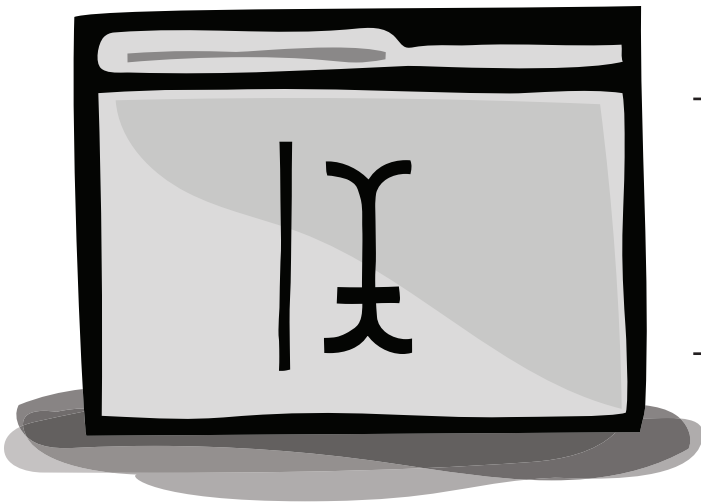


GYMNASIUM

WRITING FOR WEB AND MOBILE

Lesson 3 Handout

Creating A Content Workbook



ABOUT THIS HANDOUT

This handout includes the following:

- A list of the core concepts covered in this lesson.
- The assignment(s) for this lesson.
- A list of readings and resources for this lesson including books, articles and websites mentioned in the videos by the instructor, plus bonus readings and resources hand-picked by the instructor.
- A transcript of the lecture videos for this lesson

CORE CONCEPTS

1. A content workbook is a simple document (similar to an outline) that serves as a content roadmap for your website or mobile project. The workbook incorporates audience research/data, uses the language we want to use with customers, and provides real content that will be eventually be useful for the User Experience process.
2. One of the first steps in the content workbook is to document the goals for your customer types. This helps determine “high-value” customers and how to measure if they are engaged.
3. There is no “required” format for a content workbook. You should not edit as you write, every project will be different and the structure will reveal itself as you commit words to the page.
4. A key source for the workbook comes from any existing analytics, specifically the top content, keywords and referrals of your site.
5. Another key source for the workbook is documentation from search engines and social media, specifically the organic search results and keywords. Additionally you will be capturing which platforms and content types already attract your target customers.

ASSIGNMENTS

1. Quiz
2. Create a Content Workbook for Tougher.Me:
 - Document the customer research you gathered during the Lesson 2 exercise.
 - Google Analytics.
 - Search + Google Keyword Planner.
 - Social Channels.
 - Document any additional key data you think should be included.

RESOURCES

- “Content Strategy,” “Lean Startup,” and “Refresh” events (typically you can find these all on meetup.com (<http://www.meetup.com/>))
- UIE.com (<http://www.uie.com>) - Sign up for UIEtips (newsletter), listen to podcasts, and register for their virtual seminars and in-person conferences
- “The Digital Crown: Winning at Content on the Web” by Ahava Leibtag (<http://ahamediaigroup.com/thedigitalcrown/>)
- Content Strategy for Mobile” by Karen McGrane (<http://www.abookapart.com/products/content-strategy-for-mobile>)
- “Interviewing Users: How to Uncover Compelling Insights” by Steve Portigal (<http://rosenfeldmedia.com/books/interviewing-users/>)

INTRODUCTION

(Note: This is an edited transcript of the Writing for Web and Mobile lecture videos. Some students work better with written material than by watching videos alone, so we're offering this to you as an optional, helpful resource. Some elements of the instruction, like live coding, can't be recreated in a document like this one.)

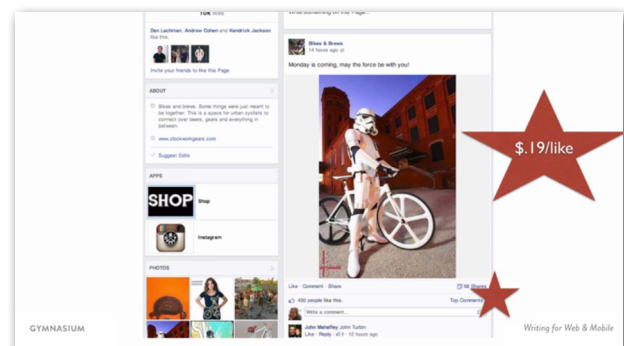
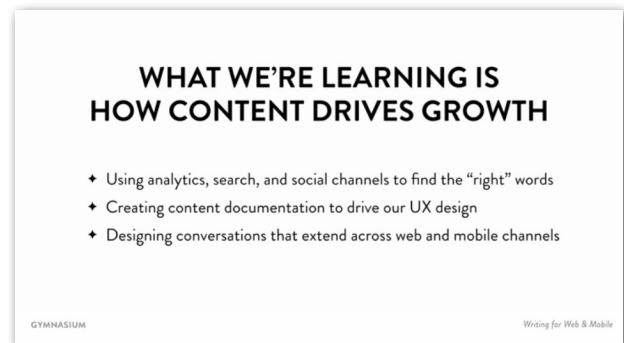
Welcome back to Writing for Web and Mobile. This is Lesson Three: Creating a Content Workbook. Just a quick reminder, at the end of this lesson, like all lessons, we are going to have a great assignment that you're going to have loads of fun doing and also a brief quiz. Of course, if you have questions along the way, you can hit up the forum. That's where you'll get answers from me and from other classmates, as well.

As a quick recap, we've learned so far how content drives growth, and specifically, how to use analytics, search, and social channels to find the "right" words to start speaking the language of our audience. We're going to focus this lesson on actually doing it together. We're going to also create content documentation in this lesson, which is going to drive our UX design and also our design discussions with clients, stakeholders, and our colleagues. Finally, in future lessons, we're going to design conversations that extend across web and mobile channels.

Now all of this means we're not just doing marketing. When it comes to doing data-driven content decision making, what we're doing is establishing content systems that really speak to customers in a direct, authentic, reliable voice, right? This is so we can grow our company, so we can engage more users, so we can convert more users into paying customers. So it's not just about doing marketing. It's about finding the content that grows companies.

So again, reviewing that Bikes and Brews example from Lesson Two, this company grew because it found a way to leverage Facebook and market to customers using reliable, authentic, direct content. It worked so well that they ended up growing to 10,000 Likes in just a couple months' time and they found the kind of content that customers liked sharing, like in this case again, the stormtrooper on a bike, which you see regularly hanging around town. 58 people shared it, and 430 people liked it.

