

Drupal GovCon

Content and SEO: Better together

Hi.

Amy Shropshire



AAS Media Creation and Technology

BA Advertising and Marketing
Communication

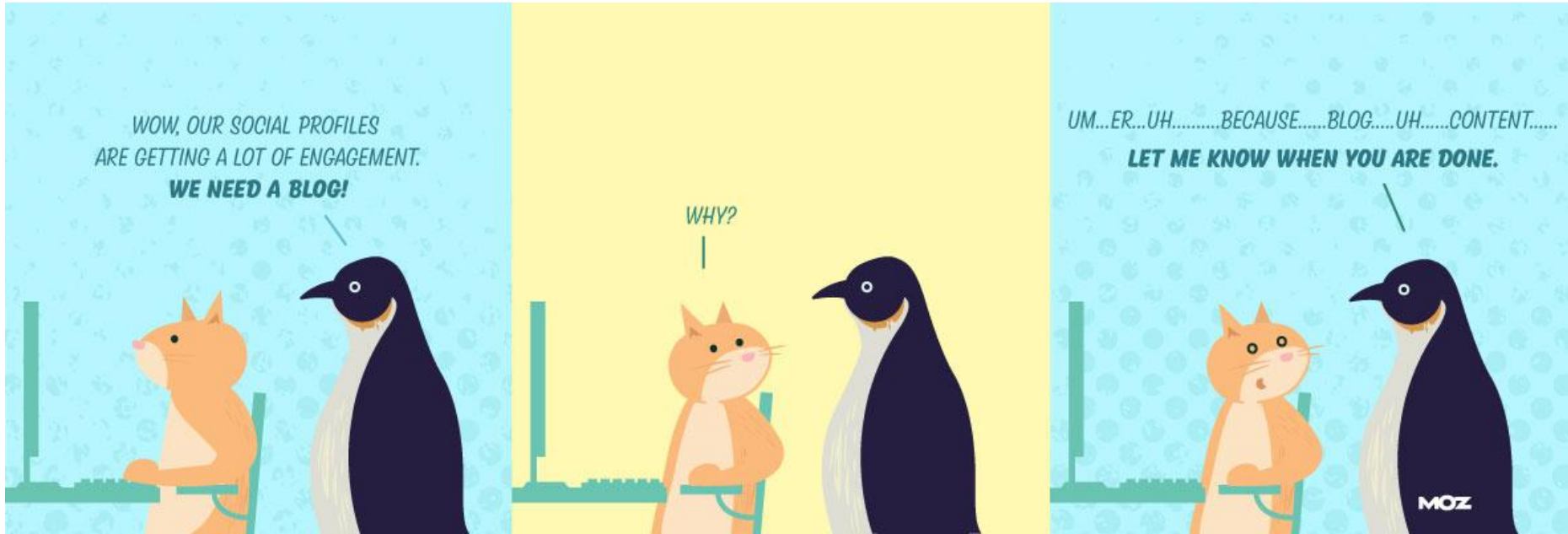
MA Marketing

Certificates in Leadership
Development and Nonprofit
Management



Managing Director, Marketing
CASK Communications

Faculty, Marketing
**Columbus State Community
College**



