



Session: **10**

SEO and Content Marketing

Objectives



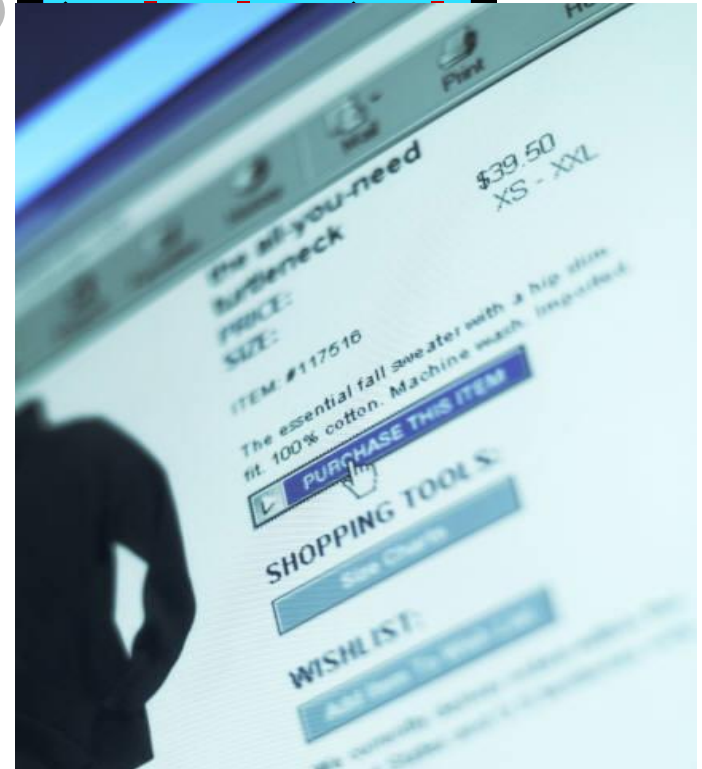
SEO

- ◆ Identify the importance of SEO content development
- ◆ Describe the guidelines for developing effective SEO content strategy
- ◆ List the components of SEO content
- ◆ Describe the importance of Local SEO content
- ◆ Describe social media as a medium of business success
- ◆ Identify the popular social networking media

SEO and Content Marketing

SEO

- ◆ Content marketing is the technique of creating engaging content.
- ◆ It compels visitors to absorb information and also share with their community.
- ◆ Sharing of content that can bring in new customers and business.



Developing SEO Content Marketing Strategy

SEO

- ◆ Five guiding principles for devising an effective SEO content marketing strategy:

1. **Identify the Web site/business goals**
2. **Consider your audience**
3. **Create an editorial calendar**
4. **Analyze and reassess**
5. **Regular updates**

