

# **CONTENT-ABLE CONTENT STRATEGY**

# ABOUT ME

---



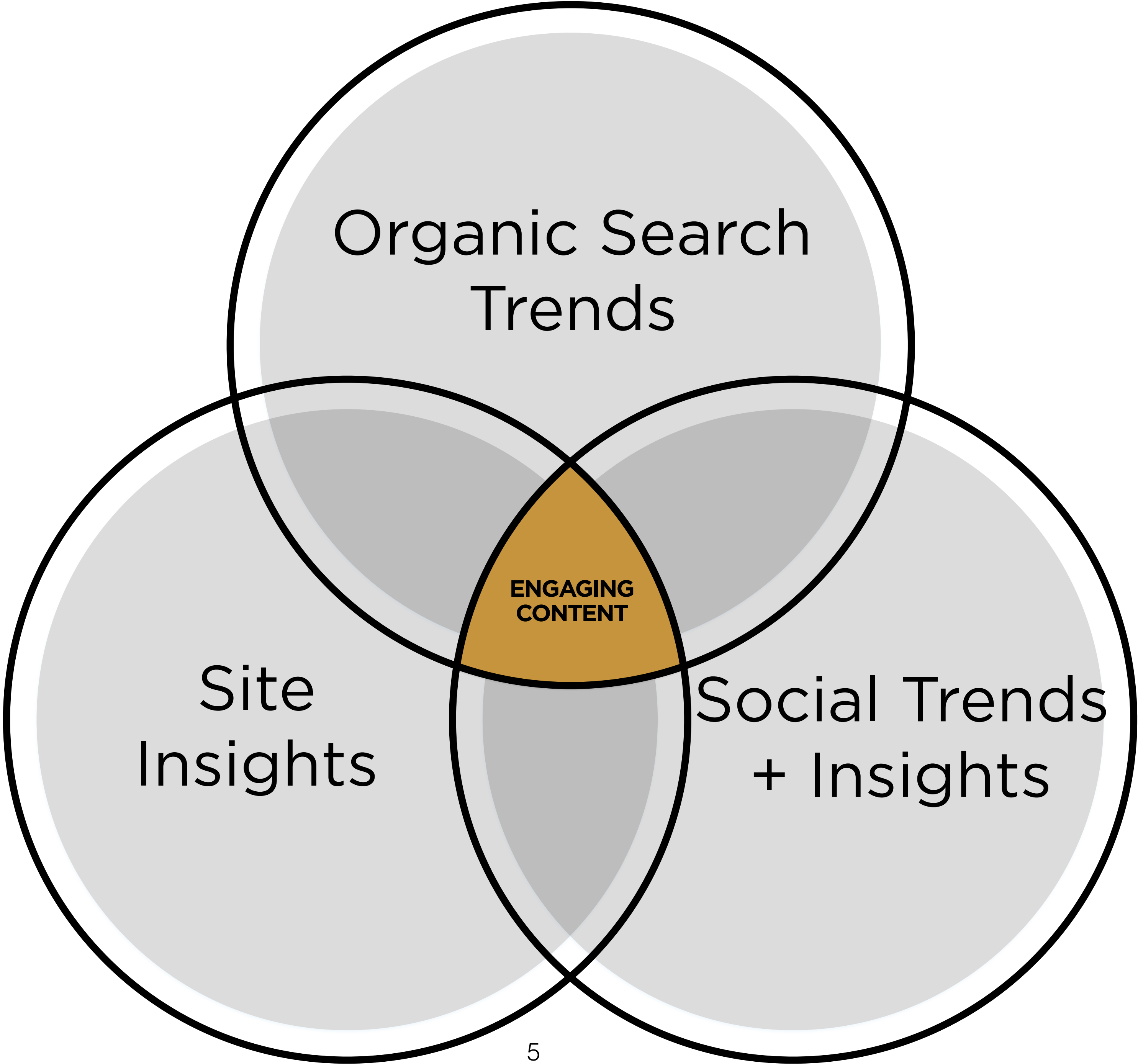
**EXPRESS**



**TELL ME ABOUT YOU.**

“The beauty of SEO is that, instead of pushing a marketing message onto folks who don’t want to hear what you have to say, you can reverse-engineer the process to **discover exactly what people are looking for**, create **the right content** for it, and **appear before them at exactly the moment they are looking for it**. It’s pull vs. push.”

—Cyrus Shepard



# DISCOVER TRENDS

# MOZ KEYWORD EXPLORER

**WHAT IT DOES:** helps with keyword research by showing you how people search for the topic you are interested in and how many searches happen each month for different queries

**USES:** see how many people search each month for topics, find related topics that could inspire ideas

**EXAMPLE:** when looking at “us navy careers,” we can see that there is potential to create content for **best jobs in the navy**.

