

The 7 Step Guide on Building
**CONTENT
STRATEGY**
TO BOOST
SEO



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WHY CONTENT STRATEGY IS IMPORTANT FOR SEO

If you've decided to read this article, you are likely aware of the importance of content in boosting SEO. Content plays a crucial role in driving people to your site and keeps them coming back. Your site won't be found or highly rated by search engines without content. However, you can't just throw your content out there and hope people will come to see it. Search engines are becoming increasingly smarter, which make it harder for your content to stand out in the crowd.

You need to make sure that content and SEO always go hand-in-hand as keywords you use on your content determine whether search engines like Google will find it. Having a robust content marketing strategy is vital for you to generate more traffic to your site and eventually gain new leads.

Here are 7 steps to help you build a strong content strategy to boost your SEO.

7 STEPS TO BUILD CONTENT STRATEGY FOR SEO



1

Set your goal



2

Understand your audience



3

Define topic & Build content structure



4

Research keywords



5

Set up an editorial calendar



6

Create & Publish contents



7

Measure your contents

STEP #1

SET YOUR GOAL

You wouldn't spend your time and effort in creating content JUST because you want to make your site look fancier or just to keep pace with your competitors. Then why do you create content? You must understand what you want to achieve with your content. Setting your goal will help understand what kind of content you should focus on.

More importantly the goal should be specific and measurable. Key Performance Indicators (KPIs) will allow you to stay on track with your goals and determine the performance of your content.

Let's say you've just opened a website selling a photography management software, and you want to drive traffic to your site. Here's an example of your goal setting.

Goal Setting

Goal:

- Boost traffic to your new website

Strategy:

- Drive people to visit and stay long at your site

Content Type:

- Blog posts matching interests and engagement
- Social media posts encouraging visits to website

KPIs:

- # of Website visits per month
- # of view of each content page
- Time spent on each content page
- Click through rate of each content on social media

STEP #2

UNDERSTAND YOUR AUDIENCE

Knowing your audience is as important as your audience knowing you. You need to define your content's target audience to produce more relevant and valuable content that they seek on your website.

Before creating content, you should be able to answer these questions:

- Who is your blog for?
- What information are they looking for at your site?
- What challenges do they face?
- What are their ultimate goals?

The easiest way to build an understanding of your future customer is to create a buyer persona - a semi-fictional representation of a member of your audience. You can think of detailed description such as gender, age, location and so on. A buyer persona helps you to find a clear focal point that will allow you to craft content that your potential customers are exactly looking for.

Here's an example of a buyer persona for your website.

STEP #2 UNDERSTAND YOUR AUDIENCE - BUYER PERSONA

Photographer Peter (35)



- Work: Travel photographer / Professional blogger
- Family: Married with 1 child
- Location: Oslo, Norway

Peter travels around the world and takes photos that make people want to visit a certain destination. He works with several media agencies.

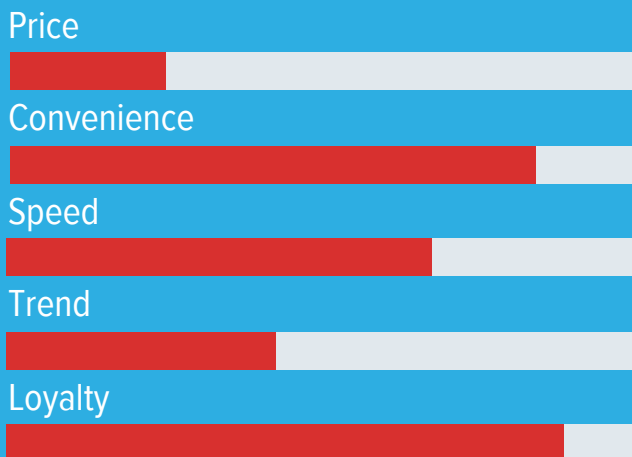
Goal

- To efficiently manage his photos
- To have a secured central place to store his photos
- Take full control of all his assets