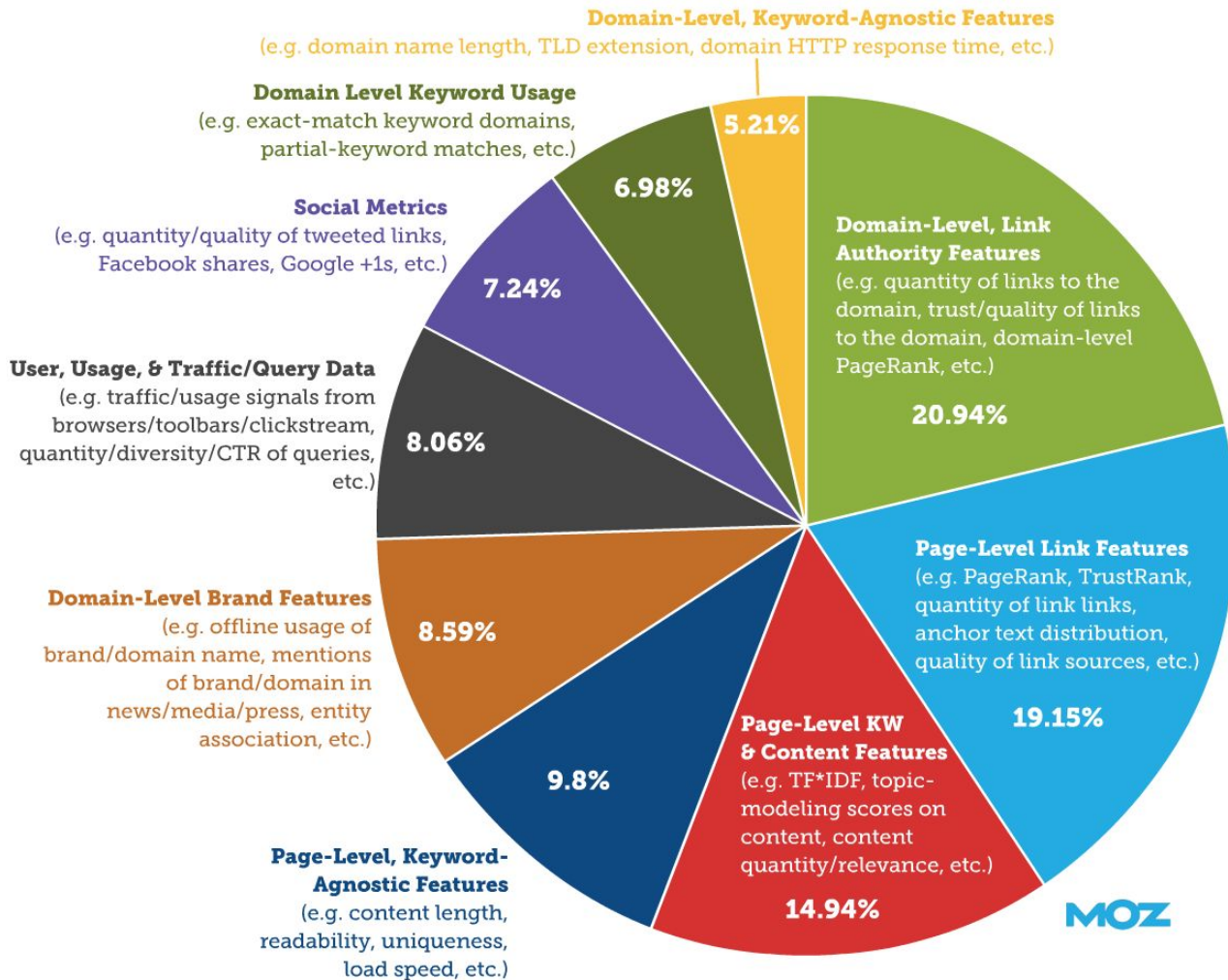
<https://moz.com/beginners-guide-to-content-marketing/content-strategy>

**Content strategy concerns itself
with the vision—the ins and outs
of how and why your content will
be created, managed, and
eventually archived or updated.**

**SEO is the practice of increasing
the quantity and quality of traffic
to your website through organic
search engine results.**