Keyword Suggestions:  
us navy careers

Display keyword suggestions that

include a mix of sources

Group Keywords

no

Volume

any

## All Keyword Suggestions

Export CSV

Keyword	Relevancy <sup>i</sup> ↓↑	Monthly Volume <sup>i</sup> ↓↑
<input type="checkbox"/> us navy careers	●●●●●●	51-100
<input type="checkbox"/> us navy careers in demand	●●●●●●	no data <sup>i</sup>
<input type="checkbox"/> us navy medical careers	●●●●●●	no data <sup>i</sup>
<input type="checkbox"/> us navy careers in bahrain	●●●●●●	no data <sup>i</sup>
<input type="checkbox"/> navy career tool	●●●●●●	no data <sup>i</sup>
<input type="checkbox"/> us navy recruiting	●●●●●●	201-500
<input type="checkbox"/> us navy careers for college graduates	●●●●●●	no data <sup>i</sup>
<input type="checkbox"/> best jobs in the navy	●●●●●●	201-500

# GOOGLE TRENDS

**WHAT IT DOES:** shows what is trending on the internet and allows you to take a deeper dive into topics of interest

**USES:** compare search volume of topics over different periods of time, see what is trending on the internet in the current moment, find related topics to inspire future ideas

**EXAMPLE:** these are the Rising topics for “United States Navy” for the 90 days

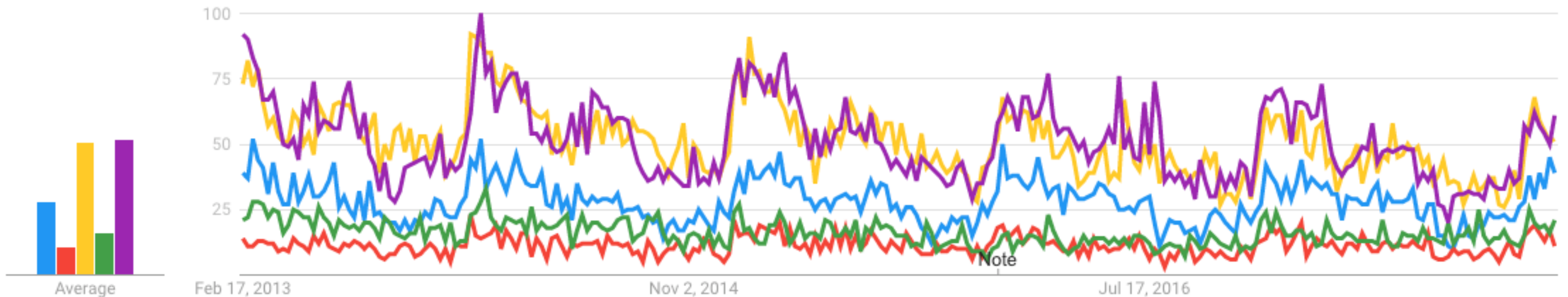
RISING KEYWORDS	LEVEL OF INTEREST
uss lexington found	Breakout
navy crash key west	Breakout
uss lexington wreck	Breakout
uss omaha	3650%
mr rogers	1850%
uss juneau	1300%
was mr. rogers a navy seal	800%
mr. rogers navy seal	700%
was mr rogers a navy seal	650%



# KEYWORD TRENDS

**GOOGLE TRENDS:** “miami vacation” vs. “new orleans vacation” vs. “last vegas vacation” vs. “paris vacation” vs. “orlando vacation”

**GLOBAL SEARCHES:** Past five years



# EXAMPLE

## EXAMPLE

If the topic was **navy seals vs. marine**, you may see that “Was Mrs. Rogers a Navy SEAL?” is a rising topics on Google and suggest writing an article about that with these keywords:

1. Mr. Rogers Navy SEAL
2. Navy Seals vs. Marines
3. Marine Scout Sniper



NAVYSEALS.COM

NSW Overview BUD/S Shop SEAL Gear SEALFIT Training SEALFIT Ev

## Mr. Rogers a Navy SEAL?

Mr. Rogers was not a Navy SEAL, or a Scout Marine Sniper. This is a great Urban Legend of the 21st century, but it is no more than a legend.

**The Rumors:**

While there are rumors that Mr. Rogers, the host of internationally acclaimed TV show for children – Mister Roger’s Neighborhood, served as a Navy SEAL or a Marine Scout Sniper during the Vietnam era with a large number of confirmed kills, we have to state it is false. Mr. Rogers never served in the military. Why?