Components of SEO Content Marketing

SEO



◆ Business Category

My Business | Add your business

Business name

Country / Region
United States

Street address

City

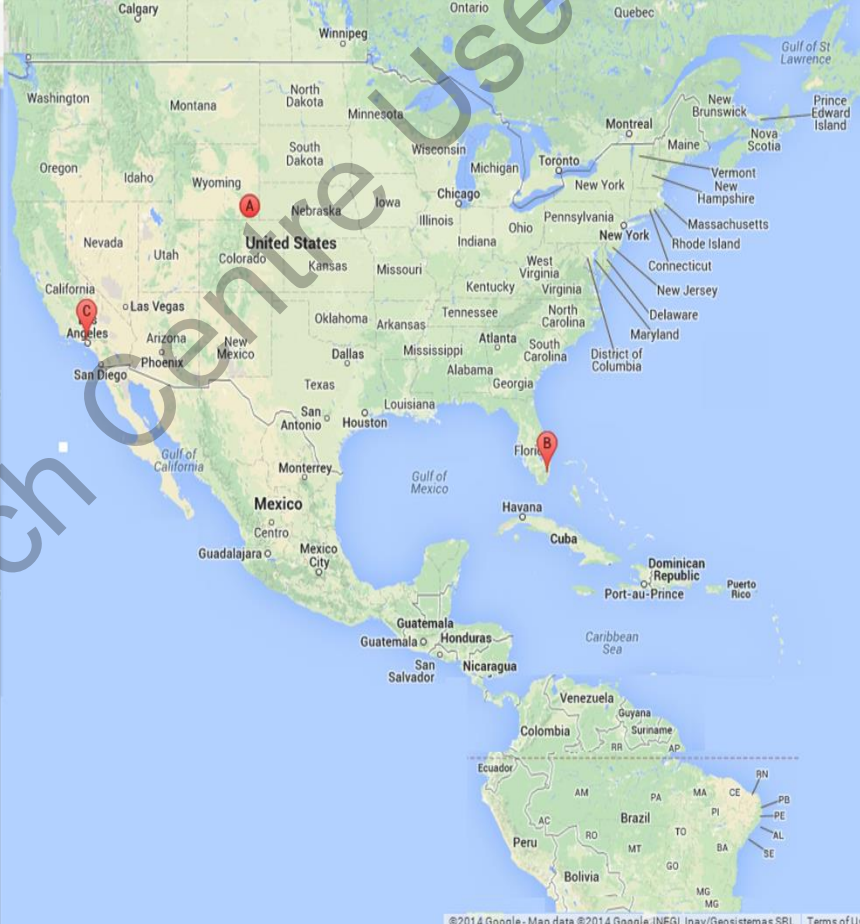
State ZIP code
Please select

Main business phone

Category
Find a category...

☐ I deliver goods and services to my customers at their location — [Important information](#)

Back Continue



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◆ Physical Address of Business

including Wall Street, the Los Angeles Flower Market & the Southern California Flower Market. Click here for a 2009 story about LA Flower District ...

Flowers - Weddings
www.weddingwire.com/c/ca-california/los-angeles/.../8-vendors.html ▼
Search for thousands of Wedding Florists in California, compare Wedding Florist ratings and reviews, and get ... Hi I am Leah Horrigan the owner of Flowers by Leah, we have a home based studio located in Sunland, Ca. Vendor Search:.

The Original Los Angeles Flower Mar...
www.originallaflowermarket.com
4.8 ★★★★★ 13 Google reviews · Google+ page

California Flower Mall
www.californiaflowermall.com
4.7 ★★★★★ 6 Google reviews · Google+ page

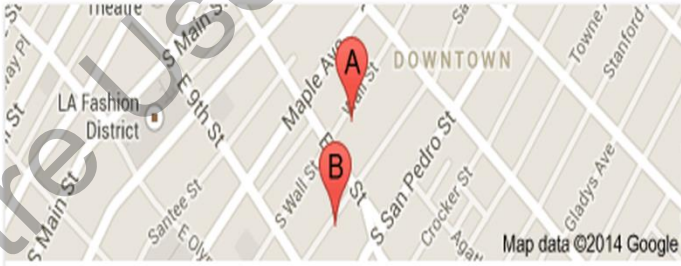
Map results for Flowers vendors in California

A 754 Wall St
Los Angeles, CA, United States
+1 213-627-3696

B 825 S San Pedro St
Los Angeles, CA, United States
+1 213-488-1983

Map for Flowers vendors in California

Colesville Floral Designs
www.colesvillefloraldesign.biz/ ▼
Full Service Florist Delivery Daily
Silver Spring, Washington D.C area
[See your ad here »](#)



Local SEO Content 3-7

SEO

- ◆ Consistent Name, Address, and Phone number (NAP)

The screenshot displays three search results for 'Joe coffee nyc'. Each result includes a name, website, rating, and number of reviews. The NAP information is inconsistent across the listings:

Listing	Name	Website	Rating	Reviews	Address	Phone
A	Joe	www.joenewyork.com	4.3	90 Google reviews	141 Waverly Pl New York, NY, United States	+1 212-924-6750
B	Joe Coffee	www.joetheartofcoffee.com	4.5	67 Google reviews	514 Columbus Ave New York, NY, United States	+1 212-875-0100
C	Joe Coffee	www.joetheartofcoffee.com	4.2	50 Google reviews	405 W 23rd St New York, NY, United States	+1 212-206-0669

Map results for Joe coffee nyc

◆ Domain authority of Web site

Walmart.com: Save money. Live better.
www.walmart.com/ ▼ Walmart ▼
... for the largest selection of electronics, home furnishings, video games, baby gear and more. Shop online and save money to live better, at Walmart.com.

Products Made in the USA
Products made in the U.S.A. cost less at Walmart.

My Account
If you do not have a Walmart.com account, please click "Continue ..."





Departments
Walmart - Rollback Savings - Clothing - Grocery - Beauty - ...

Wal-Mart Stores
Contact Us - Our Story - Suppliers - Global Responsibility - Blog - ...

Electronics
category id: 3944 path: 0:3944.
Category Id: 3944 Zoom: 360°.

Lion Brand Hometown USA
Purchase Lion Brand Hometown USA Yarn, Available in Multiple ...

[More results from walmart.com »](#)

1) PA: 93  429,615 links | DA: 91   |  Link Analysis

◆ Local Google Plus page

To make sure you can manage this business on Google, you need to verify your association with this business. [Why verify?](#)



Mail me my code

Your verification code will arrive in 1-2 weeks at:
6063 N Piedra Rd
Sanger, CA 93657



[Continue and verify later](#)

◆ Product/service keyword in business title

U Street Cleaners
www.ustreetcleaners.com
2 Google reviews

The Press Dry Cleaning & Laundry
www.thepressdc.com
1 Google review · Google+ page

Parks Cleaners & Shoe Repair
www.parksdrycleaners.com
3.3 ★★★★★ 9 Google reviews

Sterling Cleaners
www.drycleaningindc.com
3 Google reviews

Gallery Cleaners
www.gallerycleaners.com
2 Google reviews · Google+ page

The Westpark Apartments
www.thewestpark.com
1 Google review · Google+ page

Lee's Custom Tailoring & Cleaners
plus.google.com
2.3 ★★★★★ 5 Google reviews · Google+ page

