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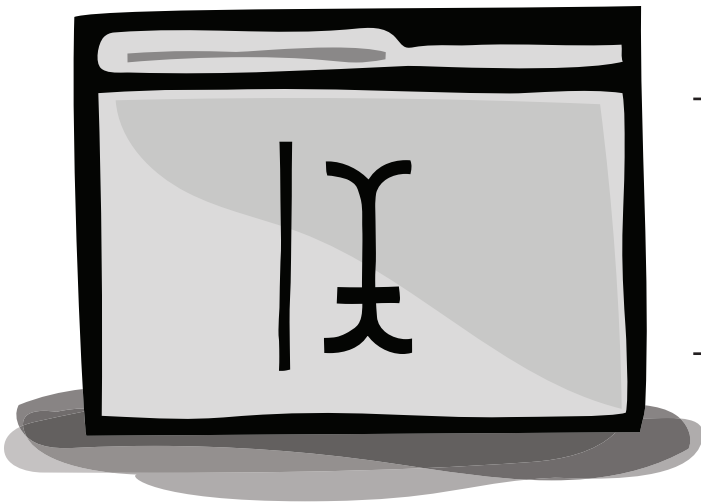
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# WRITING FOR WEB AND MOBILE

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*Lesson 2 Handout*

*Finding The Content Our Customers Want*



# 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. Customer Development is a process by which a business actively uses information and feedback from their users (rather than guessing or using internal sales language).
2. To set the stage for soliciting customer feedback there are key questions you need to ask your clients/ stakeholders first :
  - a.) What are the top 3 questions your (highest value) customers ask?
  - b.) What are the answers to those questions?
  - c.) How/where do customers currently find/get those answers?
3. Key questions to ask users and customers are:
  - a.) What made you sign up/buy this product/service?
  - b.) Why do you keep coming back/buying more from this company?
  - c.) What about this product/service has not met your expectations?
4. To help find the “right” words for your content you need to study your customer’s natural (organic) language. Writing content based on the words that customers use helps produce content that your customers will respond to.
5. Study the analytics from an existing website to understand the content customers want. (Google Analytics)
6. Study the keywords customers are using on search engines to find your existing content. (Google Keyword Planner)
7. Study search results to understand the competitive space and the problems that customers are asking search engines to help them with. (Google Search results and adwords).
8. Study social networks to discover where customers are most active and with what type of content.
9. When you successfully create content that speaks the customer’s language the result is that your message will spread in an authentic way and help your business grow.

# ASSIGNMENTS

1. Quiz
2. The goal of this assignment is to start thinking of how to grow the website [Tougher.me](http://tougher.me). In order to do this you need to do some research into two areas: a.) the site as it exists today and b.) the potential audience for the site, starting with Crossfit enthusiasts.
  - Visit the tougher.me website, this should not take you long!
  - This lesson covered 4 techniques for doing research: analytics, keywords, search and social. Unfortunately it is not practical to give students access to the analytics for the website so you will need to focus your research on keywords, search and social.
  - Pay particular attention to the organic language used by this audience. Don't worry too much about organizing the material you discover at this point, but you can create a simple document and begin copying and pasting anything you find of interest. It will come in handy in future assignments.
3. Once you have gathered this data create a thread on the class site and post your results.

# 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://ahamedia group.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 to Lesson Two: Finding the Content Our Customers Want. This is part of the Writing for Web and Mobile course, and you are exactly in the right place.

At the end of this lesson, like all lessons, we're going to have an excellent assignment to help you practice what we've been learning in this lesson, plus a brief quiz. Both are optional, but you'll definitely want to do them, because you're awesome, and that's what awesome people do.

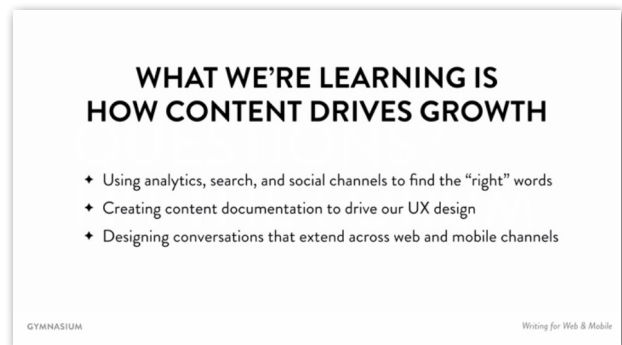
If you've got any questions, go ahead and add them to the forum. I'll answer those questions there or your classmates will. Now what we've been learning so far is how content drives growth, and specifically in this lesson, we're going to go over where to look in analytics, search tools, and social channels to find the right words for when you start writing.

In the following lessons, we're going to be creating content documentation that'll drive our user experience design and also the discussions that we might have with teams and stakeholders. We're going to be designing conversations in later lessons to help extend our user experience design across web and mobile channels and keep a cohesive voice.

## USING CUSTOMER DATA TO WRITE BETTER CONTENT

The philosophy of this course is that we are using data to make content decisions. In that way, we are driving higher levels of engagement and conversion. That's what Mark and Tiffany Quezada learned. They decided to develop a product called Minded, and here's what Minded used to look like.

I'm not going to tell you anything about it. I'm just going to show you what the home page looked like. If you decided that you wanted to go ahead and create an account, you signed in with Facebook and gave it permission, you were then presented with a series of buttons and links that I'm going to speed up here, because it starts getting old real fast.