Additionally, the company was only paying \$0.19 per Like, which was down from \$1 a Like, the kind of pricing that it was paying for customers when it wasn't producing content that was reliable, authentic, and direct. So this is just, again, to illustrate that serving up the content customers prefer is really vital to growth. And the way that we do all this at the very beginning of a project is to document it in a content workbook.



This is a central document that everyone on our team can use and collaborate in so that we can know our customers and speak their language.

THE CONTENT WORKBOOK

So let's dig into the content workbook. The content workbook is our content roadmap. It has these characteristics: It's low cost. It's free. It's plain text and it's low-fidelity, meaning there's no expertise required.

In order to use the content workbook, you need to be able to write content. If you've ever written an email, you can use the content workbook. It's where we capture audience research and data.

It's also where we capture the language we want to use with customers, including who they are and the kind of language that they use.

It documents the top questions that customers have and our answers to those questions.

Finally, it captures the real content that we want to write to establish a user experience flow.

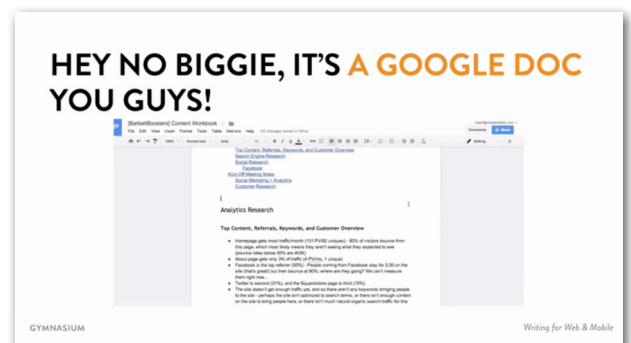
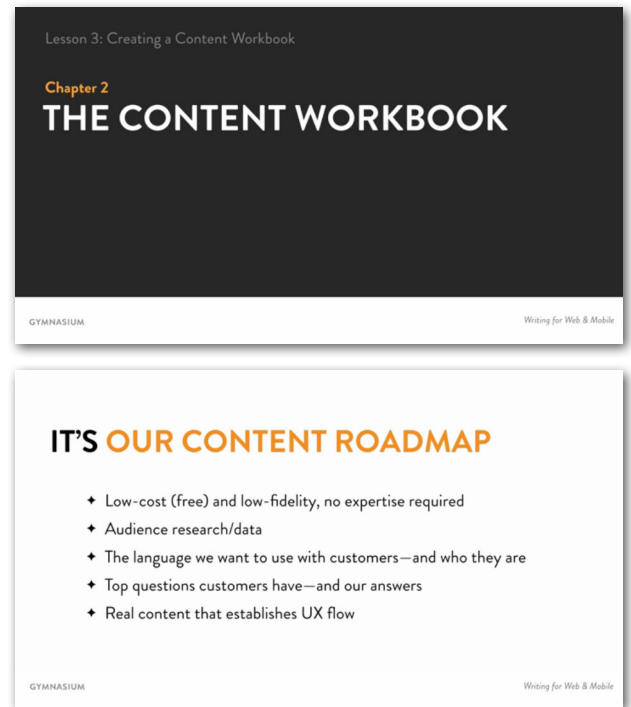
In essence, it's the backbone of our design. So the content roadmap serves as that foundation, the core conversation we want to have with customers, and then it wraps the design around that. It really brings it to life.

So because it's the backbone of design, we want to actually create the content workbook before a project even kicks off. In the traditional web design process, a bunch of people get in a room. We all talk about what we want to do, what we want to design. So before that meeting even happens, we're going to create the content workbook.

But no biggie. It's just a Google Doc, you guys. So this is what the content workbook looks like, what we'll be creating in this lesson. Pretty impressive, huh? Seems like a lot of work.

Don't worry. This is qualitative and quantitative data, the stuff that we went over in Lesson Two, actualized in a workbook that the entire team can access. And again, it's just a Google Doc.

So the example we're going to walk through together is a fictitious company called Barbell Boosters. And let's say that the CEO of Barbell Boosters is named Shay Downey. You are redesigning Shay's company's website, [barbellboosters.com](#), in hopes of selling more Barbell Boosters, which is their sole product.



Here's the existing website. It's not necessarily much to look at. But let's focus entirely on the content. See, there's a header, and a couple pages in the navigation, some photos of what Barbell Boosters look like, some explanation of what Barbell Boosters are, some of the product specifications, and a big header to click here to pre-order Barbell Boosters.

If we scroll up to the top, we click on one of those pages, the About page, we see a little bio about Shay Downey and how she first came up with the idea of Barbell Boosters, and where Barbell Boosters exists right now as a prototype. If we click through to the Buy Now button, or the Buy Now navigation, we come to a Square store. There's pricing, discounts for particular set quantities. And this is all the same language here that we saw previously on the actual marketing website.

So we know now, Shay's got a website. It's a standard WordPress marketing website. And then there's a Square store for selling the actual Barbell Boosters.

Before we go into the meeting with her, which is going to happen this afternoon, we're going to go into Google Docs and we're going to create a Google Doc. So we'll definitely need to have a Google account and we're just going to name the Google Doc here something like Barbell Boosters, and close that bracket, and name it the "Content Workbook," because that's what we're creating.

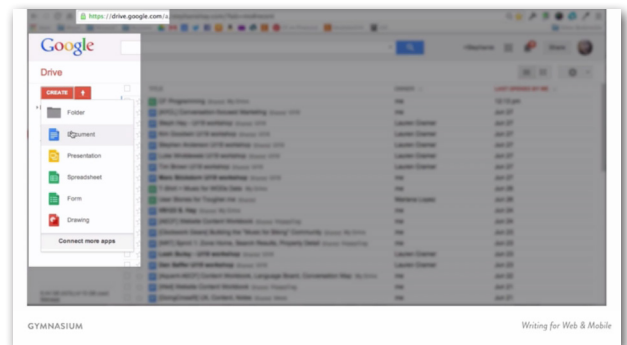
OK, cool. So what do we do now? OK, don't freak out. Don't freak out. Let's just go ahead and add what we know we're going to be putting in this content workbook, which is the customer research we're going to gather during the kickoff meeting.

Hooray! Now the content workbook isn't blank anymore. This is fantastic. Now let's get into the work of documenting Shay's answers to the three questions we're going to ask her, those three questions that we went over in Lesson Two.

DOCUMENTING ANSWERS TO "THE 3 QUESTIONS"

Remember these three questions that we're going to be asking are going to keep Shay focused on giving us behavioral data about the customer. By getting that behavioral data about the customer, we can write better content to help convert users into customers.

