprocessing:** We'll clean the webpage text to prepare it for analysis.
2. **Keyphrase Extraction:** We'll identify the keyphrases that appear in the content.
3. **Frequency Count:** We'll count how often each keyphrase appears in the content.
4. **Evaluation:** Finally, we'll assess the usage of keyphrases based on their frequency in the content and their importance in the aggregated Google Search Console data.

It starts to analyze

Let's start with text preprocessing.

Finished working Show work ▼

The webpage content has been cleaned and tokenized into words. The first 10 words in the cleaned content are: "how", "to", "make", "trafficdriving", "social", "media", "videos", "in", "10", "steps".

Next, let's identify the keyphrases from the aggregated Google Search Console data that appear in the content and count their frequencies.

Finished working Show work ▼

Based on the analysis of the webpage content, the following keyphrases from the aggregated Google Search Console data were found:

1. **"social media video":** Appears 3 times
2. **"social media videos":** Appears 2 times



Suggest edits to this page that would rank higher by better indicating it's relevance for the keyphrases in the dataset.

Focus on recommendations for including the phrases that are not used on the page but appear in the dataset.

Make suggestions that improve the flow and clarity of the content, as well as keyphrase relevance.

Highlight the recommended changes.

The Prompt:

- Focus on missing keyphrases
- Don't sacrifice clarity or flow
- Highlight the recommendations



Certainly! The aim is to naturally incorporate the less common but relevant keyphrases from the dataset into the content. This not only enhances SEO but also improves the overall flow and clarity of the content. Here are the suggested edits:



Title

Current: How to Make Traffic-Driving Social Media Videos in 10 Steps

Suggested Edit: How to Craft **Engaging Social Media Video Content:** A 10-Step Guide

Introduction

Current:

Social media streams are crowded, fast-flowing, and very competitive. As social networks pull back on organic reach, showing up is hard, and getting attention is even harder.

Suggested Edit:

Navigating the crowded and competitive **social media video landscape** can be daunting. With platforms like Facebook and Instagram curtailing organic reach, the challenge of making your **DIY social media videos** visible is greater than ever.

What do you think?

First Section: Importance of Video in Social Media Marketing

Current:

Marketers that go big are doing better. And the one way to go bigger than anyone else is to upgrade your content to maximum power. That's social media video.

Suggested Edit:

Marketers who invest in **high-quality social media video clips** tend to outperform their peers. The secret? Elevating your content to its maximum potential, which in the realm of social media, translates to **engaging video content**.

Introduction

Current:

Social media streams are crowded, fast-flowing, and very competitive. As social networks pull back on organic reach, showing up is hard, and getting attention is even harder.

Suggested Edit:

Navigating the crowded and competitive **social media video landscape** can be daunting. With platforms like Facebook and Instagram curtailing organic reach, the challenge of making your **DIY social media videos** visible is greater than ever.

First Section: Importance of Video in Social Media Marketing

Current:

Marketers that go big are doing better. And the one way to go bigger than anyone else is to upgrade your content to maximum power. That's social media video.

Suggested Edit:

Marketers who invest in **high-quality social media video clips** tend to outperform their peers. The secret? Elevating your content to its maximum potential, which in the realm of social media, translates to **engaging video content**.

Second Section: Winning the Algorithm

Current:

Social media videos are so engaging that the networks are pushing them way to the top of social streams. Facebook, Instagram, and LinkedIn all want us to do more in this all-powerful format. It wins in the algorithms and it wins for attention.

Suggested Edit:

The power of **creating engaging social media videos** is so compelling that platforms like Facebook, Instagram, and LinkedIn are giving them preferential treatment. This is why learning **how to create captivating social media video content** is crucial—it wins both in algorithms and in capturing audience attention.

How about these?

Third Section: Tools and Equipment

Current:

Your laptop has a camera and mic, but you can do better than that. A little more effort will get you a high-quality video and much better results.

Suggested Edit:

While your laptop's built-in camera and mic may suffice for starters, investing in specialized **video equipment for social media marketing** can significantly boost the quality and engagement of your **DIY social media videos**.

Pages and screens: Page path + query string 👍

🔿 Session medium exactly m... ✕

🔍 Search...

Rows per page: 10

Page Location +		↓ Sessions	Users	Average engagement time per session	Engaged sessions
📄 SHOW ALL ROWS		138 vs. 47 ↑ 193.62%	113 vs. 28 ↑ 303.57%	1m 05s vs. 43.70 ↑ 49.83%	75 vs. 20 ↑ 275%
1	https://www.orbitmedia.com/blog/how-to-make-social-media-videos/				
	Jul 23 - Sep 24, 2023	138	113	1m 05s	75
	May 21 - Jul 23, 2023	47	28	0m 43s	20
	% change	193.62%	303.57%	49.83%	275%

GA4: Search Performance Lift

- Reports snapshot
- Realtime**
- Life cycle
 - Acquisition
 - Engagement
 - Monetization
 - Retention
- Search Console
 - Search Console
- This and That
- Things and Stuff
- User
 - User Attributes
 - Tech
- Library



Users by First user source

#1 (direct) 4 (44.44%)

FIRST USER SOURCE	USERS
(direct)	4
google	2
almarketingschool.beehiv.c...	1
august31-newsletter	1

Users by Audience

#1 All Users 28 (93.33%)

AUDIENCE	USERS
All Users	28
Organic	2

Views by Page title and screen name

#1 AI for SEO: 7 Metho...Orbit Media Studios 4 (14.81%)

PAGE TITLE AND SCREEN ...	VIEWS
AI for SEO: 7 Methods that u...	4
9 Tips to Nail Your Social Me...	3
Creation, Curation and Conv...	2
Engagement Rate in GA4: 15...	2

Content Strategy

What information would help this persona do their job?



