

LEVERAGING THE POWER OF SEARCH DATA



March 19, 2020

presented by:

captivate |





TODAY'S PRESENTER CHRIS EVERETT

- Founder & CEO of Captivate Search Marketing
- Peoria, Illinois Native, moved to Atlanta in 2009
- Over a decade of experience as a Marketing Consultant
- Evangelist of the Search First® marketing method

Some Brands I've Consulted:



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TODAY'S AGENDA

- Think Search First®
- Keyword Research Basics
- Taking a Different Mindset to Keyword Research
- Search Data In Action
- Using Search Data Beyond SEO
- Contact Info & Closing



THINK SEARCH FIRST®



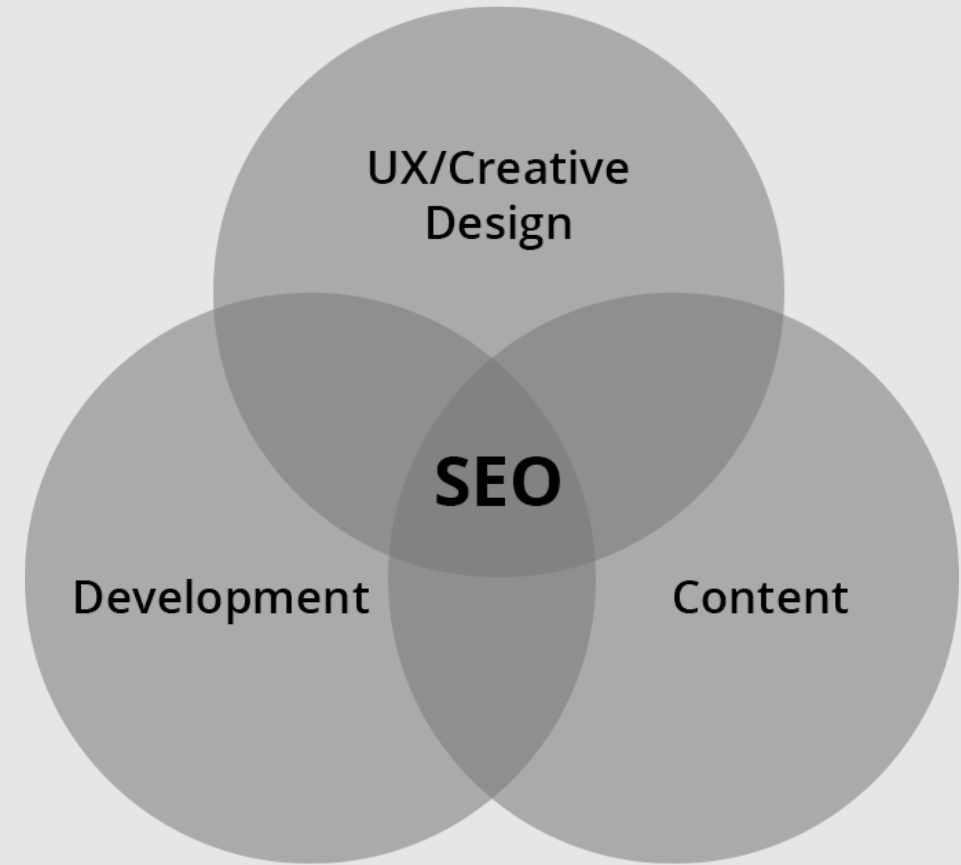
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SEARCH HELPS GUIDE THE STRATEGY

Historically, marketing agencies and web development shops have not understood the power of keyword research and SEO as a whole, often bringing SEOs in at the last minute to “optimize the site”

User Experience and the way users interact with content plays a role in how content ranks in Search. If users gets to a result and immediately bounces, Google may interpret this as the user not finding what they needed.

Properly executed SEO breaks down the barriers between users and the content they desire. It also helps deliver the appropriate message to the user based on where they are in the funnel.