You'll see that once you're actually dropped into the application, you're given choices. You make a choice, you're given more choices. You don't do something correctly, it tells you didn't do it correctly. You do it correctly, you're given more choices and then you continue to hit buttons, and you continue to click links, and you continue to be presented more choices until finally, you're dropped into a screen of more choices.

Mark and Tiffany knew something was wrong, so they decided to go out and talk to their customers. Early users, didn't seem to be creating accounts to the degree that Mark and Tiffany thought they should be, didn't seem to be making purchases. What they found was this: people were overwhelmed by choice. They felt disconnected from the experience. They weren't sure what to do or why.

So Mark said this: "We simplified everything into a single user flow that was much more conversational." In fact, they swapped text fields and checkboxes for a series of dialogue-based walk-throughs. As a result, their completion rate shot through the roof.

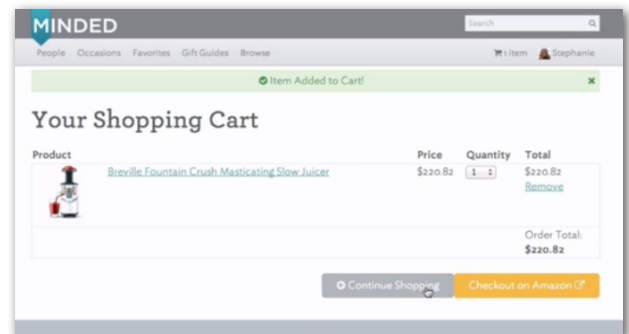
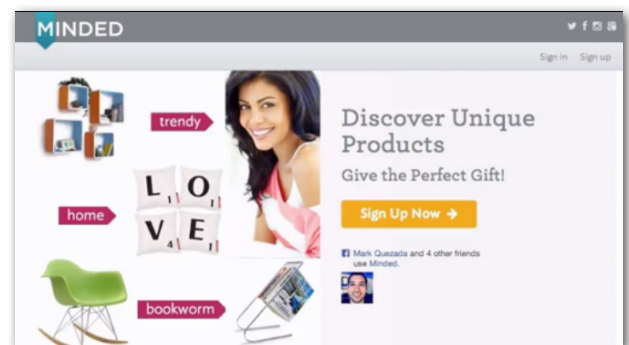
This is what Minded looks like now. The home page might still feel similar. Gives you all of the benefits that you'll get by trying to take advantage of Minded. You never forget another occasion. You'll get personalized gift recommendations.

But this time, it actually delivers on that process. As soon as you sign up and you give Minded access to Facebook, you're dropped into a dashboard that shows you stuff you might like. As soon as you choose one of those things, you're presented with a view that feels familiar because they pulled from cues taken by Amazon. And perhaps no surprise that actually when you add something to your cart, you can check out on Amazon.

They decided to create a conversation that would feel a little bit more familiar to how you're used to buying gifts. For a lot of the folks they talked to, it turned out they were buying gifts on Amazon.

How did they learn all this? Well, they were willing to go out and talk to their customers. And that, in lean methodology, is called customer development.

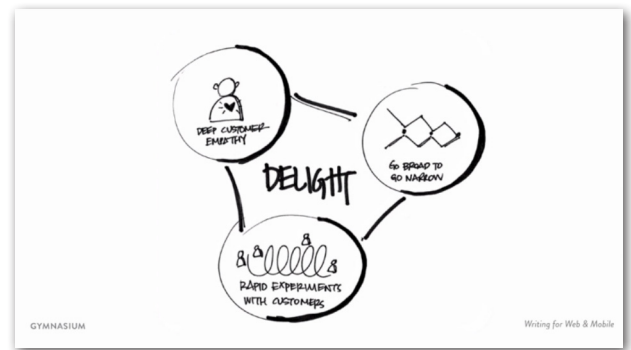
It was really pioneered - brought to the mainstream- by this guy, Steve Blank. He writes prolifically at his blog, and I encourage you to check out this link to learn everything there is to know about customer development. The basic premise is that you can't guess how your product is valued by customers, and most customers will not



take the time to help you design a better product. So it's your responsibility to get out in front of those customers and find out what expectations you've been setting for them that you're not meeting, because those are opportunities to communicate better and also to refine your design to make sure that it's stickier.

In big companies, customer development is called design thinking. It takes an empathy-driven approach to designing products, meaning design teams go out and talk to customers to understand those customers' problems. Then they design small prototypes to figure out if they can solve those problems through design. They continue to iterate until they, in fact, find out that the design that they created does solve the customers' problem.

We design better experiences when we know our customers by getting out and talking to those people. Intuit's founder, Scott Cook, recognized the value of customer development that was sweeping the start-up world in Silicon Valley and brought it in-house to Intuit, the makers of TurboTax. It was taking them a year to deploy every new version of TurboTax. So they experimented with different processes of design thinking and came up with their own called Designing for Delight, where they developed deep customer empathy through actual one-on-one discussions between designers and the customers.



Then they understood what problems the customers were having so they could form broad to narrow kinds of prototypes, things that might actually solve the customers' problems. Then they rapidly experimented with those customers to find out if the prototypes they created actually worked. Only if they found that they did work did they continue to build.