Write 10 headlines for articles about launching satellites



Lazy prompt



1. "Revolutionizing Space: The Next Generation of Satellite Technology Lifts Off"
2. "Eyes in the Skies: New Surveillance Satellites Promise Unprecedented Global Coverage"
3. "Breaking Barriers: Private Company Achieves Historic Satellite Launch Milestone"
4. "Connecting Continents: Satellite Launch Paves the Way for Global High-Speed Internet"
5. "Weather Forecast Revolution: Cutting-Edge Meteorological Satellites Enter Earth's Orbit"
6. "Defending Earth: New Satellites Aim to Track Space Debris and Prevent Collisions"
7. "Exploring the Unknown: Scientific Community Buzzes Over Latest Space Research Satellite Launch"
8. "Space-Based Solar Power: Innovative Energy-Harvesting Satellites Begin Preliminary Trials in Orbit"
9. "Bridging the Digital Divide: Humanitarian Satellite Launch Aims to Bring Internet to Remote Regions"
10. "Space Industry Soars: Record Number of Satellites Launched in Groundbreaking Mission"

Typical, off-target, undifferentiated

AI = Average Information



You are an expert content strategist, skilled in selecting topics that build awareness and trust with a targeted audience.

What information and advice does the commercial satellite operator persona need to do their job well?

First, ask about the persona's information needs



Absolutely! For the commercial satellite operator working for a major telecom company, the content needs to be laser-focused on helping them navigate the complexities of satellite operations while ensuring top-notch service to their telecom clients. Here are some content topics and advice to address the persona's requirements and build trust:



1. Satellite Technology Updates and Innovations:

- **Topics:**

- The latest advancements in satellite technology.
- Breakdown of new satellite systems and their advantages.

- **Advice:** Stay abreast of technological advancements. Investing in the latest tech can lead to

longer satellite lifespans, better coverage, and cost savings in the long run.

← Relevant and aligned



Suggest 10 articles on the following topic. These articles will capture the interest of the persona and provide practical utility. Make them compelling and memorable.

"Assessing and managing risks associated with satellite launches."

Then ask for topics...



Certainly! Here are ten article suggestions that delve into the intricacies of management associated with satellite launches:

These look pretty good!

1. "A Deep Dive: The Top 5 Satellite Launch Failures and What We Learned."

- **Content:** An investigative piece on notable satellite launch failures, the reasons behind them, and the lessons they provided for future missions.

2. "Risk Matrix 101: Mapping Hazards in Satellite Launches."

- **Content:** A step-by-step guide on creating a risk matrix tailored for satellite launches, aiding operators in visualizing and prioritizing potential issues.

3. "Human vs. Machine: The Role of AI in Predicting Satellite Launch Failures."

**Our content is where
[audience x] finds
[information y] for
[benefit z]**



A content marketing mission statement includes three elements: the target audience, the topics and the benefit to the reader. It should be concise and be adaptable as a call to action to subscribe to a newsletter.

Create a draft content marketing mission statement for the persona based on their information needs.

Create three examples of newsletter signup calls to action based on the mission statement.

Define a content mission statement
Ask for a draft mission statement
Ask for three email signup CTAs



Content Marketing Mission Statement:

"Empowering commercial satellite operators with expert insights on satellite launch risks, technology innovations, and industry best practices, ensuring informed decisions and successful missions."

Newsletter Signup Calls to Action:

1. "Are you a commercial satellite operator? Stay ahead with the latest insights on launch risks, tech trends, and best practices. Subscribe now!"
2. "Maximize your satellite launch success! Get expert advice and industry updates straight to your inbox. Join our community today."
3. "Elevate your satellite missions with informed choices. Dive deep into risk management, innovations, and more. Subscribe and lead with confidence!"

What do we think??

Form an AI Advisory Group

The image shows a Notion document titled "TEMPLATE: The AI Advisory Council". The document is structured as follows:

- File Edit View Insert Format Tools Extensions Help** (Menu bar)
- 100%** (Zoom)
- Heading 2** (Text style)
- Calibri** (Font)
- 11** (Font size)
- B I U A** (Text formatting icons)
- Share** (Share button)

The [Company] AI Advisory Board

A new internal working group that can help guide the business through this era of change and opportunity.

"Three-quarters of executives surveyed believe that AI will substantially transform their companies within three years."

- Harvard Business Review

Goals

- Accelerate knowledge sharing, creating opportunities for greater efficiency and quality
- Set standards (recommendations for tools, data collection, etc.)

Members

Four or five hand-picked members who together will form a cross-departmental team. These 'AI Champions' can develop and implement AI initiatives for their respective departments, gather feedback, and identify new opportunities.

- Name
- Name
- Name

The group will set its own priorities and decide on the cadence for meetings.

Examples of Initiatives

Note: Convince and Convert did a nice presentation about AI Readiness. It lists use cases. You can see the deck [here](#).

- Data Collection and Governance Strategy**
Let's conduct a thorough review to identify any missed opportunities for data gathering that could be leveraged for future use. Could we consider recording all meetings? How could we ensure that transcriptions are collected in a structured and efficient manner, turning them into useful assets for our sales and marketing teams?

Example:
Do we record the post launch feedback conversations? If so, write using that language...



CONTENTJAM
BY ORBIT MEDIA