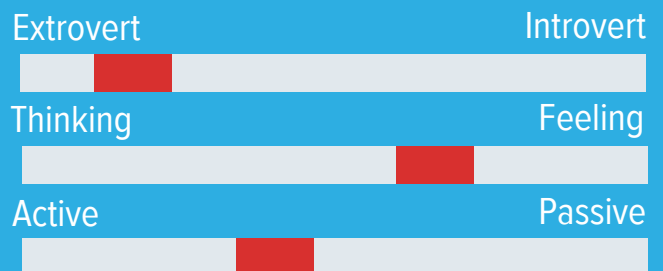
Pain Points

- Too much time to spent organizing his photos after photo shoots
- Keep forgetting where he stored old photos
- Losing control of photos he took

Preference



Personality



STEP #3

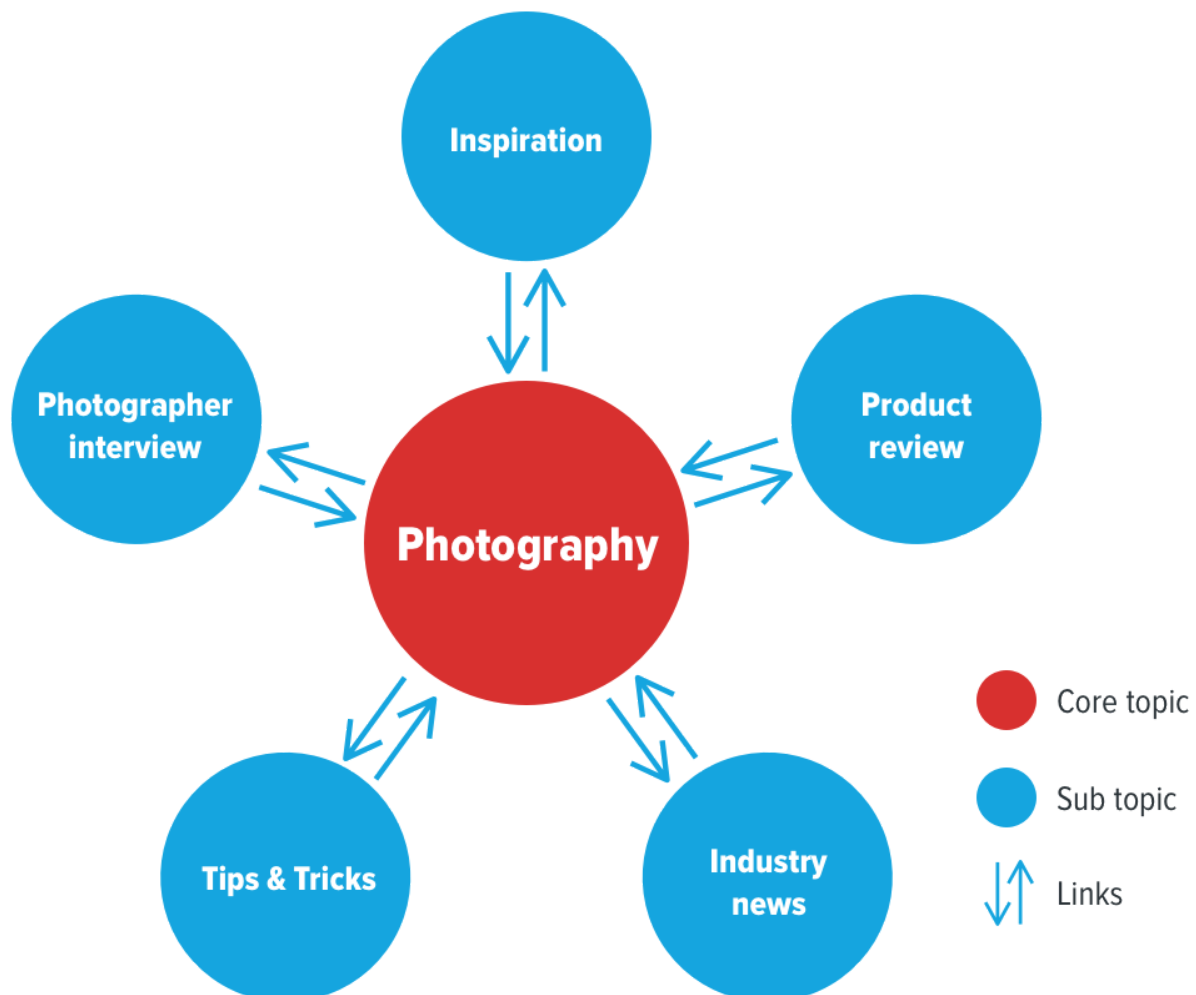
DEFINE TOPIC AND BUILD CONTENT STRUCTURE

You should define which topics you want to cover before thinking about just keywords. You need to find topics that your audience actually care about. If you already have specific keywords in mind, draw broader topics based on the keywords and tie them to each topic. The topics should be able to meet the interests of your buyer personas, and not be too broad nor too narrow. There may be several topics you want to cover: Start with the primary topic first and then define subtopics.

Once you know what kind of content you will have, you need to categorize it. Building a solid content structure is vital for successful SEO. Categorization is the bread and butter of content organization. If you have a blog, the first thing you should do is implement blog categories. Blog categories are the main subjects that your content is about and the overall defining term for the topic of your posts.

STEP #3 DEFINE TOPIC AND BUILD CONTENT STRUCTURE

Categories should be keyword optimized so that search engine bots, as well as the audiences, know what the piece of content is about. Categories do not only serve a great purpose for keyword optimization, but they also increase usability – another factor that search engines take into account when ranking sites – they enable users to find the content more easily. The easier you make it for users to find what they are looking for on your website, the more time they'll spend on the site and the higher score you will receive by search engines. If users can't find what they're looking for or don't have an idea of what your range of content is about, they'll leave your website right away.