## QUESTIONS TO ASK CLIENTS OR CUSTOMERS

Now, if you've ever been around a conference room table with a whole bunch of people, and you start asking them about a design, or you start asking them what they want to see in a new site, everyone will have an opinion. We all know the saying. So we don't want to actually get into those sorts of discussions with clients or with customers or users.

We don't want the customer or user telling us what they'd likely do if this future scenario existed. We want to measure behavior. So whenever we talk to clients and stakeholders or the users or customers, let's focus on how well we're setting and meeting customers' expectations. We do that through language.

These are the three questions that help clients and stakeholders in big group discussions stay focused on customer, rather than getting into opinion-based discussions. The first question is this: "What are the top three questions your (highest value) customers ask?"



No matter who you're talking to, senior level stakeholders or the newest person who's just joined the team and has to actually answer bug requests, people will be able to answer this question. They know the questions that the customers ask because they often have a voicemail waiting for them or an email in their inbox that they haven't responded to yet, and it's the same sorts of questions over and over again.

"Why don't they just read the website?" Often it's because we're not speaking in a clear enough way to answer the question or making that content readily available. So it reveals great opportunities for us as writers to start communicating better with those customers.

The next question is, "What are the answers to those questions?" How do the people we're talking to answer the questions that customers typically have? Are there answers to those questions?

Finally: "How or where do customers currently find or get those answers?" Here we find channel-specific customer data. Are customers emailing with these questions? Are they picking up the phone and calling? How frustrated are they? What is their level of engagement? A problem is much more acutely felt by a customer who picks up the phone and waits on hold for customer service than to send a tweet.

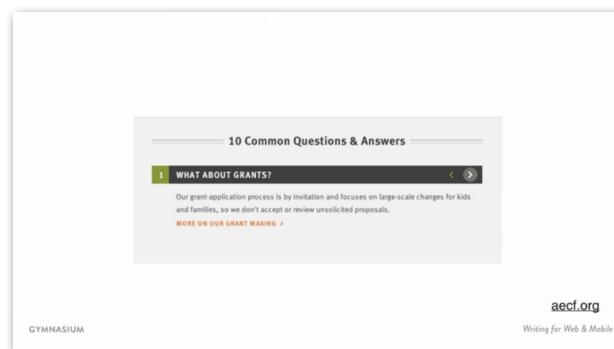
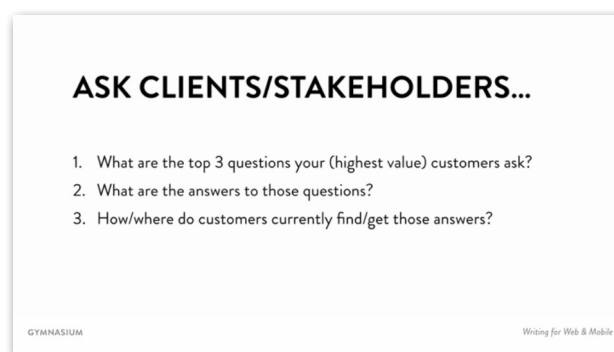
So we can understand based on these three questions where the opportunities are to potentially do a better job in our content. These are the three questions that I asked the Annie E. Casey Foundation when we redesigned their website. We had about 40 or 50 people sitting around a table, and I'll get into this in further detail in Lesson Six, but how are we going to get these 40 or 50 people talking about the new website without actually getting off onto a tangent about everyone's opinions about what should exist on the homepage, which looks like this?

I asked the three questions and learned the answers to those questions. In fact, it became such a great part of the discussion that Annie E. Casey decided to create a module on their home page that had explicitly the top 10 questions that people normally call or email to ask and the answers to those questions.

Things like this: "What about grants?" Or "Can I partner with you?" Or "Which initiatives aren't active anymore?" Now someone who comes to the website can immediately get oriented to exactly where they should go to get the answer to the question.

There are a few questions that we can ask users and customers to be sure we don't get into opinion-based discussions but instead behaviorally-driven discussions. The first one is, "What made you sign up or buy this product or service?" This helps us understand what expectations they had going into their action.

Secondly, "Why do you keep coming back and buying more from this company?" Or alternatively, "Why have





you stopped coming back or buying more from this company?” This helps us know that their expectations are being met and why, or why their expectations weren’t met.

Finally, “What about this product or service has not met your expectations?” Let’s make the assumption that we could do better. This will help to elicit really great information from the customer about what we could be doing to set better expectations or to potentially expand our business into new product lines that would help to solve their problems. So this leads into more customer development discussions.

That’s exactly what happened with everbill. When they asked their existing user base these three questions, they learned from one of their customers about a potential new business line, a reseller program, something they hadn’t actually thought about. In fact, they continued to get more information about what this reseller program might entail, like selling to big telecommunications providers or ISPs on a global base. This was a potentially big opportunity that just came from asking those three questions.

Additionally, they found out about a bug in their program that was forcing people to use the application in German. There was a problem with the system that wasn’t letting users send feedback, so they were missing out on more customer feedback. They learned it by sending out an email to their entire user base asking those three questions.

By asking these three questions of your clients and stakeholders or of your customers/users, by asking these questions of each audience type, we understand why a customer did something or didn’t do something. This is crucial for us as writers, because now we know the intent. We know where we’re falling short. We know where we’re surpassing expectations, and we can do what we need to do to communicate in a way to help ensure that the company grows.