So as a recap, those three questions that we're going to ask Shay are: "What are the top three questions your highest value customers ask?" "What are the answers to those questions?" And "How or where do customers currently find or get those answers?"



So let's say that we've asked Shay these questions over the course of the discussion. What's going to happen inevitably is that Shay's going to give us some answers that don't exactly follow succinctly the answers to those questions. She's going to go on tangents and that sort of thing, so we as editors are going to document what we think is important customer research in the content workbook. But it might not be absolutely everything that Shay says.

So we ask her those three questions. She might start telling us about the audience. So in this case, one of the reasons why she created Barbell Boosters, as she says, is because "people don't have products to help them easily load or unload weights on a barbell. That's what Barbell Boosters do. They keep the weight propped up." So I ask, "Who are these people?" She says, "Well, people are... fit people in the gym." Now I'm digging in further. I really want to know, who are these people? She says, "Well, they might be CrossFit facilities." So all right. CrossFit facility owners. That's one potential audience.

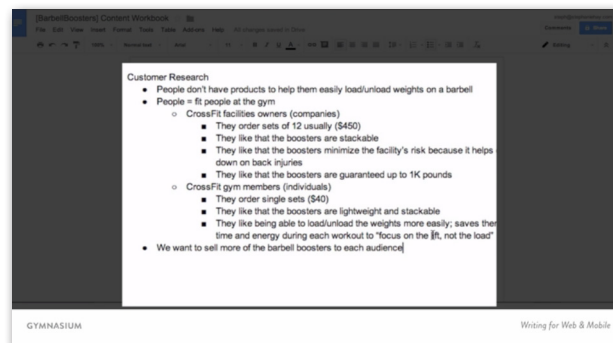
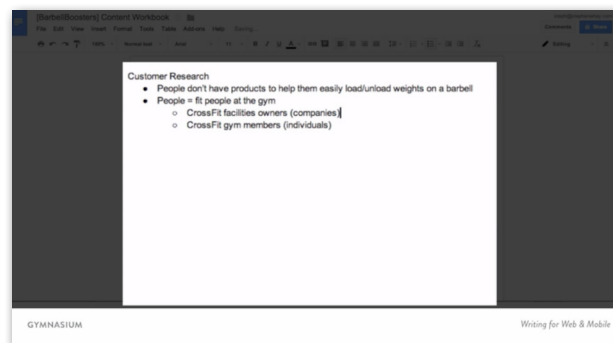
Who else? Well, CrossFit gym members. These are individuals. So now we already have two audiences, and we're only four bullet points into our discussion at this point. So we know that there are at least two audiences, one being companies and one being individuals.

I ask, "Well, what do they order?" And she says they order sets of 12, usually. These are the companies. So this is behavioral data, and they spend \$450. Well, what about the individuals? They order single sets, usually one. One single set, right? And they're going to pay the price of 40 bucks for each of those sets.

Now I, in my content workbook, have behavioral data. I have a general understanding of who the customer is, why they're coming to the site, and what they're doing when they're here. But I ask further, "What are the questions that they have? What do they like? What don't they like?" She starts giving me information like this: "They like that the barbell boosters are stackable, that they minimize their facility's risk. Fewer of the gym members are getting injured because they're using it."

I say, "OK, well, how does it actually help to cut down on injury?" She says, "Because it helps cut down on back injuries. They don't have to bend over quite so much. Another reason that gym members enjoy buying Barbell Boosters is because they're guaranteed up to 1,000 pounds, so the gym owner doesn't have to keep buying them over and over again."

So we keep that conversation going until it peters out, and then we move on to individuals. "Well, they like barbell boosters. The barbell boosters are lightweight and stackable. They also like being able to load and unload the weights. It sort of saves them time. It's a little bit easier. It saves them energy during each workout."



This actually leads into a discussion about the tagline, “Focus on the lift, not the load.” Shay tells us that she came up with this as part of some of the language that the customers were using. This is important data that we’re documenting.

Finally, we ask, “Why do you want to redesign the website?” She says, “We want to sell more of the Barbell Boosters to each of these audiences.” OK. That seems like a great goal, and here in the customer research phase, we’ve already captured two different kinds of audiences, their typical price points, the reasons why they enjoy buying, and the goals of the redesign in the first place. So we also want to complement this work by understanding the goals of each customer type, because this helps us know which customers to prioritize, how to measure if they’re engaged in the first place.

So we have a great understanding already of who the primary audiences are and why they choose to buy Barbell Boosters. But sometimes there are additional audiences that might be coming to the website, and we want to capture those too, even if they’re not target customers. So Shay starts to tell us about a secondary kind of customer who comes to the site, someone who is a visitor, but not necessarily a target customer. And she starts describing this person or company as some sort of partner, another manufacturer, for example. So we’ve documented people who visit the site but aren’t actually target customers.

Now what we want to do is go through and find the goals.

In this case, we know that the two main audiences here are CrossFit facility owners and CrossFit gym members. So now what I’m going to do is I’m going to go through the content we’ve already created, and I’m going to highlight in blue (I’m going to use blue text, change this black text to blue text) anything that seems like a goal, a potential conversion point.

So we know that for the two main audiences, the main conversion point is that we want to sell more. This conversion would probably happen in the store, much like it’s happening right now. But what’s a conversion for this secondary audience, the visitor who we don’t really consider a target customer?

Well, Shay wants them to just call her. These are probably going to have to be conversations that happen on the phone. So we are going to highlight, “To contact Shay, talk directly,” in blue. Change that text to blue. So we know the blue essentially signifies that this should go somewhere.

Eventually, this should probably be a link, for example. It helps us understand where the conversion point should be, where the next step should go. That’s just a quick little tip for going through the content workbook to find all of those areas that could be potential conversion points for customers.

So now that we have the conversion point, we’re going to go back through and find out what of the content we’ve already written is the problem that we are solving? In this case, what

Customer Research

- People don't have products to help them easily load/unload weights on a barbell
- People = fit people at the gym
 - CrossFit facilities owners (companies)
 - They order sets of 12 usually (\$450)
 - They like that the boosters are stackable
 - They like that the boosters minimize the facility's risk because it helps cut down on back injuries
 - They like that the boosters are guaranteed up to 1K pounds
 - CrossFit gym members (individuals)
 - They order single sets (\$40)
 - They like that the boosters are lightweight and stackable
 - They like being able to load/unload the weights more easily; saves them time and energy during each workout to "focus on the lift, not the load"
 - SECONDARY AUDIENCE - Partners or manufacturers
 - People who run competing companies or complementary companies
- We want to sell more of the barbell boosters to each of the two main audiences

Kick-Off Meeting Notes

Customer Research

- Problem: People don't have products to help them easily load/unload weights on a barbell
- People = fit people at the gym
 - CrossFit facilities owners (companies)
 - They order sets of 12 usually (\$450)
 - They like that the boosters are stackable
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 - They like that the boosters are lightweight and stackable
 - They like being able to load/unload the weights more easily; saves them time and energy during each workout to "focus on the lift, not the load"
 - SECONDARY AUDIENCE - Partners or manufacturers
 - People who run competing companies or complementary companies
 - We want to direct these people to contact Shay/talk directly
- We want to sell more of the barbell boosters to each of the two main audiences

we're solving is that people don't have products to help them easily unload or load weights on a barbell. That's what we're solving for them. So we're just going to add the word "problem" in front of that particular bullet point.