THERE ARE SEO IMPLICATIONS THROUGHOUT THE PROCESS

SEO

DISCOVERY



DESIGN



DEVELOPMENT



DEPLOYMENT



OPTIMIZATION



KEYWORD RESEARCH BASICS



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KEYWORD RESEARCH BASICS

- Keyword Research is the process of uncovering keywords and phrases (typically 2-5 words in length) to use in your SEO strategy
- These keywords are then used strategically in a website's content, Meta Data, URLs, etc. to help build keyword relevancy for a page in the hope that it will rank when a user types in that word/phrase

Keyword Research Tools



TAKING A DIFFERENT MINDSET TO KEYWORD RESEARCH



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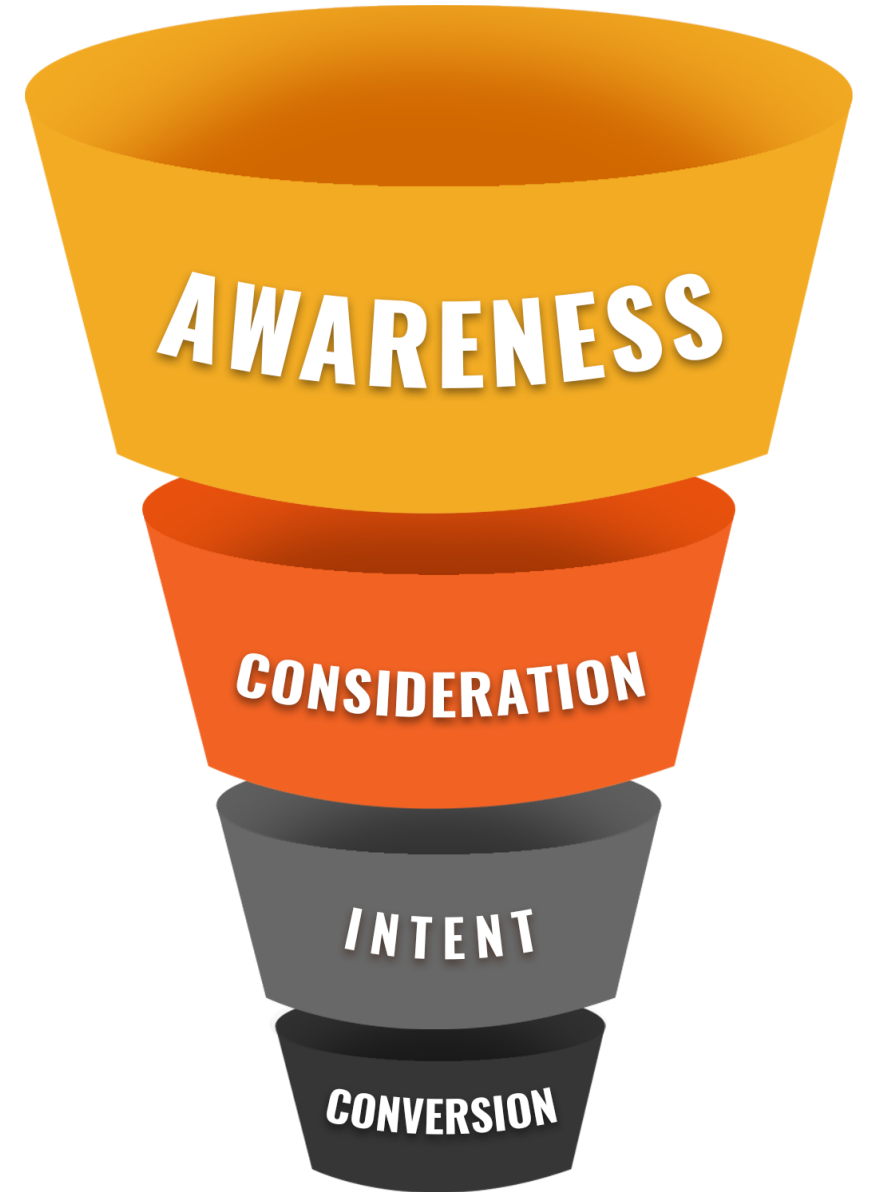
KEYWORDS ARE GOLDEN NUGGETS

- When conducting Keyword Research, it's important to look at the data through a different lens to really understand the value of what we're seeing
- The keywords we uncover during the Keyword Research process is **Unbiased, Quantitative** User Data
- We do not lie to Google – We type in what we want, when we want it, without a filter
- Google provides that data for us as marketers so that we can develop content and experiences that deliver the right answers for its users



UNDERSTANDING USER INTENT

- When analyzing the value of a keyword as part of a marketing strategy, it is important to understand the intent of the user's query
- Certain keyword modifiers or search terms will dictate a user's intent, as well as how a query will be utilized
- For example, "Window Film Installers Near Me" is a query showing more intent to convert than simply "Window Film"
- The objective is to serve up relevant content for users in all stages of the funnel to help guide them to conversion