## ANALYTICS TOOLS FOR FINDING THE “RIGHT” WORDS

There are some places we can gather quantitative data on our customers and also on our target customers that will help us to find the right words to communicate with these audiences. A big part of all of what we’re going to be doing in the next few chapters is studying our customers’ natural organic language and using it. We’re going to be doing that in a few specific ways.

Number one, we’re going to dig into Google Analytics to find out what content customers want from our existing website. Now this is making the assumption that whatever company you’re working for, they already have Google Analytics installed, and we can actually dig into those.

### ASK USERS/CUSTOMERS...

1. What made you sign up/buy this product/service?
2. Why do you keep coming back/buying more from this company?
3. What about this product/service has not met your expectations?

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Michael,

Interesting product. Honestly I'm not looking at it to buy it, but to see the product and also to check if you have a reseller program? I'm with and we are currently expanding our product line to also resell SaaS applications that fit SMBs.

Do you have a reseller model? Our main target is the indirect channel. We mainly sell to big telcos and ISPs on a global base, who then sell the products we offer to their SMB clients.

Thanks



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Lesson 2: Finding the Content Our Customers Want

Chapter 4

## ANALYTICS TOOLS FOR FINDING THE “RIGHT” WORDS

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Secondly, we're going to look at Google Keywords and we're going to be using Google Keyword Planner to dig into finding out what the demand is for certain terms that might be related to our product.

We're also going to look at front-end search to see how competitive a space it might be for the kinds of keywords that are related to our space, and who the big players are. How are they currently marketing to our customers? How can we better cut through the noise?

Finally, we're going to dig into some social networks and look at specific spots to find out where our audience already "lives" and what kind of content they like to engage with. Now this is a crucial element to writing for today's web and mobile industry because if you write the same words your customers use, then you automatically produce content your customers want.

And the big piece of all this is that customers type keywords into search engines, and if they can't find you because you are not using their language, you're missing out on opportunities to grow and to learn using that data.

I'm going to show you Google Analytics for Workspace Design Magazine. In particular, what we're going to look at in Google Analytics is what content is meeting or not meeting our customers' expectations. And the ways that we're going to learn about this are primarily by these three metrics.

Number one is going to be the time on site or page or the average time of a session. Number two is going to be the bounce rate, the percentage of people who come to the site and immediately leave. And number three, the number of pages people typically look at per session per visit on the website.

I'm not going to be getting too deep into Google Analytics. We're just going to look at these three variables.

So digging into the first metric here. Which pages are people looking at once they get to our website? We're going to find that under Top Content. So here's an example of the Google Analytics dashboard for Workspace Design Magazine. What we'll see on the left side here after we click on Behavior and then Site Content, is that we're seeing all the pages on the site listed over the past month by popularity.

So not surprisingly, we see that the home page, which is the slash here, has the most visits, right? Well, we're not actually going to be paying much attention to sheer traffic. Instead we're going to be looking at average time on page. In this case, the average time on page is 2:06.

## STUDY YOUR CUSTOMERS' NATURAL (ORGANIC) LANGUAGE

- ♦ Analytics: What content customers want from our existing website
- ♦ Keywords: What words customers are using in the search engines
- ♦ Search: How competitive a space it is, and who the players are
- ♦ Social: Where does your audience already "live?"

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## 1. GOOGLE ANALYTICS

What content is meeting/not meeting your customers' expectations

1. Time on site/page/session
2. Bounce rate
3. Number of pages per session

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	Page	Pageviews	Unique Pageviews	Avg. Page
1.	/	22,387 (12.03%)	18,497 (10.71%)	00:02
2.	/2014/05/five-ways-make-office-happier-place/	1,234 (5.51%)	1,063 (5.73%)	
3.	/2014/05/designing-workplace-embodies-brand/	1,146 (5.12%)	1,015 (5.49%)	
4.	/2014/05/employee-experience-foster-engagem-ent-office/	960 (4.39%)	805 (4.38%)	
5.	/2013/04/7-great-plants-for-your-office/	831 (3.71%)	786 (4.38%)	
6.	/2014/05/difference-employee-engagement-emp-loyee-experience/	472 (2.11%)	407 (2.20%)	
7.	/category/ideas-tips-trends/	445 (1.99%)	299 (1.62%)	
8.	/2012/02/digital-natives-a-tech-savvy-generation/	424 (1.89%)	369 (2.02%)	

Let's take a look at some of the outliers. This will help us understand which of these pages is performing better or worse than the average. In number three here we see this particular article, "Designing Workplace Embodies Brand," et cetera, et cetera, people are spending almost twice as long on this particular article. That's great. This was a good article for us.

So was this one, "Differences in Employee Engagement and Employee Experiences." Another great article. More than twice as long on this article. "The Digital Natives: A Tech-Savvy Generation Enters the Workplace." Another great article for us.

Now we can look at the flip side too. Any articles that perform less than this average time on page; typically, unless they're very short articles, will reveal to us that they weren't very engaging.

Now let's look at bounce rate. The average bounce rate here is 70 percent. That's a little high. We generally want less than 50 percent. So let's check out the outliers. "Seven Great Plants for Your Office" is terrible. People don't like this at all. 92 percent bounce as soon as they get to this page.