I just want to make a side comment here that there's no required format to this content workbook. It will change from project to project. The goal here is to just start writing, to start documenting what you're learning, because the structure will eventually reveal itself the more that you write.

So the way we're going to add structure here is just by highlighting what we want to change, and we're going to make it into a heading. I'm going to add some additional context here. These are kickoff meeting notes, and this is the customer research section of the kickoff meeting notes. So I'm actually just going to create a secondary header here for that customer research heading.

This has probably been a 30- to 60-minute conversation with Shay and before I leave the room, I'm just going to ask her quickly, "Hey, have you done any social marketing? Have you done any outreach on Facebook and Twitter, for example?" Also, "Do you have Google Analytics? Can I have access to it?" Those sorts of questions, because I'm going to start moving into that quantitative now. We've captured a lot of qualitative behavioral data. I want to start moving into the quantitative.

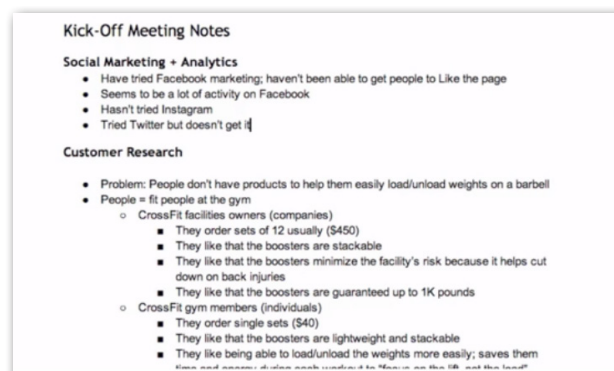
So I ask her about social marketing, and in fact, she's got a little bit of information for me. So I'm going to give another heading here called "Social Marketing and Analytics," and I'm going to start creating some bullet points here, just like in the section below, and documenting the things that she's telling me that she's done.

She's done some marketing. She created a Facebook page, but she really hasn't seen much success there. So she probably hasn't done a great job of actually writing the kind of content that this audience wants. And as a result, she hasn't been able to get people to like the page. And she also notices there seems to be a lot of activity for CrossFit on Facebook, but she hasn't been able to really tap into yet.

We ask her about Instagram or Twitter. She says she hasn't tried Instagram. She's tried Twitter, but she really doesn't "get it," quote, unquote. This is just important context for other team members who are going to come into the content workbook and be able to read through this and really get a good idea of the customer and of the client in this case. A hard part of the content workbook-- I'll be honest about this-- is to not edit while you're writing. You want to try to capture anything that might inform your work later, even if you don't think it really fits into the structure.

So "tried Twitter but doesn't get it" might seem like something you want to leave out, but keep it just in case. You might need that data later. So similarly, she says she's "tried Google Analytics, but there aren't that many website visitors yet." So she hasn't really been able to learn a lot. That's a good cue for us, because we're going to dig into Google Analytics.

She asks a question like, "Should we do a blog?" That might fall under social marketing, but we haven't actually done anything with that. We just want to capture that she's curious about it. She says also that she's "tried email marketing, but really not sure that she's doing it right."



So this helps us understand where the client is at in her marketing in her outreach. Finally, she says this. She “has a store on Square.” We know. We’ve already seen that. She’s actually “sold a good number of units through that store.” That’s cool. We’re now finding out that there’s something beyond social here that we should actually dig into, because it’s another area of analytics for us. So we ask, “OK, who’s buying?” And she says, “Well, about a third of them. These are all high level: a third of them are gyms and about 2/3 of them are for individuals.”

Wow. This is gold. Now we know that the majority of people who are buying on her store are actually individuals. This is great. So she finally says, “OK, I’ll give you guys access to Google Analytics, even though we don’t have a lot of website traffic, and any store data, too,” so she might give us some behavioral data on the purchases themselves. This is going to be gold for us as we start to design conversations for these individuals, who are obviously already buying more than the gyms are.

So that was great. Nice work. Time for a beer. Just kidding. Well, maybe not. But it is time to dig into Analytics, Search, and Social.

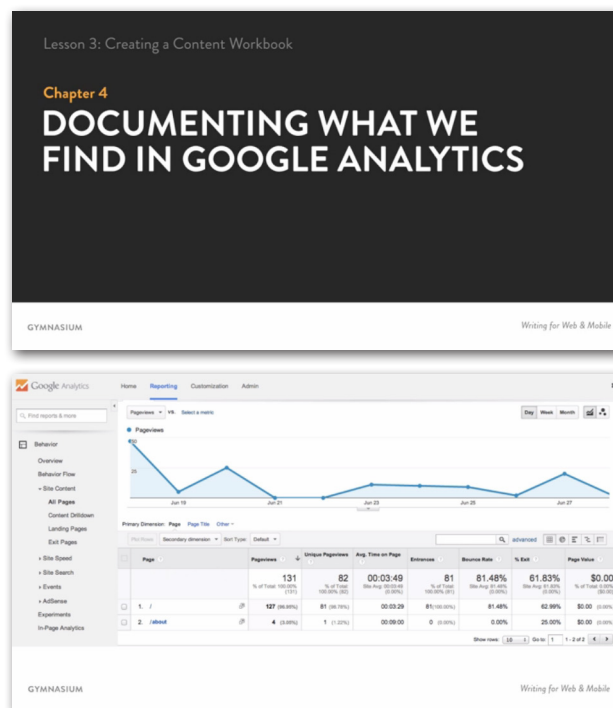
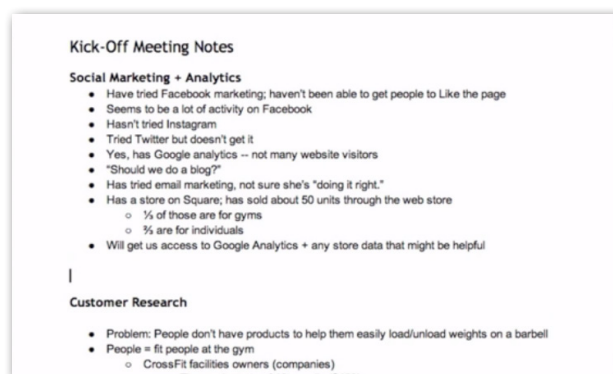
DOCUMENTING WHAT WE FIND IN GOOGLE ANALYTICS

So now we’re going to take what Shay gave us in the kick-off meeting, and go back to our offices, and dig into Google Analytics. We’ve got to conduct our own research. Where do we start again?