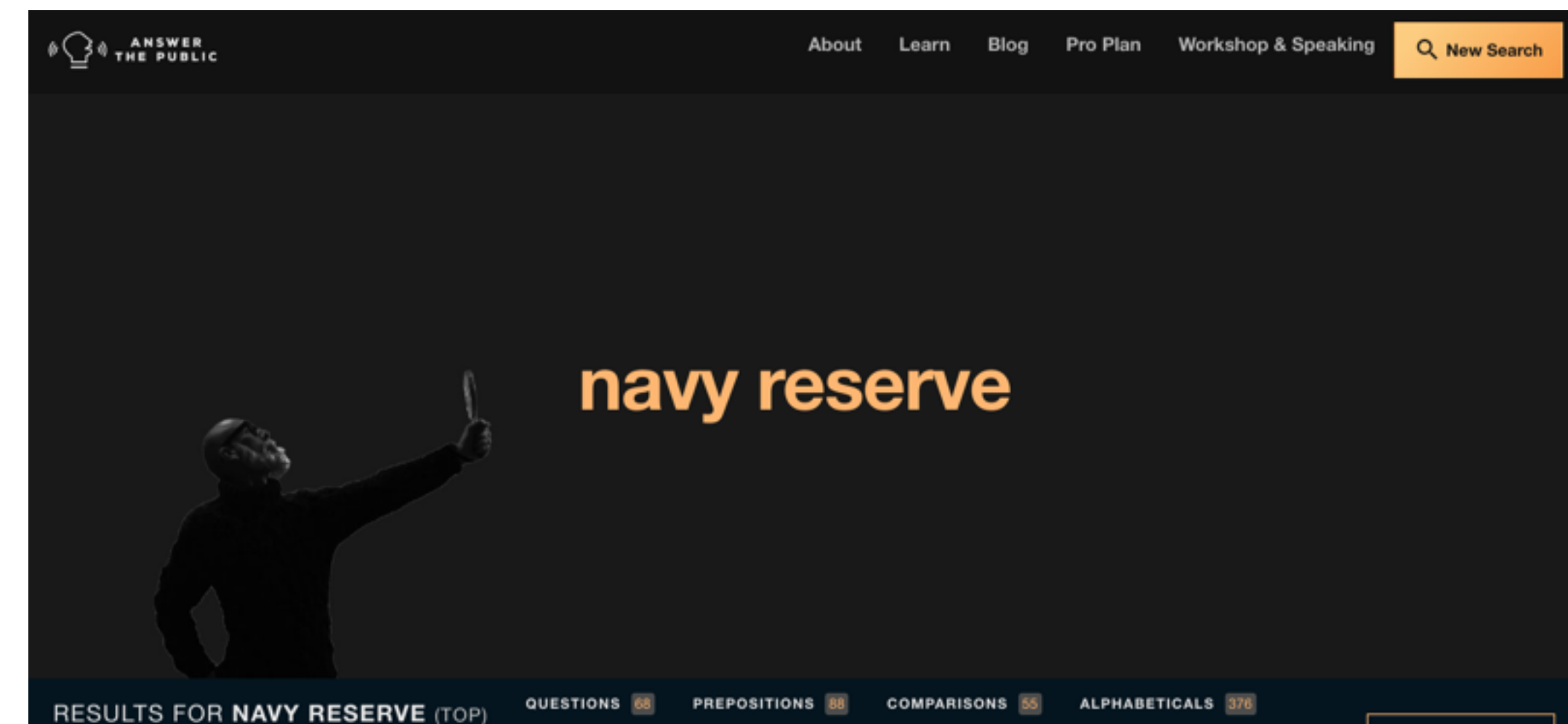
Another rumor says that Mister Rogers always wore long-sleeved clothes only to conceal the tattoos on his arms he obtained while serving in the military.

