

# TekMountain Website

## Questions / Problem & Answers

- The Three-fold marketing and visibility problem
  - No one knows about TekMountain or TTPL are ('This isn't a TTPL website' - Greg.)
    - TekMnt is a **'best description here'**
    - TTPL is a standalone **'best description here'**
  - Need to make content sticky and authoritative
  - Content: Depth & Breadth - Short-term v. Long-term
    - Time & Resource allocation plan to ensure upkeep in content and interest
    - Segmentation Targeted Content & Communications
- 'TTPL' current search term results
  - About 345,000 results (0.50 seconds)

## Strategy & Plan

Notes: **See UI/UX Samples** below for content design ideas based on knowledge of content

1. Planning
  - a. Content Buckets
    - i. Sticky & Dynamic
    - ii. Dry & Static
  - b. Content Strategy
    - i. Bucket Strateg(y)ies breakout - Per user/demo
      - Why is this user/demo here - How do we quickly funnel this user/demo from default info to targeted info from organic site/page entry?
        - Ask/Require them to tell us with a CTA?
          - Set cookie to skip this upon repeat visits?
        - Let them find their way?
      - What's our UVP (Unique Value Proposition) for this user/demo?
      - What's it worth to this user/demo?
      - What is/are user conversion(s) type(s)? if any...
  - c. Content SEO (E-A-T & YMYL - SEE SEO SubPage Resources)
    - i. **Micro/Macro Tactics/Plan**
      - Micro-copy? (REQUIRED: MOBILE & SEO UX friendly / quick shallow-dive)
      - Macro-copy? (SEO laden deep dive informative)
      - Micro+Macro?
        - In-line macro reveal - app-like interction hide/show sections/modal, etc..
        - Stand-alone macro page
      - Micro & Macro UX / Interaction type/style
        - Avoid obtrusive, forced, and /or bait-n-switch tactics
    - ii. Authoritative, Link building, & Back-linking
      1. SEO Keywords & Strategy: ***Does the topic drive enough traffic and have business value to make it the 'worth' list***
      2. [Managing relationships, links and content per seo strategy](#)
    - iii. Micro-Copy
      1. Short to the point
    - iv. Macro-Copy
      1. Lengthy
    - v. UX Userflow/Journey and/or Story
      1. See **'Sticky Content Marketing Strategies'** below
        - a. Plan for managing/determining what's working vs. what isn't
      2. Static & Default: Self-Navigating Content vs. Dynamic & Segmented: Variable driven Content
2. Design
  - a. UX Wireframes : Lo-Fi
    - i. Default Content & Path(s)
    - ii. Dynamic Content & Path(s)
  - b. UI Designs: Hi-Fi
    - i. Repeat Default & Dynamic
3. Development (Initial Testing)
  - a. UX/UI
    - i. Page Templates
      1. Home Page
      2. Interior Page
      3. Blank Page
    - ii. Component Templates
      1. Header
      2. Footer

- 3. Navigation
  - a. Type(s)
- 4. Banner
- 5. Modal
- 6. Form
- 4. Launch
- 5. Repeat.

Sticky Content Marketing Strategies:

**What are you saying?**

**Where are you saying it?** (Social? Blog?, etc...)

**Why are you saying it?**

**Who are you saying it to?**

Promote ideas that are (ex: [Firebrand](#)):

- **Simple:** Find an uncomplicated, yet profound core message and make sure it comes across directly and memorably.
- **Unexpected:** Your message should be counterintuitive, violating expectations to capture and hold attention.
- **Concrete:** A compelling level of detail is necessary to ensure your idea is deemed realistic and relatable.
- **Credible:** Rely on trustworthy, expert sources that back up your idea and make it believable.
- **Emotional:** An emotional connection can be more powerful than a logical one, so include emotional triggers.
- **Story-formatted:** Humans are wired to think and communicate in stories, so use this to your advantage

UI/UX Samples

- **(Micro-copy Section(s) : 10 Stage of Genocide:**
  - <https://defundtigraygenocide.com/stages-of-genocide>
  - <https://fiomet.com/ppod/3>
- **Micro-Copy Contact: k72**
  - <https://k72.ca/en/contact>
- **Micro-Copy + Macro-Copy w/ Audio/Video, 3D and/or Interaction: Multiple:**
  - <https://www.blumarinefoundation.com/the-sea-we-breathe/>
  - <https://lifeinvogue.vogue.it/>
- **Micro-Copy + Macro-Copy w/ Horizontal Layout**
  - <https://bac.eeq.ca/en/series>
  - <https://www.mikelmurphy.com/>
  - <https://partners.cpeople.ru/en/>
- **Micro-Copy w/ Horizontal Layout**
  - <https://scepterandsword.com/>
  - <https://canals-amsterdam.nl/>
  - <https://www.lecantiche.com/>
  - <https://www.awwwards.com/sites/avantt-typeface>
- **Micro-Copy Full Page (Mixed layout)**
  - <https://www.mammut.com/uk/en>
  - <https://www.mammut.com/uk/en/products/3030-04570-00533/aegility-pro-mid-dt-men>
- **Vertical scroll Story Telling**
  - <https://www.ju.st/learn>