Well, once we actually log into Google Analytics, we’re going to pay close attention to top content, keywords people are using in the search engines to find barbellboosters.com, and the referrals, the places they’re coming from to get to barbellboosters.com. Now, Shay warned us before we even got here that there wasn’t much website traffic. And when we first log into Google Analytics, and we click on Behavior in the left column and All Pages, we see that that is actually true.

Over the course of the last month, only 127 people have come to the home page and because the site is so shallow-- it only has an About page as a secondary page, and only four people go there-- there isn’t a ton that we’re going to learn from Google Analytics. But still, we want to document that 127 people have come to the home page and that 81 of them are unique.

Again, the content workbook is helping the team understand what this site redesign is all about and who the customers are for this site. So let’s make a new heading here called “Analytics Research.” This is the stuff we’re doing on our own, the quantitative information that we’re gathering to help inform what content we’re going to



write. Let's go ahead and add a secondary heading here about what we're actually going to be capturing in this section, "Top Content," "Referrals," "Keywords."

I'm actually going to show you the Customer Overview in Google Analytics here, too. It just gives us a quick peek at what's going on inside the site. OK, so let's go ahead and document what we've learned so far, which, granted, is very little in terms of actual quantitative data.

But what we have learned is the home page gets most of the traffic. 131 page views. We can use "PV" as an abbreviation here. 82 of them are uniques.

OK, we're also going to document that the About page gets a tiny fraction of traffic. Only 3 percent of the traffic actually ever makes it to the About page, four page views, only one unique. So that means 75 percent of people who've been to the About page have been there before. So that might actually be all Shay.

So let's also look here, just quickly, to scan the average time on the page. Since most of the traffic is going to the home page, that's what's influencing that average time on page being 3:49, 3:29 there on the home page. And that bounce rate is pretty high, 81 percent. We want to get it under 50 percent.

Looking at the About page, we see that the average time on page is nine minutes. This is a problem. There are only two paragraphs on that About page, as we saw earlier. So this indicates that the 75 percent of people who are going to that page are probably going that page, leaving the tab open, and going off and doing something else in their office. So we're not going to pay too much attention to that metric right now.

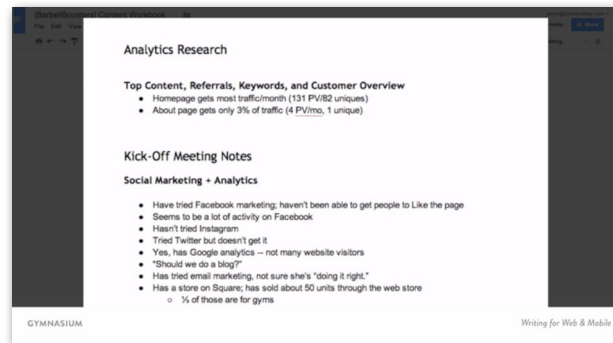
But we are going to go ahead and add some additional color about the home page. 82 percent of visitors bounce. We're going to make an assumption here. Most likely, it's because they aren't seeing what they expected to see when they got here. That's probably why that bounce rate is so high. Remember, we want to try and write content that sets realistic expectations and meets it.

Let's go ahead and add in here that "the bounce rate is below 50 percent is A-OK." So we're going to keep that.

Now let's jump back into Google Analytics and look at the keywords. So we're back in Acquisition in that left sidebar. Now let's jump back into referrals.

So we're in Acquisition > All Referrals. You see that's in bold there. We can see already that Facebook is the top referrer, but that 90 percent of people who come from Facebook bounce immediately. Jeez, it's even higher for Twitter. That's t.co.

But interestingly, number three is the Square store. OK, so people are coming from the shop to the website. So let's document what we've just learned about referrals here.

A screenshot of the Google Analytics "All Referrals" report. The table shows the following data:

Source	Sessions	% New Sessions	New Users	Bounce Rate
	19 (23.46% (81))	100.00% (Site Avg: 82.72% (20.90%))	19 (28.36% (67))	94.74% (Site Avg: 81.48% (16.27%))
1. facebook.com	10 (52.63%)	100.00%	10 (52.63%)	90.00%
2. t.co	6 (31.58%)	100.00%	6 (31.58%)	100.00%
3. squareup.com	3 (15.79%)	100.00%	3 (15.79%)	100.00%

The "Bounce Rate" for facebook.com is circled in red.

Facebook is the top referrer. So it's sending 50 percent of the traffic, more than Twitter, more than the Square store. But let's go ahead and add that Twitter and the Square store are also referrals so that we know that, especially because she's not doing much in Twitter. That's really interesting that it's the second referral.

The Square store page is third. Let's go ahead and add the Twitter percentage here, 31 percent. OK, let's add a little bit more color about Facebook here, because we want to be doing some more content marketing to try and drive more traffic here.

So yes, people are coming from Facebook. And they're staying for 2:30 on the site. So that's pretty great. But then the bounce rate is astronomical, 90 percent.

So the people we're losing, why are we losing them? Well, we're not really measuring them. We don't know where they're going. We can't measure it from the existing site. So it provides us an opportunity. Now, we've already recognized there's this gap that will provide us an opportunity to measure engagement later. So that's a great note to capture here early in the process.

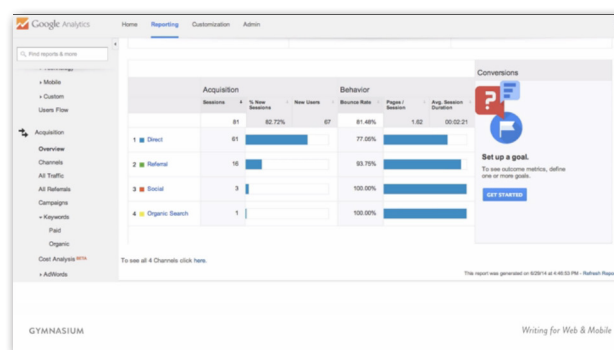
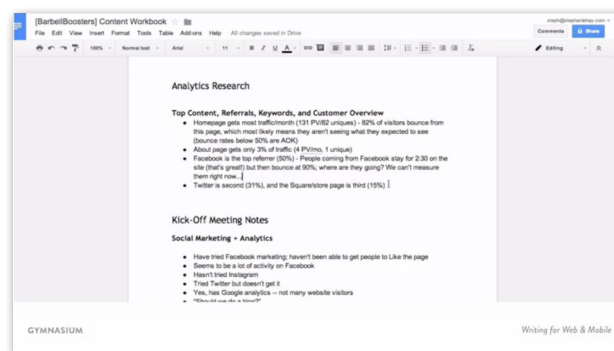
We're also going to look here at Keywords. So let's see what organic keywords are driving people to the site. Oh wait, there are none. OK, this is a huge bummer. This basically means that people are not coming from the search engines to the website. So we're missing out on a huge amount of potential traffic.