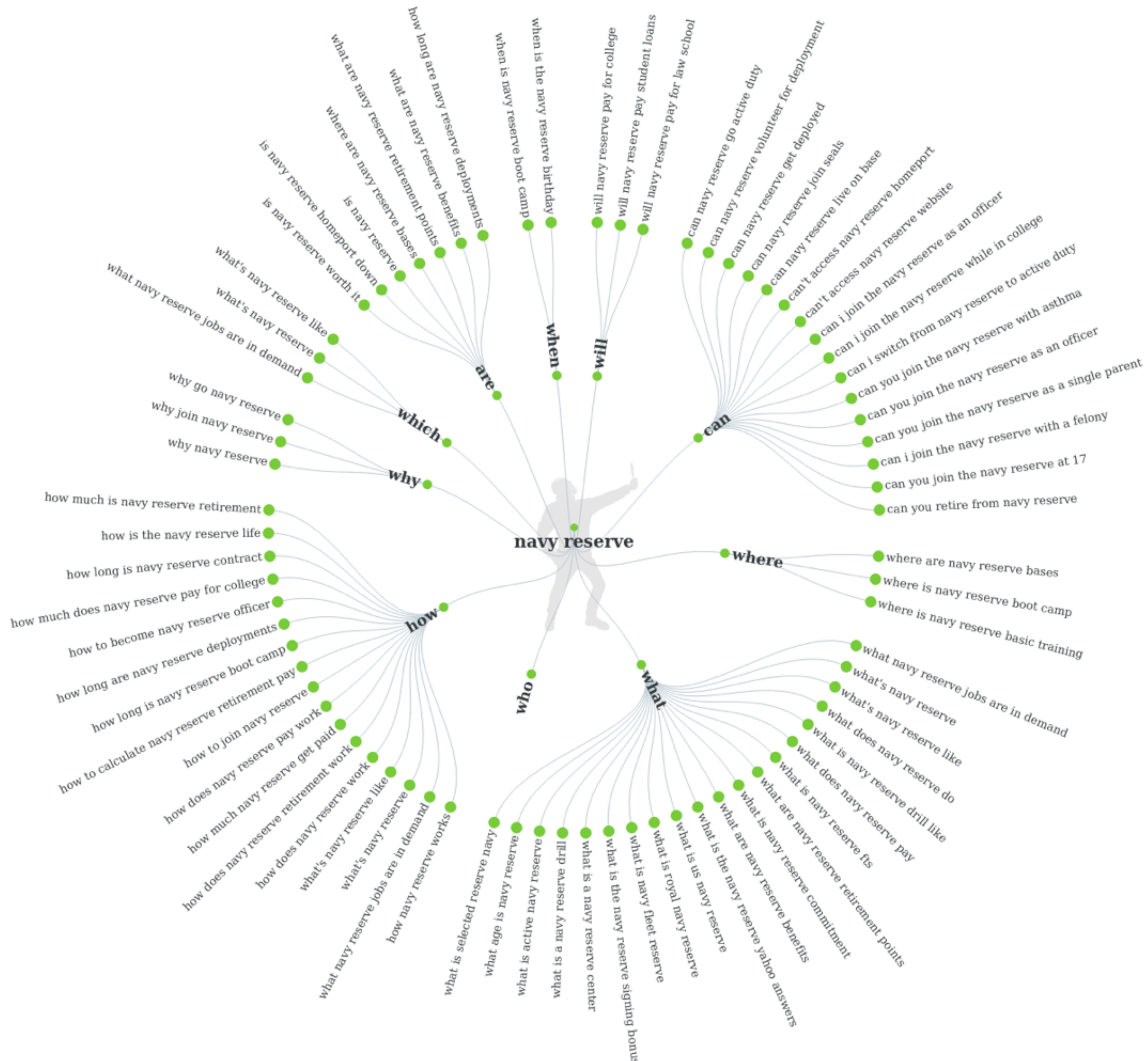
# ANSWER THE PUBLIC

**WHAT IT DOES:** allows you to put in a topic and see how people search for it through questions and propositions. Don't mind the creepy dude on the homepage.

**USES:** see visualizations of how people search for topics, download lists

**EXAMPLE:** when looking at “us navy benefits,” we can see that there is potential to create content for **navy benefits for family, navy reserve benefits** and **navy pay**.





