**BUILDING TARGETED MARKETING LANDING PAGES BASED ON KEYWORD RESEARCH**

**Introduction**

This report outlines the steps taken in building targeted marketing landing pages for Convey, an AI Suite designed for effortless multimedia content creation and management. Convey features seven powerful tools that allow users to generate videos from text and images, create video thumbnails, and transcribe or summarize content from YouTube, podcasts, PDFs, and audio files. Engaging landing pages that attract and convert the right customers, are developed by researching relevant keywords and developing specific user personas.

**Objectives**

* To identify a broad set of relevant search keywords for the product, using Google Keyword Planner, and create a comprehensive keyword cloud.
* To identify specific audience segments for the product, and create detailed user personas aligning with relevant keywords.
* To create compelling headlines and sub-headlines using relevant keywords for landing pages in appropriate formats.
* To develop landing pages with high quality content for target audiences.
* To develop a strategy to interlink pages to enhance Search Engine Optimization (SEO)

**Keyword Research**

Google Keyword Planner was used to identify a broad set of relevant search keywords for each of the seven tools of the product. This was done in collaboration with marketers to align keyword choices with the overall product strategy. Key metrics used in selecting relevant keywords include: keywords showing user intent, keywords with high search volume (500 searches per month or more in the USA), keywords with manageable competition (Low or Medium). Generic broad search keywords were avoided due to the difficulty of ranking for them.

The selected keywords were clustered based on each tool of the product. Competitor analysis was then conducted on each cluster to identify relevant competitors. Using the gathered information, detailed keyword clouds for each cluster were generated, showing both primary and related keywords.

The list of selected keywords including competitor analysis, and keyword clouds for each cluster can be found [here](https://docs.google.com/spreadsheets/d/1hRvm6Jwjapub0_GbD_OL-hXHIgp8-_Zt/edit?gid=2143086065#gid=2143086065).

**Audience Persona Development**

Using the clustered keywords, detailed user personas were developed. These personas were created by analyzing the selected keywords to understand the specific needs, interests, and behaviors of the target audience segments. For each product tool, three detailed user personas were developed, including details for user demographic (name, age, occupation, gender, and location), user background, pain points, user goals and interests.

The detailed user personas for each product tool can be found [here](https://www.google.com/url?q=https://www.google.com/url?q%3Dhttps://docs.google.com/document/d/19yt3B13vTTt1zvY4I6VIFJ9LsxicPY5u7rZTbleijDs/edit?usp%253Dsharing%26amp;sa%3DD%26amp;source%3Deditors%26amp;ust%3D1723480693034685%26amp;usg%3DAOvVaw0xMS1yG4OI88FBE9fX8_Vq&sa=D&source=docs&ust=1723480693043246&usg=AOvVaw2g9NTjFFoH_UTXtKE7re63).

**Cross-Linking Strategy**

An extensive cross-linking strategy to create customized marketing landing pages was developed for the product. The goal of this strategy is to maximize the SEO benefits of the landing pages, enhance user engagement, and ultimately drive higher conversions for the product.

In developing this cross-linking strategy, the main landing pages for each tool of the product were identified, as well as the related pages, such as use cases, tutorials, blog posts, and FAQs. The detailed cross-linking strategy can be found [here](https://www.google.com/url?q=https://www.google.com/url?q%3Dhttps://docs.google.com/document/d/1YPbtj8pqAkgbBC5UXV-HuzAjtxEA6EXrt_zlLghYtls/edit?usp%253Dsharing%26amp;sa%3DD%26amp;source%3Deditors%26amp;ust%3D1723480693036587%26amp;usg%3DAOvVaw1vwjsDx3Akps7X2_BqMqaP&sa=D&source=docs&ust=1723480693043850&usg=AOvVaw1h9KRAflssteL9vgscxTqS).

**Conclusion**

This report details the process of creating targeted marketing landing pages for Convey, an AI Suite for multimedia content creation and management. By conducting thorough keyword research, developing detailed user personas, and collaborating with designers and developers, we created high-quality, engaging landing pages tailored to our target audience. An extensive cross-linking strategy was also implemented to enhance SEO and drive higher conversions.