The site isn't getting enough traffic yet right now to even register keywords in the first place. So we don't know which words to use. That's a missed opportunity. There aren't keywords bringing people to site.

Now, it provides an opportunity to actually write more content-heavy, keyword-rich, content-heavy pages. Maybe this is where that blog that Shay mentioned needing could come in handy. So we want to make sure that the site is optimized to search terms. Or we need to do a little Google Keyword Planner research, which we're about ready to do, to figure out how much organic search traffic is even happening in the first place.

Finally, I want to show you Customer Overview. This is what Google provides as part of its dashboard in Analytics just to help you understand where people are mostly coming from. You notice right on that first line under Acquisition that most of the people coming - most of those sessions- are coming direct. We need to document that for sure, because 82 percent of all the sessions on the website are coming direct.

How is that possible? This must be some great indicator of word of mouth. So we know that 82 percent of all the sessions are new. This is that metric of page views versus uniques. We



documented that. Now we're adding a bullet point here that most people are coming direct. So this would indicate that word of mouth seems to be working pretty well. Awesome.

OK, so far in our content workbook, we're learning about the kind of content our customers want. We focused entirely, this last chapter, on analytics. And now we're going to dig into Search and social.

DOCUMENTING WHAT WE LEARN FROM SEARCH AND SOCIAL

We need to document what we are learning about that customer from search and from social channels. So if you remember from the last lesson, we're going to use Google Keyword Planner. And we're also going to use Google Search, the front end of Google Search, to see how competitive the space might be.

So let's go ahead and bring up Google here and let's do a search. We're going to get into the kind of content that might be related to Barbell Boosters. So let's just search for "Barbell Boosters" first.

So we see, obviously, Barbell Boosters, the store. That sort of thing comes up first. That's cool.

Now let's look for related terms. How about "barbell lifts" or "barbell supports?" OK, now with "barbell supports," we start seeing some activity here. Here's some products that seem to be using those keywords on Amazon. There's some paid advertising in the secondary sections here at the top and the right side around the organic search results.

But if we're looking for more, we're just gathering data at this point. Let's look for "stands." "Barbell stands" seems to bring up some additional products. We're looking in the organic search results.

We know that "jack" is definitely part of the language. Shay told us that. So let's look for "barbell jack." We see that there's a company like Again Faster. This Rogue company keeps showing up. There's even a little video here.

Mini Deadlift Jack. This is interesting. Let's click on this.

Now we found a product from West Cary Barbell. This is interesting. This looks similar. It doesn't quite look similar, but seems to be marketed similarly. "Makes easier loading and unloading of a bar."

SO FAR WE'VE LEARNED WHAT CONTENT OUR CUSTOMERS WANT

- Analytics: What content they're after on our existing website
- Search: What they search, and how competitive a space it is
- Social: Where are they most active, and with what kind of content

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Writing for Web & Mobile

Lesson 3: Creating a Content Workbook

Chapter 5

DOCUMENTING WHAT WE LEARN FROM SEARCH AND SOCIAL

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barbell supports

About 358,000 results (0.34 seconds)

Shop for barbell supports on Google

Sponsored

Barbell at Amazon.com

Sears® Barbell

Barbells - Rubberized

Barbell Support on eBay

Barbell supports - Bodybuilding.com Forums

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New Product (Coming)

By popular demand and demand this new product will be in the market soon. It is the perfect way to carry in your gym bag or store in your locker. Made to last with steel, with the most durable and safe it is the most up-to-date, you'll be the first to know.

Mini Deadlift Jack

West Cary Barbell

ADD TO CART

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I think that's probably heading in the right direction there in terms of finding other products. But let's just see real quick if we get out of the word "barbell" and start using something like "weightlifting jack," what do we learn? OK, this seems to be less competitive. We're going to continue doing this. But for the purposes of the chapter, let's just go ahead and document what we've learned based on that research that we just did.

So let's go ahead and add a new heading here called "Search Engine Research." We're going to make that heading two. Let's go ahead and add some bullets here capturing some of what we've learned.

So "jack" is definitely the word of the day, most competitive term. That was the thing that introduced the most organic and paid search results. We saw a lot from companies like Rogue and Again Faster. We clicked on a link from West Cary Barbell Club. We found out about this Mini Jack. And we also found out that it has some similar marketing messaging that might be a competing product.

OK, so for example, it talks about lifting one side of the bar at a time. That's similar to how we have been positioning our product. We also found out that there's not much competition for "stands" or "supports." Those were a couple of the first keywords that we used.

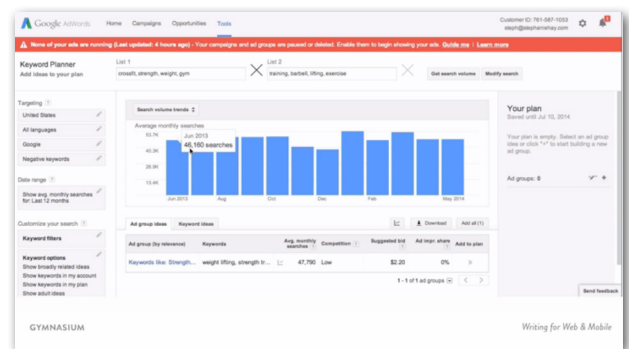
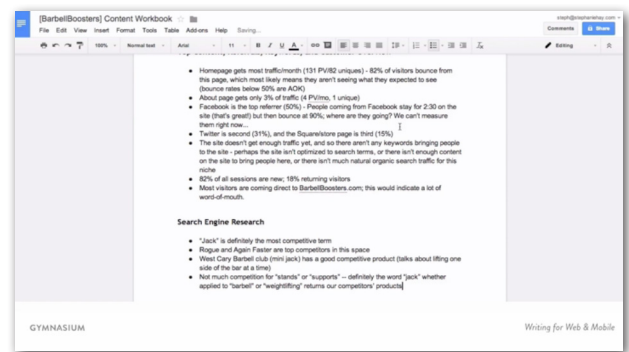
Definitely the word "jack." So now we know that's going to bring up the most competition. It also brought up competition when we even use the word "weightlifting jack" versus just "barbell jack." Still returned competitors' products.