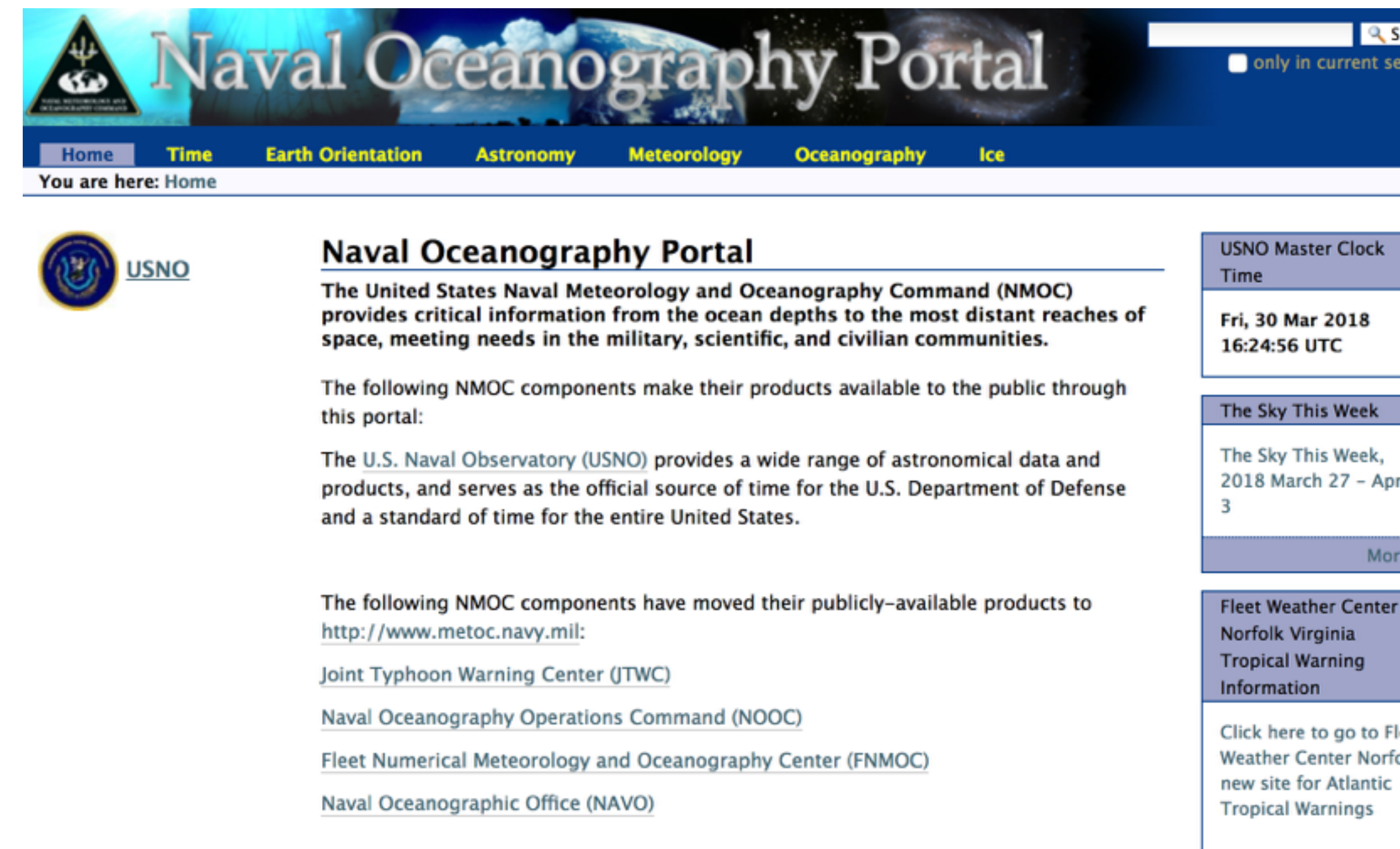
# OPEN SITE EXPLORER

## LINK TO TOOL

**WHAT IT DOES:** allows you to put in a URL and see information about the links that lead to and from that site.

**USES:** “Inbound Links” show top site pages that have links leading to them and “Linking Domains” can reveal the top sites linking to your site.

**EXAMPLE:** when looking at [navy.com](http://navy.com), we see that there are high inbound links to their Naval Oceanography Portal. Could there be opportunities to capture interest and connect this page to recruiting... or at least make it more friendly to target audiences interested in data and oceanography?



The screenshot shows the Naval Oceanography Portal website. The header features the site's name and a navigation menu with links for Home, Time, Earth Orientation, Astronomy, Meteorology, Oceanography, and Ice. Below the header is a USNO logo and a main content area with the following text:

**Naval Oceanography Portal**  
The United States Naval Meteorology and Oceanography Command (NMOC) provides critical information from the ocean depths to the most distant reaches of space, meeting needs in the military, scientific, and civilian communities.

The following NMOC components make their products available to the public through this portal:

The [U.S. Naval Observatory \(USNO\)](http://www.usno.navy.mil) provides a wide range of astronomical data and products, and serves as the official source of time for the U.S. Department of Defense and a standard of time for the entire United States.

The following NMOC components have moved their publicly-available products to <http://www.metoc.navy.mil>:

- [Joint Typhoon Warning Center \(JTWC\)](#)
- [Naval Oceanography Operations Command \(NOOC\)](#)
- [Fleet Numerical Meteorology and Oceanography Center \(FNMOC\)](#)
- [Naval Oceanographic Office \(NAVO\)](#)