But there's a category on the site called "Ideas, Tips, and Trends." It's one of the navigation options and a ton of people are going here. This is what they're interested in. They're interested in ideas, tips, and trends in workspace design. We should give more of that to them.

"Digital Natives: A Tech-Savvy Generation." Remember a lot of people stayed on this page. But it also has a really high bounce rate. They were coming in to read this page, and then they were leaving. Maybe we could do a better job of getting them into another related article so that they didn't bounce at such a high rate.

So we can learn a lot, as you can see already, about what's working and not working from these outliers, above and below the averages.

The second metric we would look at in Google Analytics is keywords. This is how people find us. These are the keywords that people are typing into Google Search and then finding their way to our site because of. So again I'm in Google Analytics here, and I'm going to click on Acquisition in the left side and then Keywords.

These are the organic keywords. Now we see "digital native." "Digital native" shows up. People have come to our site because of that keyword. Same thing with "best office plants." You saw those articles on the previous slide.

The bounce rate for people coming to us from the search engines is 72 percent. So what can we learn from the outliers? Well, 100 percent of the people who came for the "digital native" keyword left. That's a huge bounce rate. People definitely didn't want what we had to offer when it came to "digital native."

Page	Visits	Unique Visits	Avg. Time on Page	Bounces	Bounce Rate	% Exit	Page Value
1. /	2,694	1,900	00:01:45	1,749	65.14%	41.81%	\$0.00
2. (2014)five ways make office happier place/	1,234	1,063	00:02:52	889	72.43%	66.43%	\$0.00
3. (2014)designing workplace embodies brand/	1,148	1,015	00:03:54	811	70.56%	66.58%	\$0.00
4. (2014)employee experience factor engagem/	960	855	00:02:40	551	57.39%	58.65%	\$0.00
5. (2014)7 great plants for your office/	631	576	00:02:33	736	92.87%	88.81%	\$0.00
6. (2014)employee engagement emp/	473	457	00:05:01	275	58.14%	65.89%	\$0.00
7. Ideas, Tips, and Trends/	445	259	00:00:44	33	36.36%	15.51%	\$0.00
8. (2014)digital natives a tech-savvy generat/	424	369	00:06:41	383	90.33%	90.82%	\$0.00
9. (2014)location intelligence and the workplac/	421	362	00:03:45	221	52.50%	62.96%	\$0.00
10. (2014)highlights last weeks work design talk/	407	373	00:01:47	275	67.57%	53.07%	\$0.00

Keywords
1. (not provided)
2. work design magazine
3. workplace design
4. workplace design magazine
5. digital native
6. http://workdesign.co/2013/04/4-tips-for-employee-collaboration-creativity/

Now in this number four spot, we see “Workplace Design Magazine” brought people to the site. Now this is interesting because Workplace Design Magazine originally was called Workspace Design Magazine. Later it rebranded to just be Work Design Magazine. So you can see that people knew the brand was out there somehow. They found their way to the site using these keywords and didn’t bounce. They had found what they were looking for even though they didn’t use exactly the right language.

The average session duration for people coming from the search engines is 1:39. So again, let’s take a look at the outliers. “Workplace Design,” people who were looking for workplace design loved what they saw. 5:31 on average, whenever they came to the site.

Now where are they coming from? Well, we know with keywords they’re coming from the search engines. But what are some other channels that might be driving people to the site? We’re going to find that out under Acquisition, All Referrals. And we’ll see that in this top spot is Twitter. That’s t.co. 17 percent of traffic is coming from Twitter.

But interestingly, I want you to take a look again at behavior. We’re always focused on behavior. From referrals, we have about a 70 percent bounce rate, two pages per session, and 1:53 on average every time that they come to the site. So take a look at number two. The second referrer, about 10 percent of traffic, is Pinterest. But they have a lower bounce rate, they look at more pages per session, and they stay on the site longer than our top referrer, Twitter.

Similarly, we see this source, US2.campaign, et cetera. This is an indication of an email. Now with Work Design Magazine, you can subscribe to get content delivered to you by email. So it’s not surprising to see that it’s the eighth referrer here on the list of top 10.

What is rewarding is to see that the bounce rate is so low, 40 percent. The pages per session is higher than the average. The average session duration is the highest of all referrals. This shows us that it’s an engaged readership. The people who have signed up to receive this content by email are clicking through and really enjoy the content.

I want to emphasize if you use nothing except Google Analytics before you start writing, you will create higher converting content and see faster growth. This is customer data at your fingertips that will help you to create content that has higher engagement and converts more users to buyers. But I’m going to go over a couple others.

Google Keyword Planner is one of them. And this is a place you can find the quote, unquote “right words” that your customers are using, especially for target customers. What Google Keyword Planner does is it shows you what the natural organic search volume is on a monthly basis for keywords that might be related your space.