Now let's bring up Google Keyword Planner. You're going to need a Google account for this as well. We're going to go ahead and click on multiple keyword lists to get new keyword ideas and start typing in some of those keywords that we've already got listed in our content workbook. "CrossFit," "strength," "weight," "gym." And we're going to add some things like "training," "barbell" in the second list, maybe "lifting." Let's go ahead and add "exercise," too.

OK, now we're going to search on Get Search Volume. We're going to click on Get Search Volume and this is going to give us a good idea about how much organic traffic happens every month for these kinds of words. We can see that it's in the 40,000 to 50,000 range.

Generally speaking, average monthly searches here being only 14,000 or 18,000 for strength training, or only 8,000 for weight training, and only 5,000 for CrossFit training, helps us understand how in demand these keywords are. We click on Keyword Ideas. We can find additional keywords that might actually help lead us in the right direction.

But generally speaking, in terms of raw Google data, these are not high numbers. We want to be looking at the hundreds of thousands and millions. If we can tap into that, we can certainly drive more traffic from the search engines.



So let's go ahead and document what we've learned here about the amount of natural demand for some of the language that we use to describe our product for who we are. So "weight training," "strength training," "weight lifting," and "CrossFit training," these were all the highest volume, usually around 5,000 to 15,000 organic searches. So this helps to set our expectations and it'll help to set Shay's expectations, too.

So let's add these for sure to the existing website. We can do this already without having to redesign anything yet, just by adding these keywords to the site headers, to the title tags, to the meta descriptions. This is what shows up in Google search. This will help to optimize for the search engines inherently without having to change anything else.

Now, we also want to make the note that there really isn't that much traffic or demand in this space, anyway. Remember I said hundreds of thousands or millions? That's the amount of sheer volume that is natural for Google. But in this case, something like "strength training," top solicit 15,000 a month, that's just not that much. So we want to make sure that that's documented to set everyone's expectations of what's realistic.

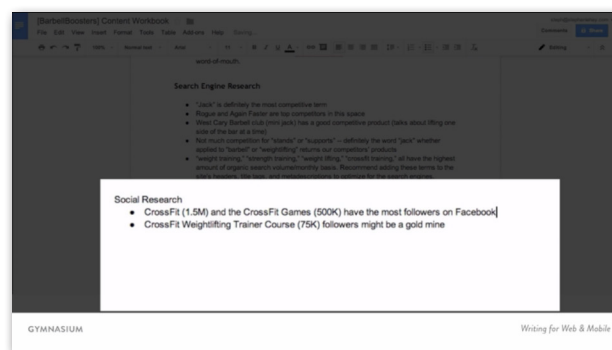
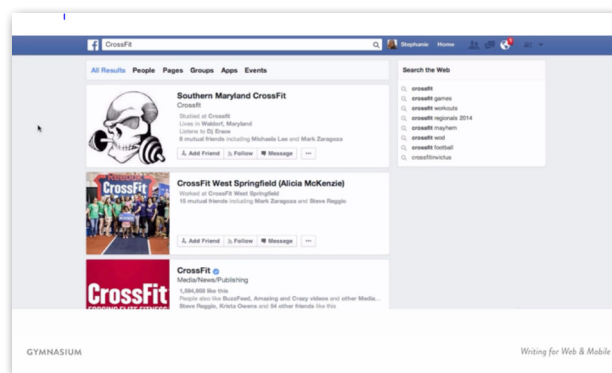
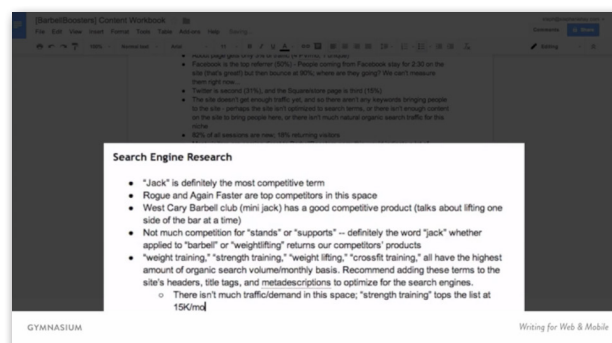
Now we want to also complement what we've just learned in Search with what we can learn in social. Where are our customers already? So let's pull up Facebook. You'll need a Facebook account. Log in to your Facebook account. And let's go ahead and search for "CrossFit" on Facebook.

Now, it's going to be tailored to who you are based on your personal characteristics. But it's still going to give you access to the things that you need to learn about. So as I start scrolling down through CrossFit-related groups that show up in my search results, I run across this, "CrossFit Weightlifting Trainer Course."

This sounds perfect. 75,000 people like it. It combines the two things that we know are part of our customer segment: CrossFit and weightlifting. Perfect. Let's make sure that we are documenting that, because that's a potential gold mine for Shay to market to.

So let's go ahead and add a secondary heading here, "Social Research," and document about the CrossFit-related groups that we have found, some of which we actually looked at in the second lesson. Let me go ahead and fix that typo. So "CrossFit" and "CrossFit Games" have the most followers, in the millions, 500,000 for "CrossFit Games."

But interestingly enough, there's this "CrossFit Weightlifting Trainer Course" at 75,000 followers. So this is potentially a gold mine for target customers. Let's go ahead and add the number of followers to each CrossFit and CrossFit Game so



we have that documented on Facebook. That's all we've looked at so far.

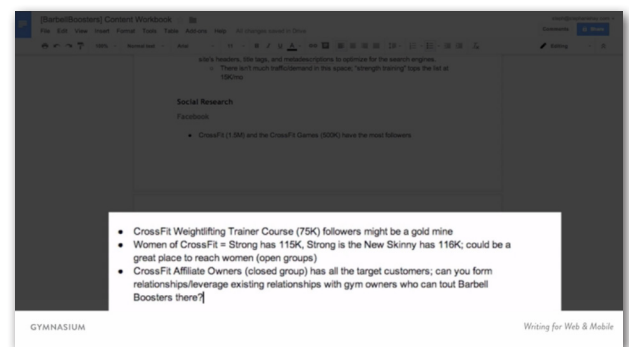
Let's go ahead and make this a second heading. I did that wrong. There we go, second heading. OK, cool.

So now, we've got social research. I'm going to go ahead and put Facebook here just so that it's known that everything below is part of the Facebook research that we've done. Now, let's do a little bit more here on Facebook. We're not quite done yet.