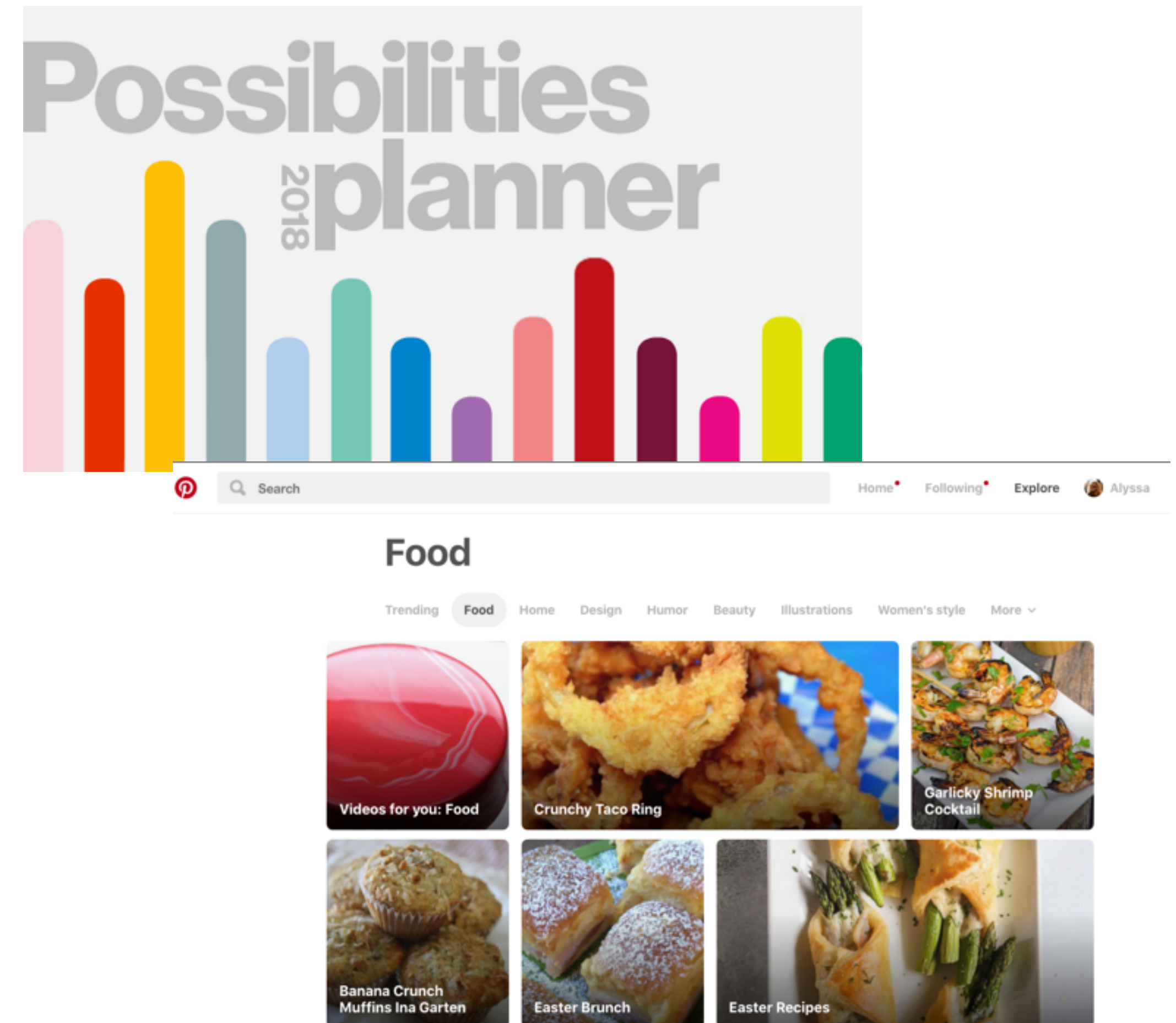
On the right side of the page, there are several widgets: "USNO Master Clock Time" showing "Fri, 30 Mar 2018 16:24:56 UTC", "The Sky This Week" for "2018 March 27 - April 3", and "Fleet Weather Center Norfolk Virginia Tropical Warning Information" with a link to go to the new site for Atlantic Tropical Warnings.

# PINTEREST

**WHAT IT DOES:** Pinterest is a lifestyle search engine that is a strong discovery platform. It can be used very much like Google to research trends.

## USES:

- See what suggestions come up for searches when you put a search into the Pinterest search bar.
- Use the “Explore” tab to see what is currently trending on Pinterest.
- Use the Pinterest 100 trend report to see if any rising trends align to your site.
- Reference the Pinterest Possibilities planner to see when seasonal trends pop and if they align to your content.