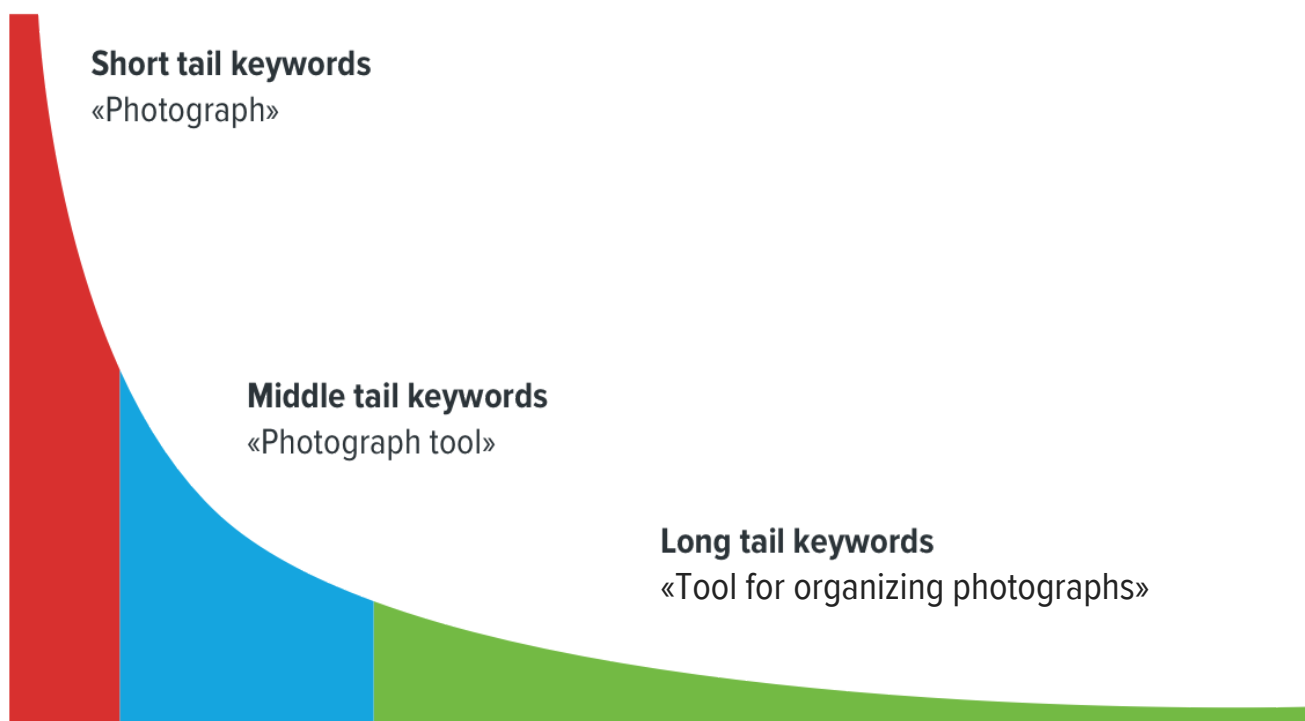
STEP #4

RESEARCH KEYWORDS

Keywords are one of the most crucial parts of your content marketing strategy, meaning you have to be very careful when choosing which keywords to use on your content.

Short tail vs. long tail keywords

Short tail keyword, also known as head terms, are keywords with 3 words or less. Short tail keywords are usually general and broad, so it has a higher search volume. However, the high volume also means high competition and high cost. Therefore, short tail keywords usually result in a low conversion rate.



STEP #4

On the other hand, long tail keywords – containing more than 3 words – are specific and more focused. The more specific the keyword is, the less search volume it has. At the same time, you can expect lower competition and cost. What does low competition mean? High conversion rate! People searching with long tail keywords are more likely to know what they are looking for, and therefore more likely to convert. Long tail keywords convert 2.5 times higher than head terms. (neilpaterl.com) Using long tail keywords around a specific niche can be a low-hanging fruit to boost SEO.

More than 70% of internet searches are made up of long tail keywords, highly specific 4-6 word phrases. (mechanised.com)

3 Keyword Research Tools

Fortunately, there are many tools that help you to find the best keywords for your website.

- **Moz Keyword Explorer** offers an overview of volume, difficulty, opportunity, importance, and potential around a keyword.
- **Google Keyword Planner** is the best place to start keyword research. It tells you how fierce the competition is around your keyword and how many searches it will get.
- **SEMrush** allows you to keep an eye on the competitors' keyword. It also provides the common keywords found on the top 100 domains for a search term.

STEP #5

SET UP AN EDITORIAL CALENDAR






An editorial calendar helps you to plan and optimize your content with a bird's eye view. As a roadmap for content creation, it allows you to understand what's coming up- where and when. Using an editorial calendar is also a great way to ensure you publish content on a regular and consistent basis.

