

Creating a Digital Presence With Content Marketing and SEO

The Relationship Between SEO and Content Marketing

Content marketing

The process of making and sharing useful content like blog posts, videos, guides, or social media updates

Search engine optimization (SEO)

The practice of improving your website so that it appears higher in search engine results



Content Marketing & SEO

SEO & Content: A Partnership

When you bring content marketing and SEO together supported by data, and analytics, you can help your brand **reach** the right audience, **answer** their needs, and **grow** your business.

Key Components of UX-SEO Integration



**Align your
website's user
experiences with
best practices in
SEO.**

How to Speed Things Up

- Optimize your images.
- Use efficient website hosting.
- Limit unnecessary scripts.





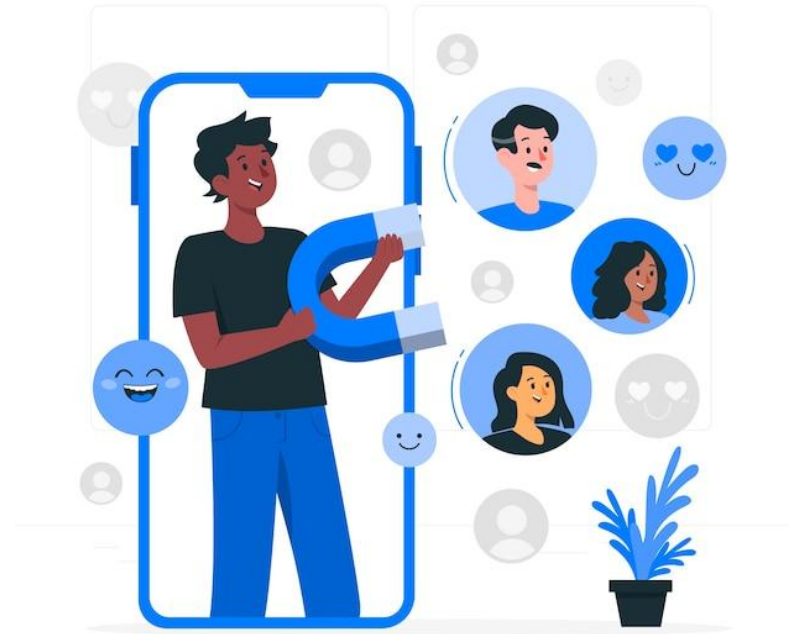
Mobile-Friendly Sites

- Ensure pages look great and work smoothly, no matter the device.
- Automatically resize and rearrange content for any screen size.
- Make text easy to read, buttons easy to tap, and navigation clear and simple.

Personalization is about delivering experiences tailored to your audience's needs and interests.

How to Personalize

- Start by recommending articles or resources based on what your visitor has already read or viewed.
- Use interactive elements like polls or quizzes that respond to the user's choice.



Crafting Keyword-Driven Content for Organic Traffic Success

A Winning Content Strategy

Keywords

- Identify keywords matching your audience and goals.
- Explore what your customers search for.
- Use tools to find relevant keywords and phrases.

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- Build topic clusters covering related subjects.

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Evaluation

- Match keywords to buyer journey stages.
- Use broad topics for early-stage, options for middle-stage.
- Focus on decision terms for late-stage.

SEO Content Marketing Strategy

“Grow your website’s monthly organic search traffic by **15%**, from **10,000** visits to **11,000** visits within the next quarter by publishing **eight** new keyword-optimized blog post and updating **five** existing articles.”



SMART Goals

- Target organic search traffic and outline the content approach.
- Track the percentage increase and the actual number of visits.
- Make goals realistic based on the team's resources.
- Directly supports your business growth
- Make goals time-bound by having a clear deadline.

Unified Brand Voice

- Your audience should have the same experience whether they read a blog post, open an email, or see a social media update.
- A unified message builds trust and creates a memorable presence, making it easier for people to recognize your brand online.



Transparent Brainstorming



- Which keywords have the most potential?
- What topics resonate with your audience?
- How can every piece of content tell your brand story and support your SEO objectives?

Celebrate results together.



- If an SEO update leads to higher rankings or a content campaign drives more qualified leads, make sure everyone sees the connection.
- By integrating reporting and feedback, you help your team learn and win together.