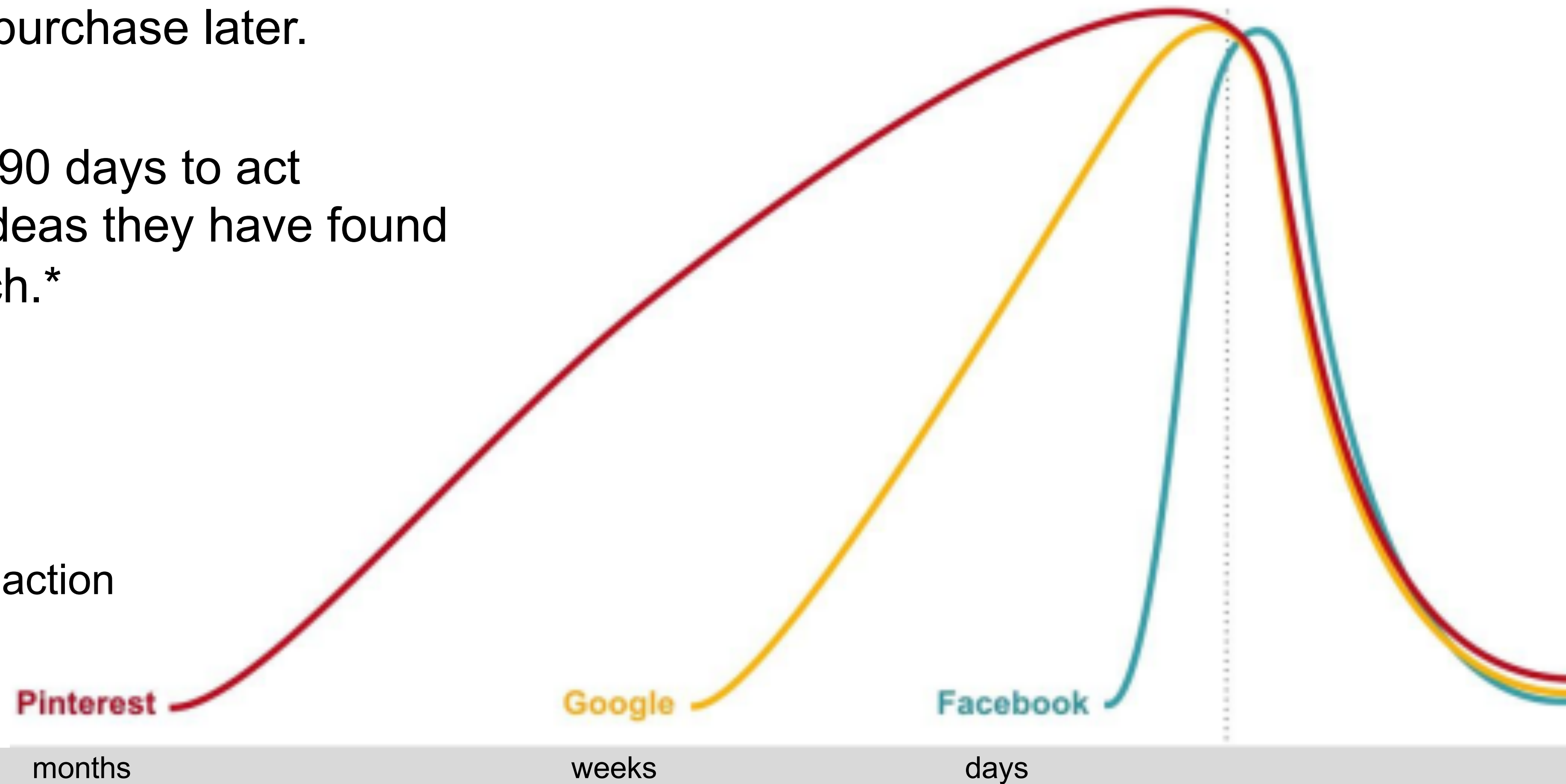


# They plan in advance

Pinners are planners. 76% of people save items that they plan to purchase later.

People may take up to 90 days to act (make, buy, or do) on ideas they have found through Pinterest search.\*

- 26% - 0-1 day
- 34% - 2-7 days
- 30% - 8-90 days
- 11% - not sure or no action



**SEE WHAT'S ALREADY  
ROCKIN'**



# GOOGLE ANALYTICS

**SEE WHAT PEOPLE ALREADY LIKE:** Google Analytics offers a swath of knowledge on how visitors behave on your site that can help you with content planning. It is easy to implement on your site.

## USES:

- Use time on page and most visits to determine which content pieces are doing the best.
- Learn more about the demographics of your audience.
- See what search queries lead people to your site (must have Search Console - recommended).
- See which channels are driving the most traffic.
- See what was performing well last year.
- Were there any spikes in traffic last year?



# SOCIAL MEDIA

**SEE WHAT PEOPLE ALREADY LIKE:** Use the insights tools that your social channels offer to learn more about your audience and what content they respond well to.

## USES:

- See which posts had the most engagement.
- What do followers comment on?
- Learn more about the people who follow you - why do they follow you? Or not?
- See which social posts got the most clicks.
- Look at what performed well the past year.

Published	Post	Type	Targeting	Reach	Engagement
04/12/2018 7:30 am	 We are ONE week away from The BrandLab's first KC event! Le			60	0 3
04/11/2018 9:00 am	 Join AAF-KC as we host Dimensional Innovations' Tom Demetri			238	7 7
04/10/2018 11:33 am	 Sarah Dyerson we will miss you! Words cannot describe how muc			116	49 10
04/10/2018 7:30 am	 It's no longer Monday, but you still need the #motivation. We get i			93	8 3
04/05/2018 5:30 pm	 Check it out! Our very own Robert Manigold COO Code Koalas s			260	12 14
04/05/2018 7:30 am	 Looking for a light to end your creative burnout? Find the inspirat			78	3 2
04/04/2018 7:00 am	 #wednesdaywakeup If you've ever participated in a creative pres			42	2 2
04/03/2018 1:36 pm	 Another important member of our crew is our social director Kyle			93	11 6
04/03/2018 7:30 am	 Kansas City Creative Tech Happy Hour. It's half physical, half digi			50	0 2
04/02/2018 9:11 pm	 Have you heard of The BrandLab? It's the new Kansas City non			120	6 5
03/29/2018 7:24 pm	 Huge thank you to @smallbizmiracle for hosting another fantastic			101	7 4