So we're going to go ahead and look for other potentially great performing groups. Here's one, Women of CrossFit Equals Strong. That's 115,000 people.

Check this out: in related groups, Strong Is the New Skinny has 115,000 Likes as well. So even the groups that you find in Facebook have related groups that might also have huge followings. Already, we're seeing that there's much more volume of potential customers here than there has been for demand for key words in the search engines. So it seems like Facebook is really an untapped market for us to find potential customers.

Let's go ahead and document those additional groups that we found along the way, like Women of CrossFit Equals Strong. This has 115,000 followers. There was that related group, Strong Is the new Skinny. That also had... I think it was 116,000. Then we want to add some additional context here that it could be a great place to reach women: these open groups versus closed groups like the CrossFit Affiliate Owners group, which has some potentially good target customers, the gym owners. But we can't actually access them because it's a closed group. So we have to find out if Shay could potentially form relationships, leverage existing relationships, with gym owners who might be able to tout Barbell Boosters on that closed group Facebook page.

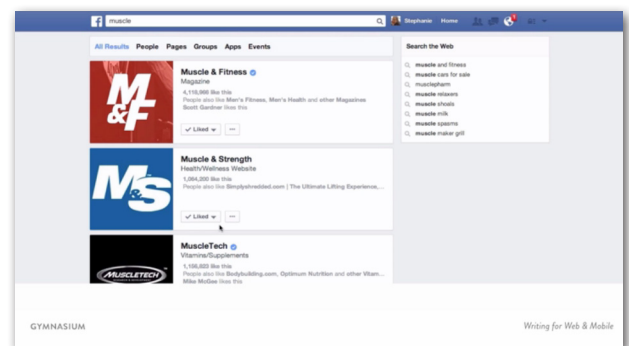


OK, so that's cool. Let's see. Is there anything else here? Let's go ahead and search for something like "weightlifting" instead. Not quite done with Facebook. We know that there's some good stuff here on CrossFit. So we want to make sure that we're maxing out related terms. USA Weightlifting, 82,000. That's pretty good.

Oh, there's that CrossFit Weightlifting Trainer Course again. Of course. That's just more reinforcement that that might be a great group for us.

Let's see. Let's go ahead and look at related things like-- OK, there's Muscle and Fitness Magazine. That starts coming up. Four million, holy cow. OK, Muscle and Strength, one million. Muscle Tech.

OK, this is also a great way to reach potential customers, because these are the sorts of people who are interested in the same space. Even though it might not be direct CrossFit, it is related enough that we can probably do some marketing tests, some content testing here to reach this particular audience and see how well they convert. It might be a new audience for us.



There are so much higher numbers here in the muscle side of things. This muscle health and fitness seems like a good one for us, even at 100,000. OK, so let's go ahead and document this stuff.

We are going to add a couple bullet points here and we're going to put it up at the top here because these are the kinds of keywords on Facebook that are actually generating more traffic. So I want them to be seen, for sure.

"Weightlifting," "muscle strength," these are keywords that are generating a ton of traffic on Facebook. Maybe we should be adding them to our website. Here are the different groups that millions of people are following. There's the Muscle and Fitness, Muscle and Strength, Muscle Tech. These are all companies, of course. So I'm documenting that.

But there's that open group, Breaking Muscle, had about 100,000 people and this is a health and wellness website. Also, there's Muscletime Recreation, which is a sports website. So this is also an open group. Musclemania World. There are really a lot of opportunities here to reach potential new audiences.

We found it all just using Facebook and we're documenting it here. Great.

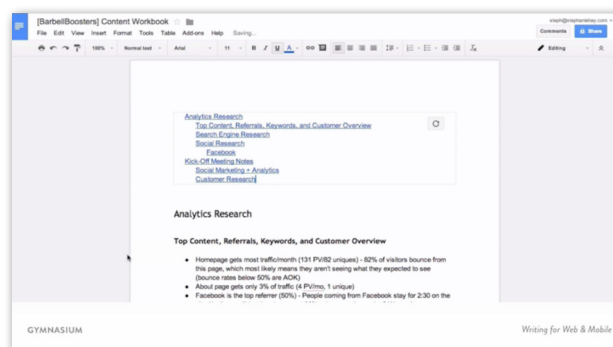
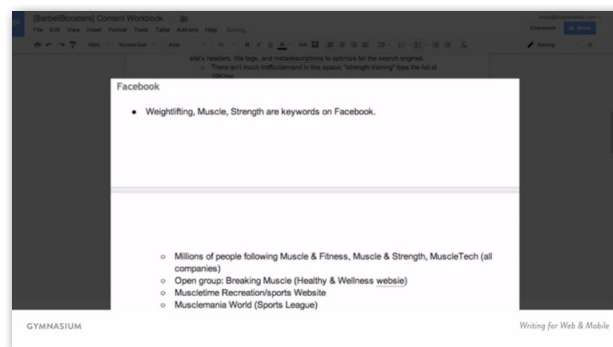
So that content workbook that we started at the beginning of this lesson that was empty, and we were all freaking out? (Well, nobody was freaking out. I was freaking out.) Let's go ahead and make a Table of Contents to see how much this has already been filled out.

This is great. This is all important content for us. Because we have been using headings all along the way, any time we add a new section, all we have to do is go up to Insert, and then Table of Contents, and bingo bango, there is our content workbook. Now anybody can come into this content workbook to learn about what we've learned about in terms of what content our customers want, because now the content workbook captures all the analytics data that we've learned about what content customers are after on our existing website.

We've documented Search: sheer volume for the kinds of keywords that we want to rank for, how competitive a space it is. And social networking: where are our customers already active, and with what kinds of content? What are the words that they're using? What are the words we should be using to reach them?

It's all captured already in this content workbook that we just started. Then we're going to go ahead and continue extending that in future lessons. But first, exercise time.

This is a great extension for you based on what we've just gone over because it's your turn to create a content workbook for Tougher.Me. So building on Lesson Two example, you're going to document the customer research that you already gathered in this content workbook. So you're going to go through what you've learned



from any analytics from Search, and Google Keyword Planner, and also from the social channels, documenting any of the customer research that you think is vital to creating a better Tougher.Me experience.

Document, also, any additional key data that you think should be included and then put yourself in the forum. Offer feedback to others. Invite feedback from others. We're all going to learn this together.

That's it for Lesson Three. In Lesson Four, we're going to use this data that we've already gathered to write a language board. So get ready to start writing. Thanks.

EXERCISE TIME!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!

Create a Content Workbook for Tougher.Me

- ✦ Document the customer research you gathered during the Lesson 2 exercise
 - Google Analytics
 - Search + Google Keyword Planner
 - Social Channels

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