Source	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
1. t.co	1,922	64.72%	1,244	69.20%	2.04	00:01:53	0.00%	0	\$0.00
2. pinterest.com	180	42.00%	140	64.44%	3.81	00:03:09	0.00%	0	\$0.00
3. linkedin.com	150	61.43%	83	69.00%	1.82	00:02:07	0.00%	0	\$0.00
4. facebook.com	140	61.43%	86	70.71%	1.48	00:01:28	0.00%	0	\$0.00
5. m.facebook.com	108	76.85%	83	67.94%	1.15	00:00:20	0.00%	0	\$0.00
6. i.facebook.com	88	61.36%	54	77.27%	1.49	00:01:16	0.00%	0	\$0.00
7. google.com	81	82.35%	42	74.51%	1.59	00:01:48	0.00%	0	\$0.00
8. us2.campaigntrack.com	48	23.91%	11	41.30%	3.24	00:05:09	0.00%	0	\$0.00
9. haworth.com	45	68.89%	31	73.33%	2.82	00:01:44	0.00%	0	\$0.00
10. haworth.com	40	20.00%	8	62.50%	1.82	00:03:41	0.00%	0	\$0.00

## 2. GOOGLE KEYWORD PLANNER

Another place to find the “right” words, especially for target customers

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
healthcare	Medium	1,200,000	1,200,000
health reform	Medium	301,000	246,000
healthcare reform	Medium	201,000	201,000
health policy	Medium	368,000	165,000

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
health	Low	40,100,000	37,200,000
what is health	Low	83,100,000	37,200,000
what is internet	Low	308,000,000	37,200,000
what is education	Low	101,000,000	37,200,000
what is law	Low	68,000,000	30,400,000

For example here, if we work in the healthcare space, we can see that “Obamacare” has almost four times as many global monthly searches as other health reform related keywords. It doesn’t mean that you can necessarily use “Obamacare” in all of the language that you right, but it gives you a good understanding of the kinds of words that the target customers are using. It gives you your own expectation for what kind of demand there is for the keywords that you use.

We also learn from Google Keyword Planner the kinds of questions that people are typing into the search engines. Like, “what is health?” has 83 million searches every month. Did you know that? That’s bananas. If you click on Ad Group Ideas, this is the tab right next to Keyword Ideas, you can start to see other things that Google suggests are related to your space that probably have some good global monthly searches. These are keywords that you might not have typed in the first time, but Google thinks that maybe you should be considering them.

The third place that we can look for good customer data is from Google Search itself plus the AdWords around all the organic search results you normally see. This is how we can find the problems customers are asking Google about. And they’re asking Google to help them solve those problems.

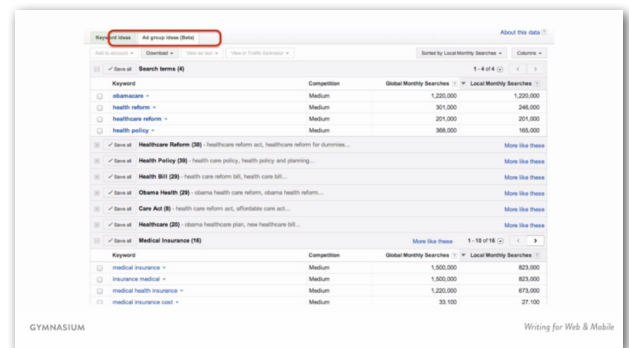
For example, if we search for “conference call service,” we start looking through some of these paid results and even some of these organic search results here, and we start learning where the themes are in terms of competition.

What you might notice in these results of what I’ve just highlighted, is that everything seems to be free or low cost or easy to set up and guaranteed and quick and simple and yada, yada, right? Marketing fluff. Stuff that doesn’t actually answer our question. Just makes promises.

So of the 692 million results under “conference call service,” I want to bring your attention to the second one, right here under the organic search results. These are unpaid search results. We zoom in here, we see that the first question as part of the meta description is “Which conference call service is right for you?”

The reason why this ranks as a number two search result for this very competitive space is because of that exact language. People are going to the search engine, typing in “which conference call service is right for me” and finding their way to this site.

And finally, we’re going to look at social networks to find where our customers are most active and with what kinds of content. So we all know about the social networks out there that we use on a regular basis. We can also learn from things like Eventbrite or Meetup, where groups gather in person. These tend to be more qualified customers, where you can actually go do customer development, too. Online learning sites are another place to find



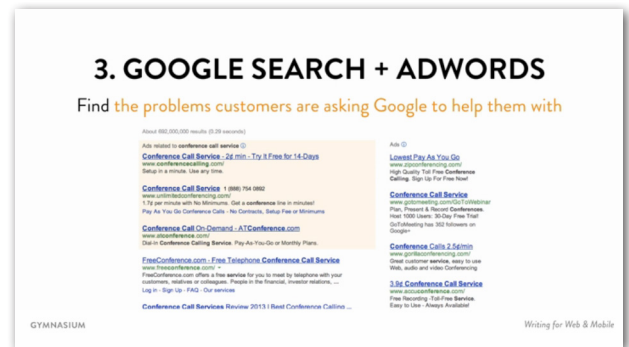
Keyword	Competition	Global Monthly Searches	Local Monthly Searches
healthcare	Medium	1,222,000	1,222,000
health reform	Medium	301,000	240,000
healthcare reform	Medium	201,000	201,000
health policy	Medium	368,000	165,000

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
Obamacare	Medium	1,222,000	1,222,000
Health Policy	Medium	368,000	165,000
Health Reform	Medium	301,000	240,000
Obamacare Health	Medium	1,222,000	1,222,000
Care Act	Medium	1,222,000	1,222,000
Healthcare	Medium	1,222,000	1,222,000

### 3. GOOGLE SEARCH + ADWORDS

Find the problems customers are asking Google to help them with



Conference Call Service - 2d min - Try it Free for 14 Days

Conference Call Service 1 (800) 754 0802

Free Conference Call Service - Free Telephone Conference Call Service

### 4. SOCIAL NETWORKS

Find where they're most active, and with what kinds of content



Facebook, YouTube, LinkedIn, Eventbrite, Twitter, Pinterest, reddit, Instagram, Skillshare, Meetup, Udemy

out which topics people are really specifically interested in learning more about. Just like Gymnasium.