**MAINTAIN IT**

**HELLO, SPREADSHEETS**

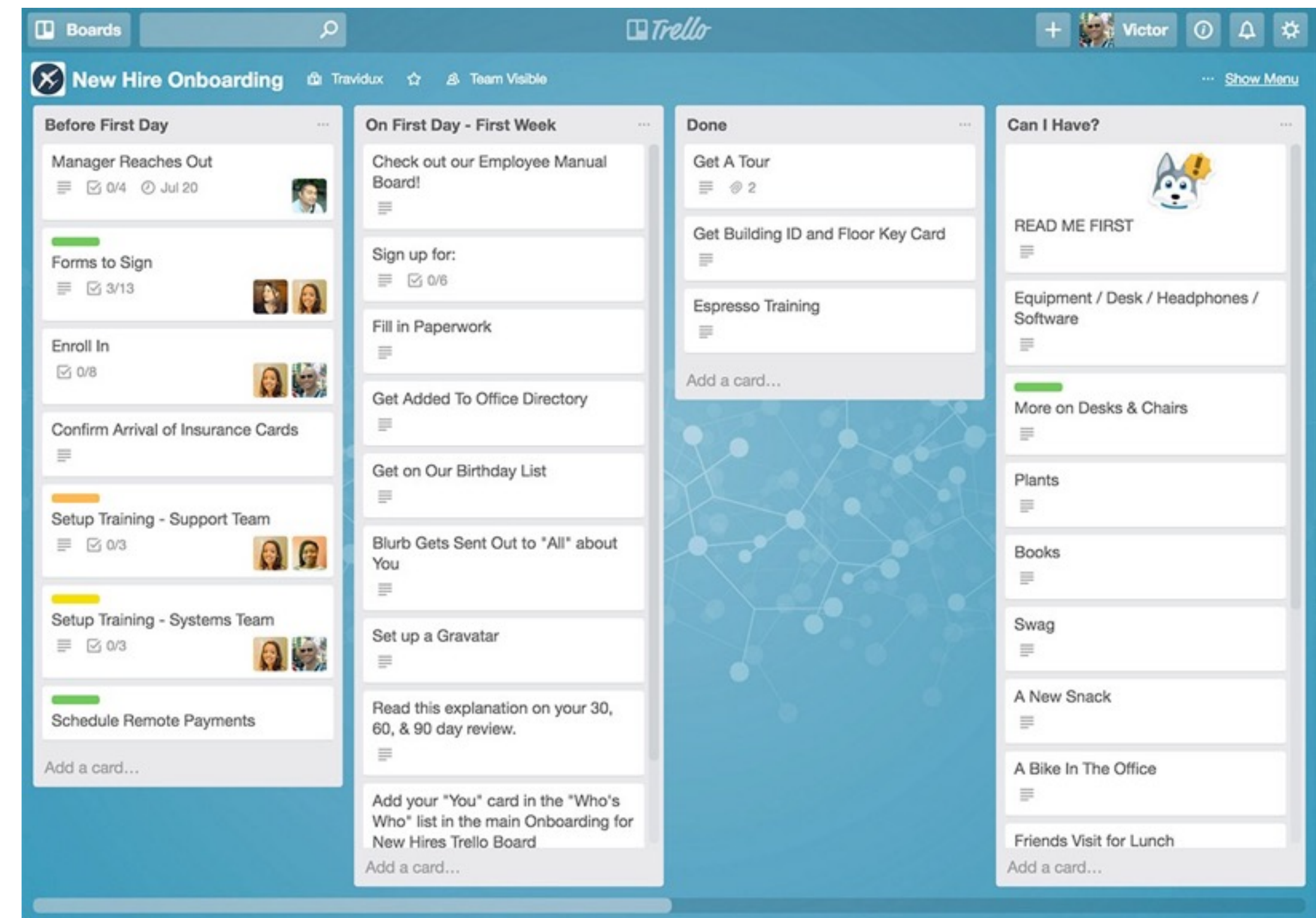
# HELLO, SPREADSHEETS

**TRACK YOUR PROGRESS:** Use spreadsheet (or a content management tool if you can afford it) to track your insights and the content you are going to make month by month.

You can split up the spreadsheet by social, site and search to input trends and see what sparks.

## **KEEP YOURSELF ON TRACK:**

Use these tools to determine what content you are going to make and determine when you will post to strike at the most relevant time.



Consider using tools like Trello to keep yourself on track.

**QUESTIONS?**

**THANK YOU!**

**ALYSSA MURFEY**

**@ALYSMURFEY**