A 1513 U St NW
Washington, DC, United States
(202) 745-5726

B 619 Pennsylvania Ave SE
Washington, DC, United States
(202) 544-7942

C 1212 New York Ave NW
Washington, DC, United States
(202) 371-0777

D 1331 Connecticut Ave NW
Washington, DC, United States
(202) 723-9535

E 450 Massachusetts Ave NW
Washington, DC, United States
(202) 589-1123

F 2130 P St NW
Washington, DC, United States
(202) 452-1230

G 1935 11th St NW
Washington, DC, United States
(202) 289-8121

Map for washington dc laundry service

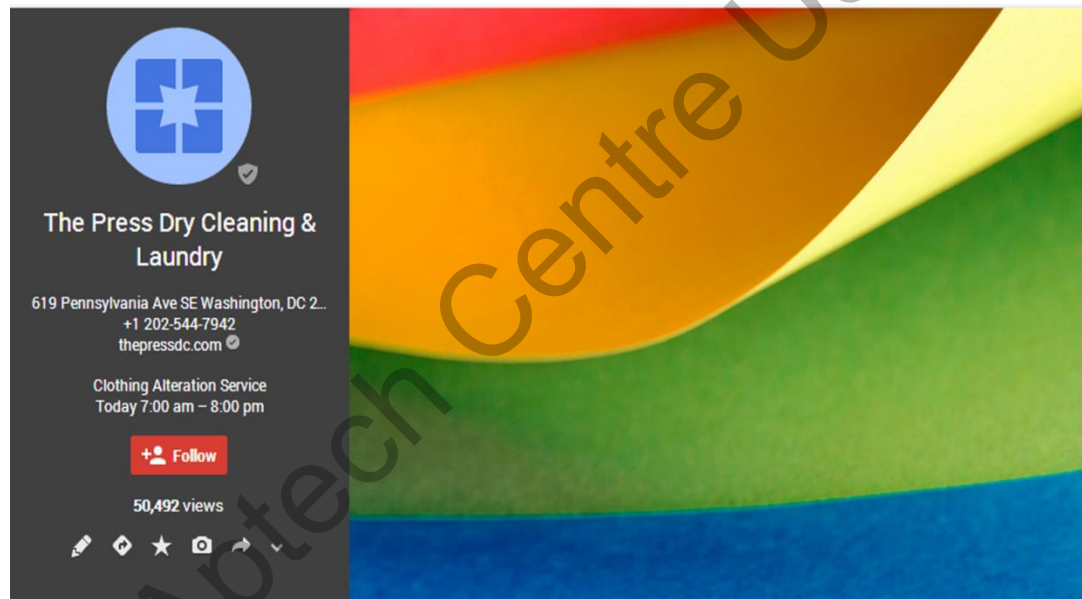
\$15/hr Cleaning Service
www.homejoy.com/Washington+DC ▼
Trusted, Reliable and Affordable.
Book Online with Homejoy Today!
[See your ad here »](#)

Local SEO Content 7-7

SEO

- ◆ Local area code

Following figure displays a Google+ page of a business in Washington DC with its area code and phone number.



- ◆ Schema local markup and Keyhole Markup Language (KML)
- ◆ Reviews

Understanding Social Media

SEO

- ◆ Social media are the set of Web sites on which users create and share information with each other.

facebook

Google+

twitter

LinkedIn

- ◆ Success through social media is achieved by:
 - ◆ Building relationships
 - ◆ Gathering feedback
 - ◆ Integration

Building Social Media Content

SEO

- ◆ Various types of content that users can place on social media:

Related content: Businesses can post information on topics that are related to their line of business.

Responses and promotions: Share information on related topics posted by other users.

Job openings: Advertise job openings and find talented resources.

Types of Social Media 1-2

SEO

- ◆ **Facebook:** Facebook is one of the most popular and widely used social networking tools today.
- ◆ **Twitter:** Twitter allows its users to share brief 140 character information bits on the Internet.
- ◆ **Google+:** Provides a platform to share a large amount of information in a variety of formats, such as articles, videos, slideshows, and images.
- ◆ **LinkedIn:** Helps businesses reach out potential business collaborators all over the world.



Types of Social Media 2-2

SEO

- ◆ **YouTube:** Is a highly used social network tool to share information in video format.
- ◆ **Pinterest:** Provides an attractive means of sharing information through a series of images.
- ◆ **Blogs:** There are a wide variety of blogging sites that are available on the Internet, Blogger and WordPress being the most popular ones.



Guidelines for Using Social Media



SEO

Appropriate content: It is very important to pay attention to the type of content that is posted on a social networking site.

Post timings: Pay attention to the types of information that get the most attention from the network community.

Credible information: Check facts before posting any piece of information on the site.

Enable social sharing: Set up blogs and Web sites to be linked to other social networking profiles of the business.

Summary



SEO

- ◆ Content marketing is the technique of presenting Web site content such that it induces extensive sharing of content by visitors, thus potentially bring in new customers and business.
- ◆ Search engine optimized content can be created by including product pages, blog posts, articles, guides, videos, and infographics.
- ◆ Local SEO is very important for businesses that serve the local customers such as doctors, dentists, lawyers, restaurants, handymen, grocery stores, and help create local presence in the market.
- ◆ Social media are the set of Web sites or virtual platforms for social interaction and sharing information among friends, colleagues, and peers.
- ◆ Social media acts as a very useful medium for businesses of all types and sizes to reach out to Internet users and market their products or services.
- ◆ Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, and blogs are some of the popular social networking media.