If we look into YouTube, for example, and we're trying to reach a CrossFit audience, and pay close attention (because hint, hint this relates to the exercises you'll be doing in future lessons.) If we're looking to find more about the CrossFit audience, we might go to YouTube, for example and we find out that there is this Subscribe option and that 460,000 people have actually subscribed to CrossFit videos on YouTube. That seems pretty great, right? We don't quite have context yet. Is this the most active channel for CrossFitters?

Let's find out from Facebook. It turns out the CrossFit on Facebook has 1.58 million followers, three times as many as YouTube. In fact, the CrossFit Games has 572,000. So about the same number of people on YouTube have followed the Reebok CrossFit Games on Facebook. So Facebook seems to be a much more popular channel for CrossFitters.

Let's keep looking though. Let's check out Twitter. We do a search in Twitter under People, we find the CrossFit profile and immediately see that only 208,000 people are here. So this is actually the least popular platform for reaching CrossFitters. What about Reddit, that's a popular one, right? Not for CrossFit. Only 12,000 people here are talking about CrossFit. And about 180 of them are talking about CrossFit shorts. Random.

But this is great. This helps us study our customers' natural organic language and find out where they are.

So we just went over analytics, in particular Google Analytics, to find out what content the customers want from our existing website.

We also looked at some keywords in Google Keyword Planner. What are the words our customers are using in the search engines?

How can we actually use more of those in our own language to pull them from the search engines to our stuff?

We also looked at Google Search from the front-end to find out how competitive a space is and who the players are in the space and who is ranking in the organic search results and why.

Finally, we also looked through the social networks to find out where our audiences already "live," and what kind of language they might be using.

This is all very important because here's what happens when you speak your customers' language.



## STUDY YOUR CUSTOMERS' NATURAL (ORGANIC) LANGUAGE

- Analytics: What content customers want from our existing website
- Keywords: What words customers are using in the search engines
- Search: How competitive a space it is, and who the players are
- Social: Where does your audience already "live?"

GYMNASIUM

Writing for Web & Mobile



## WHAT HAPPENS WHEN YOU SPEAK CUSTOMERS' LANGUAGE

Let's take a regular example, sort of run-of-the-mill: I've got a product, and I'm trying to sell more of the product. This is what Sharp Shirter did. It's a really fantastic screen printing company, making hilarious t-shirts out of Washington, DC.

Over the course of the eight years that it's been in business, it's built up a following of about 6,600 people on Facebook. Additionally, Sharp Shirter decided to do some advertising on Facebook to try and find more potential customers. And they were paying \$1 per Like. It started to get pretty expensive for Sharp Shirter.

So they decided, "You know what? We know how to make t-shirts, and a lot of people who buy our t-shirts seem to be interested in biking designs. So why don't we actually go ahead and tap into that market of the biker?"

"We know how to make t-shirts. We know how to sell t-shirts online. Let's go ahead and launch a store called Clockwork Gears and go ahead and add all of our bike-related t-shirts to that store. In fact, we can design new bike-related t-shirts."

But they weren't growing very quickly. He said, "What am I doing wrong here? We must not be marketing well."

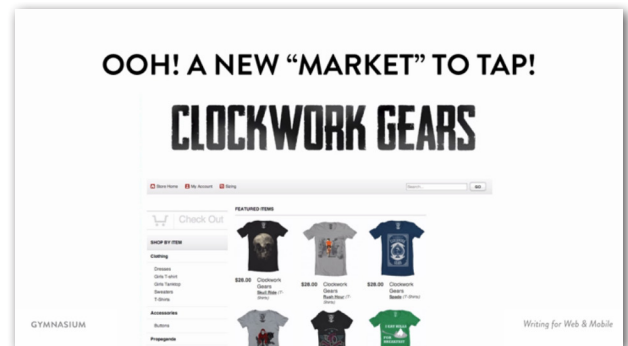
So they decided to launch a Facebook page called "Clockwork Gears." Over the course of several months, they got 512 Likes. But they had competing messaging. For example, they had an About that didn't really make a lot of sense. And they were linking to an Etsy store, and they said they were a community organization which also didn't make a lot of sense. Plus, they were still paying \$1 a Like. No savings here.

So they decided, "Wait a minute. What we could do is offer music to the bikers, because don't bikers listen to music every day on their way to work?" So they created another Facebook page, called it "Music for Biking." They made it a community. And they published playlists that bikers could listen to on their way to work.

But this was Assumption City. They hadn't actually talked to any customers yet. They weren't using the right language. They didn't know what the right language was.

So we did some research to find that the word "biking" was already a little confusing, right? We started looking on Facebook. Looked for "biking" and "mountain biking" together and realized that five million people were interested in this particular topic, more than "cycling" or "ride to work."