CONTENT FOR EACH STAGE OF THE FUNNEL

- **Awareness and Consideration** Queries, although still informative for on-site SEO, typically help inform topics for content marketing strategies, such as an optimized blog post or video topic
- **Conversion** Queries are typically core keyword targets that are integral to a website's on-site SEO strategy, particularly for Products & Product Category landing pages

Awareness Queries

Broadly Defined; General Subject Matter;
Seeking Information
i.e. "How to Train Your Dog"

Consideration Queries

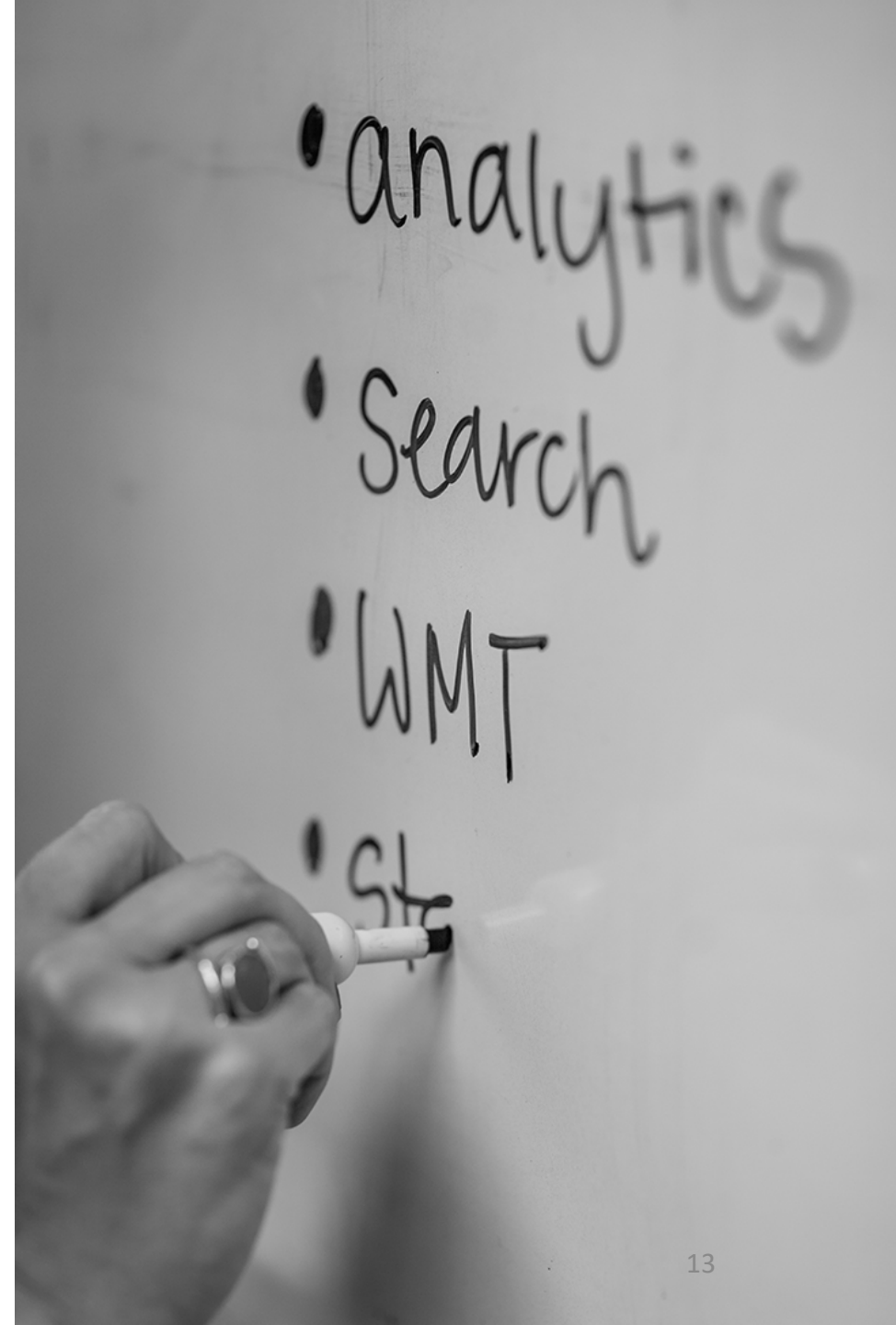
Uniquely Defined; Topical Subject Matter;
Researching Certain Topics
i.e. "Dog Whistle Reviews"