Publishing regularly will also help improve your SEO. According to SEOSiteCheckUp, the “Googlebot” that crawls the web is constantly searching for web pages that are new or updated and then adds the fresh content to the Google index. If you update your content often with reliable and valuable information, then you have a better chance of Google ranking your site higher with each update.

Besides, you can build alignment within or between teams and keep them accountable for their work by using a content calendar. It clearly tells you who's responsible for which task and ensures you are on the right track.

Check out an example of an editorial calendar:

STEP #5 SET UP AN EDITORIAL CALENDAR

	Week 1	Week 2	Week 3	Week 4
MON	 Monday motivation	 Monday motivation	 Monday motivation	 Monday motivation
TUE	 5 Tips on how to take great portrait photos  Blog post sharing	 Photographer interview  Blog post sharing	 7 Step Guide to manage your photo  Blog post sharing	 Case study  Blog post sharing
WED	 A photo from sponsored community	 A photo from sponsored community	 A photo from sponsored community	   # World Tourism Day
THU	 Blog post sharing Industry News	   # World Photography Day	 Blog post sharing Industry News	 Industry News New feature upgrade
FRI	 Photo of the week	 Photo of the week	 Photo of the week	 Photo of the week

STEP #6

CREATE AND PUBLISH CONTENTS

Use Multimedia

Rich media – such as image, video or audio – does not only make your content visually appealing but boosts your website rankings. The higher user engagement a web page has, the higher visibility in search engine rankings it will get. The search engines look for different types of content to provide searchers with the most relevant and engaging results. By using different types of media, you can enhance the possibility of being searched. “When you have content types showing up in blended web search results as well as specialty search engines, you basically have more hooks in the water to catch web traffic with — and that's good for SEO and the bottom line.” (by Bruceclay)

However, remember to avoid overly bloated web pages with large sizes of image and gif that load slow. The speed of loading a page affecting your SEO ranking. Instead you can use preset sizes (renditions) of a photo to make loading smooth.