# SEO

## To-Dos

- Register w/ Google / Google Search Console (Crawl, Index, Discover)
  - Gain access from Daniel/Mike
  - Ensure HTTPS enforcement w/ IT for AWS Route53
  - Register Ownership & apply to new page(s)
    - DNS Verification - Requires IT to add to DNS records (if not already done)
  - Add Robots.txt
  - Add Sitemap.xml
  - Search Console Request Crawl/Index
  - Monitor
    - Errors / Perf / Speed / Score / URL Inspection
      - Indexing (Coverage Report)
      - Usability (Mobile Report)
      - Other (Enhancement Report(s))
    - Submit Updated Content / Schedule?
      - 301/2's

## Objectives

***Does the topic drive enough traffic and have business value to make it the 'worth' list?***

- Keywords Research: SERP Checklist (search engine results page)
  - **Tools:**
    - Ahref : try free keyword generator
      - **Keyword modifier** to help narrow down search for business potential and search intent
    - SEORush
    - MOZ
  - **Understand:**
    - **Traffic Potential?** Total traffic visit potential per keyword
    - **Search Demand?** Does keyword have search volume (min 300 monthly searches)
    - **Business Potential?** Value keyword has to business niche & model (0,1,2,3 score)
    - **Ranking probability?** Can you rank for this keyword based on volume and competition
    - **Searcher Intent Match?** Value of reason behind searcher's query ( ex: top ranking pages intent/conversion - can you rank and fulfill intent? *Show's search engines that page will fulfill users search question/answer expectations.* )
      - How to:
        - Search for keyword you want to rank for and a separate list for (non-direct) competitors
        - Analyze top results
          - What is Content type (posts, videos, landing pages, etc...)
          - What is Content format (how to, lists posts, step-by-step, etc...)
          - What is the Content angle : topic approach ( learning, beginner, ready-to-by, deals?, etc...)
    - **Ranking Difficulty?:**
      - a-d Score based on how to rank at the top realistically for said term/s
        - Intent
        - metrics of top pages & websites (can I get more backlinks than the leader/s?)
        - authority websites (domain ranking should be in similar range to competitor - is my website equally and /or topically authoritative?)
  - **How To:**
    - **Seeds:** Generate seed keyword ideas/list
      - Get seed keyword explorers ( tools and/or competitive keywords ranking )
        - Pick one's that best have - demand, traffic, and business potential w/ strong intent
    - **Worthiness:** Determine which of those keywords are worth (difficulty)going after.
- On-page SEO
  - Content should satisfy searchers intent (Hint: learn from keyword top-ranking competitors)
    - No Keyword stuffing or minimum amount of usage
    - No page minimum word-count
    - Write as you speak - be real/natural
    - Write in short sentences and paragraphs (as much as possible)
    - Use descriptive headings and subheadings
    - Avoid using 'big' or obscure words
      - **Helpful tool:** [Hemmingway App](#) (avg to write at 6th grade level unless inappropriate)
  - User friendly Url
  - Keyword in URL slug & Title (if applicable)
  - Description summarize page/content to help influence click-through rate (not ranking)
  - Internal links (page-to-page authority - think cross-selling content) help search engine understand content
    - site: <http://yourdomain.com> "keywords" (example)
  - Media (descriptive image file names and alt text)

- Meta Open Graph ( when applicable )
- Schema Markup ( when applicable - [types & most popular](#) )
- Authoritative: Keywords + Link Building + Backlinks
- Optimization
- Technical SEO

## Resources

- Realistic Expectations
  - Can take up-to 6mos before seeing results
  - Is an every-day challenge - continue strategy and changes to keep-up
- SEM
  - [E-A-T \(Expertise-Authoritativeness-Trustworthiness\)](#)
  - [Google Quality Standards](#)
- Google
  - [The Basics](#)
    - Keyword rich phrases in page title, description & headlines (h1,h2, h3, etc..)
    - Keyword wraps w/ em & bold tags
    - Advanced - Save for post launch due to time constraints
      - Structured data
      - Campaigns & Event Tracking ([GTM Example](#))
  - [Search Quality Evaluator Guidelines](#)