Conversion Queries

Precisely Defined; Specific Subject Matter;
Seeking Answers or Ready to Buy
i.e. "Acme 535 Dog Whistles"

HARVESTING MORE SEARCH DATA

- Outside of the traditional Keyword Research tools, there are other ways marketers can identify Search Data to build better experiences and develop better content for users
 - Google Autocomplete
 - Amazon Autocomplete
 - Website On-Site Search Function
 - Google Search Console



SEARCH DATA IN ACTION



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CARPET CLEANING SUPPLY STORE

By first entering my seed term “Carpet Cleaning,” we’re presented with several insights that will be important for developing our strategy:

- Core Keywords (Carpet Cleaner, Carpet Cleaner Machine)
- Consideration Keywords (Best)
- Brand/Competitor Keywords (Bissell, Hoover, Walmart)
- Application Keywords (Car, Steam)
- Accessories Keywords (Solution)

Keyword		Volume	Trend
carpet cleaner	+	368,000	
bissell carpet cleaner	+	40,500	
carpet steam cleaner	+	33,100	
best carpet cleaner	+	27,100	
carpet cleaner machine	+	27,100	
carpet cleaner walmart	+	22,200	
hoover carpet cleaner	+	22,200	
walmart carpet cleaner	+	22,200	
car carpet cleaner	+	12,100	
carpet cleaner solution	+	8,100	

FOUNDATIONAL OPTIMIZATION

We then use the Search Data to support a typical ecommerce site architecture for our Carpet Cleaning Supply Store. The main focus of our optimization plan will be **Conversion** Queries:

- Homepage
 - Bissell Carpet Cleaners
 - Bissell TurboClean Powerbrush Pet Carpet Cleaner
 - Hoover Carpet Cleaners
 - Hoover Floormate Powerbrush 300
 - Carpet Cleaning Solution
 - OxiClean Large Area Carpet Cleaner

Website Architecture

















CONTENT STRATEGY

To grab users at the Top to Mid Funnel position, we would then develop a content strategy based on **Awareness** and **Consideration** Queries uncovered from Keyword Research.

This content would be produced in the form of:

- Blog Articles
- Product Review Articles
- Videos & Infographics
- PDF Resources

These pieces of content help build brand awareness and trust with consumers who see the content as valuable, helping to facilitate conversion.

Keyword	Group	Seed Key...	Volume	Trend
 how to get red wine out of carpet	-	how to get wine out of carpet	4.4K	
 carpet cleaner reviews	-	carpet cleaner reviews	2.4K	
 carpet cleaner machine reviews	-	carpet cleaner reviews	260	
 carpet cleaner reviews 2019	-	carpet cleaner reviews	260	
 carpet steam cleaner reviews	-	carpet cleaner reviews	260	
 carpet steamer vs shampooer	-	carpet shampooer	110	
 carpet cleaner vs shampooer	-	carpet shampooer	30	

USING SEARCH DATA BEYOND YOUR SEO STRATEGY



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USING SEARCH DATA BEYOND SEO

Search Data can be leveraged to inform marketing initiatives well beyond just traditional SEO programs.

At Captivate, we've used Search Data to inform:

- Campaign messaging for Social Media, Email Marketing, PR, and TV/Print ads
- What type of product a flooring company should release in its latest collection
- Priority topics a healthcare Podcast should cover on their show
- How a FinTech company should name its product
- Why a company in Alabama shouldn't have started selling green appliances to local customers online

Search Data

Search Marketing Strategy

SITEMAP
ARCHITECTURE



CONTENT
OPTIMIZATION



MEDIA
OPTIMIZATION



PAID
SEARCH



Content Strategy

SOCIAL
MEDIA



BLOGGING



VIDEO



PODCASTS



Other Media

PAID SOCIAL



EMAIL
MARKETING



TV/PRINT



PUBLIC
RELATIONS



Business Intelligence

MARKET
TRENDS



PRODUCT
DEVELOPMENT



PRODUCT
LAUNCHES



MARKET
AWARENESS



THANK YOU!



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CONTACT INFORMATION GET IN TOUCH



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