Inbound/outbound links

Inbound, outbound and internal linking are also a big part of SEO. By organizing and categorizing content, you can quickly and easily improve your internal linking strategy since you are better able to find appropriate old pieces of content to link to in your new piece of content. Internal linking strengthens the authority of each of the pieces of content to show users' and search bots' relevancy.

STEP #6 CREATE AND PUBLISH CONTENT

Repurpose

It's very hard to always create brand new content, and oftentimes good content stays good for a long time, and it's worth being repurposed and reshared.

If blog posts in a certain category do exceedingly well for views, clicks, and/or shares, there are two things you should do:

- Try to discover what is the compelling element of that category and see how many ways you can cover it differently.
- Look to see how you can repurpose that content in different forms, e.g., making a blog post into an infographic, or repurposing a webinar for Instagram posts.

Repurposed content is great as you can utilize something that has already been proved effective. If you've already written a blog post, recreate that by using an infographic, a slide share or restructuring the format.

3 Tools for Creating Visual Content

Visually appealing contents are often the most engaging, memorable and shareable. Here are 3 design tools that will make your content stunning!

- **Canva** lets you easily create any kind of content - from social media banner to eBook - simply by dragging & dropping on the templates
- **Unsplash** provides you with over 5 billion photo impressions per month. More importantly, all the beautiful images are copyright-free!
- **Camtasia** lets you create various videos from a short GIF to a professional quality video.

STEP #7

MEASURE YOUR CONTENTS

You've just published a great post, but it doesn't mean that you're done with it. Keep track of the performance of each of your content based on the goal and KPIs you've set at the start of the content strategy plan. By tracking the progress, you will figure out what kind of content is working well and what isn't. Content marketing is a never-ending process and you should keep repeating the whole step from 1 to 7. Research how your competitors are doing, keep an eye on new trends and do not stop trying something new.

3 Social Media Analytics Tools

As social media marketing has skyrocketed, it's not easy to take full control of all the channels. These tools will help you get a bird's eye view on your entire social performance.

- **Sprout Social** allows you to measure performance across Facebook, Twitter, Instagram, and LinkedIn, in a single platform.
- **Hubspot** lets you keep track of all interactions with your social channels. It also provides a powerful report tool that helps you better understand your content's performance.
- **Google Analytics** In addition to tracking social media campaigns, you can also set goals and measure social ROI.

BONUS TIP

It's essential to organize and manage your content throughout the whole step. You need state of the art content management. Obviously you need a great Web CMS to publish your content. But you're now regularly posting to Instagram, Facebook, Twitter, LinkedIn, and your website may no longer be the most important platform. You may be happy sharing originals through Dropbox today, but as your content repository grows, it may be overwhelming to maintain control.

A **Digital Asset Management** will keep track of all your originals, and help you quickly repurpose it for various channels. Most importantly, a DAM's visual approach helps you see that all your visual materials are consistent and in line with your brand identity guidelines.

Using Confluence or a headless CMS for text content management, combined with a Digital Asset Management system for your visuals, will help your team maintain overview, and quickly adapt and publish content to new channels.

CONCLUSION

Now you have a solid understanding of how to build content marketing strategy to improve your SEO. The next step is to boost your content so that it's more visible to your target audiences out there.

Google Display Advertising has been proved to be a sure an effective tactic to enhance your brand's presence. However, it's still quite challenging to make the most out of all the advertising, analytics and graphical alternatives in today's marketing world.

Download our eBook below to learn how to effectively set up your display creatives to take the toil out of creating display ad campaigns and focusing on the creative bits.



**Download The 4 Step Guide On
Succeeding with DISPLAY
ADVERTISING**