So we dug into this a little bit more, using analytics and social to find demand. And we started actually reaching out to potential customers and asking them to tell us about their lives. This is the qualitative customer data that we needed to layer in to the quantitative demand. We knew five million people were interested in mountain biking or biking, but were they our audience? Were they interested in what we had to offer them?



So we found out that people who are into the biking community, some of them, like this guy, got three to four emails a day from bike shops. People were already marketing to them to a great degree. We also found out there were all these niche groups under biking, like roadies, or urban cyclists/fixies, mountain bikers, downhill bikers, skate park/street riders, and all of them had their own language and their own culture.

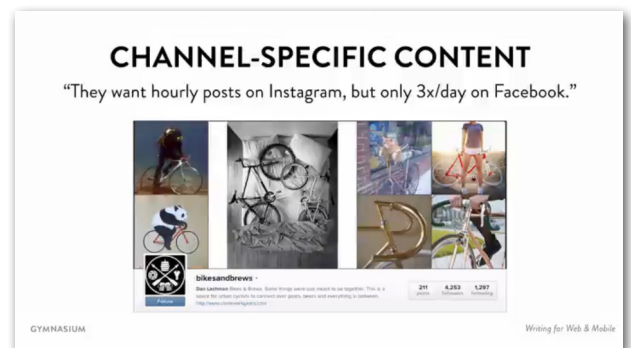
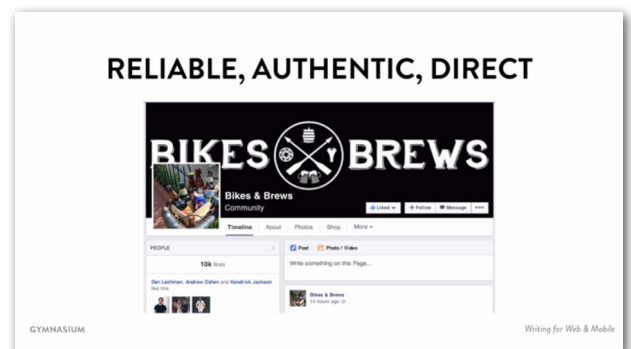
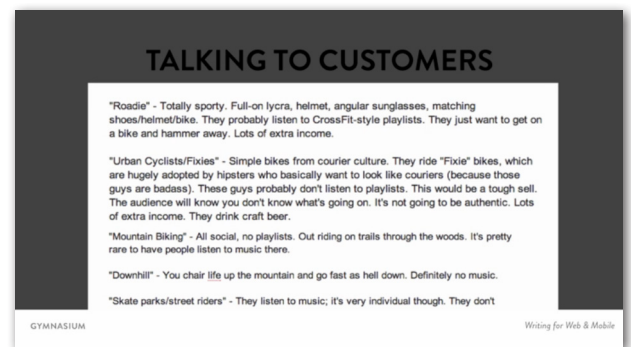
The more we talked to these customers, the more we learned that the urban cyclist/fixies, who, coincidentally, like to drink craft beer, happen to be the most interested in the kinds of designs that Sharp Shirter and Clockwork Gears were producing.

So we combined these two pieces of content together, people who liked bikes and specifically the culture around urban cyclist/fixies and brews, craft beer, and created a new Facebook page called “Bikes and Brews.” It was a community that anybody could contribute reliable, authentic, direct content to. In fact, we found a curator who was part of this audience who wanted to help publish content.

Not surprisingly, after only a few months, 10,000 people had already liked the page on Facebook. Engagement was through the roof. You see somebody like a stormtrooper on a bike, a matching bike, no less, got shared 58 times and 430 people liked it. In addition, when Sharp Shirter and Clockwork Gears decided to start doing some advertising, they were only paying \$0.19 a Like, a huge savings for higher level engagement on all of the content, too.

They continued learning about what kind of content the audience wants to reach new audiences on other channels like Instagram. In fact, they found that people on Instagram wanted hourly posts. They were hungry for the content on Instagram. But they only publish three times a day on Facebook, because Facebook audience didn’t want more than that. They actually found it to be spammy. So here, again, in less than four months, they had already developed another 4,200 potential buyers through the Bikes and Brews Instagram feed.

So now we’re designing reliable, authentic, direct conversations with people because we understand who we’re talking to, we’ve gathered quantitative data and qualitative data, we’ve talked to real customers, and we’ve started creating the kind of content that people want. Now they can actually talk about us with everyone they know. That’s an awesome thing.





So that's Lesson Two: Finding the Content Our Customers Want.

As I alluded to during the lesson, you've got an exercise where you're going to actually be digging into the CrossFit audience because you're responsible for helping to grow Tougher.Me. You're going to go to Tougher.Me, and you're going to see everything that there is to see about Tougher.Me as it exists today. And then you're going to go out and find who is Tougher.Me's real audience, and what do they want.

Of course, you might be making some assumptions along the way. Dig into those different tools that we've talked about today, and see if you can find the audience. Where do they hang out online? What do they talk about?

We already started going over some of this in this lesson, so you can use that information and make sure to put it in the forum. You can offer feedback to others and invite feedback from others as well.

Up next, we're going to dig into a content workbook, which is going to be the central tool that we'll use to write content and inform our UX designs. So until then, take care.