Content and SEO Need Each Other





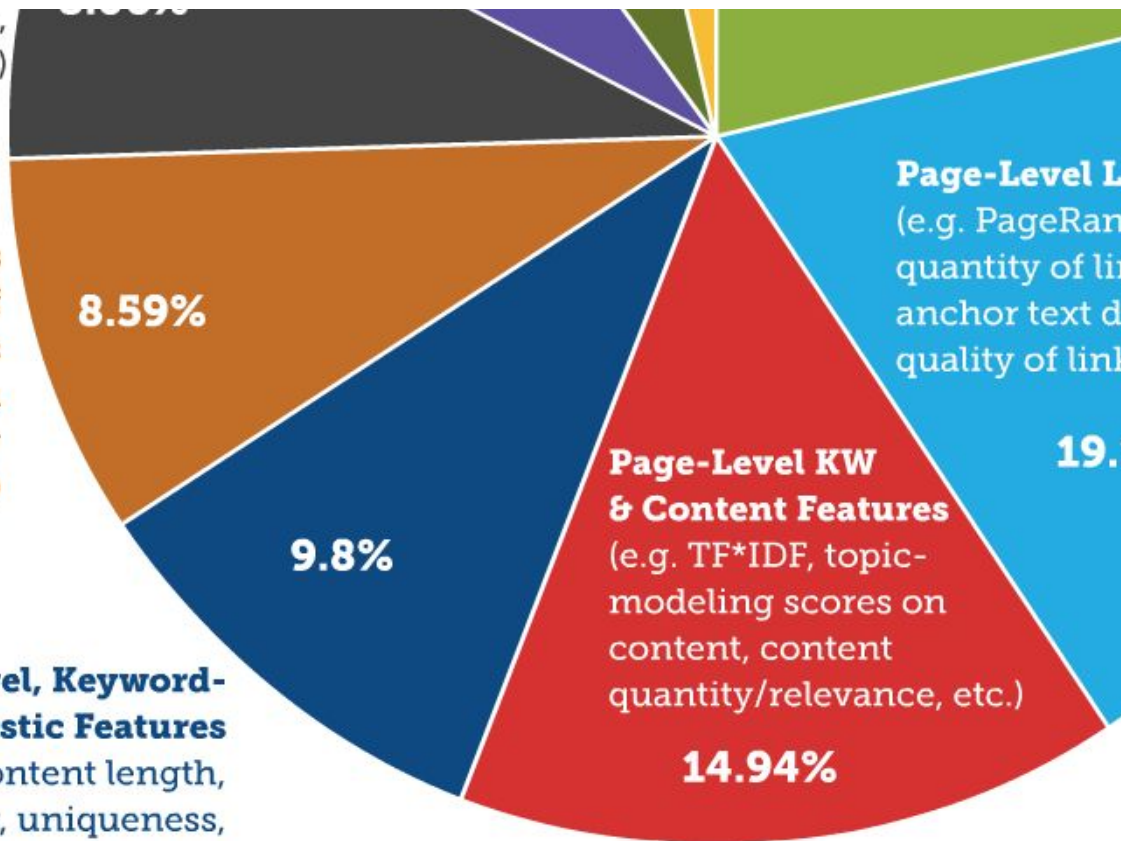
TF of queries,
etc.)

and Features

(e.g. line usage of
ne, mentions
id/domain in
/press, entity
ociation, etc.)

**Page-Level, Keyword-
Agnostic Features**

(e.g. content length,
readability, uniqueness,
load speed, etc.)





MOZCAST



65° TUESDAY
July 23



69° MONDAY
July 22



66° SUNDAY
July 21



68° SATURDAY
July 20



71° FRIDAY
July 19



Tue
Jul 23
65°

Get the MozCast
Weather Widget

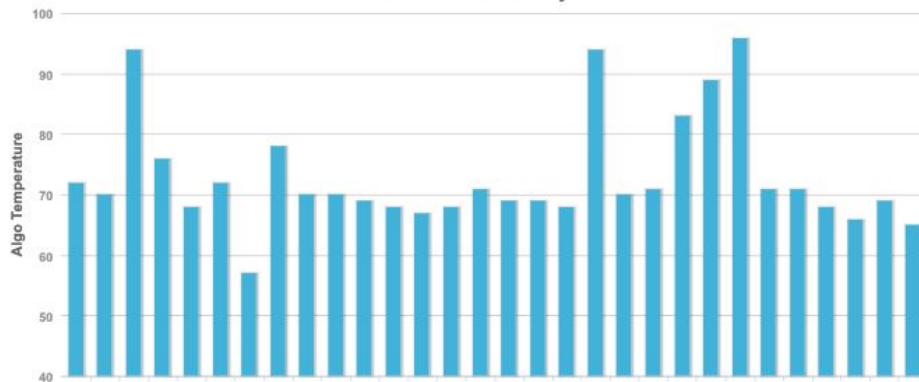
Weather for Tuesday, July 23

MozCast is a weather report showing turbulence in the Google algorithm over the previous day (or see the 5-day history on the left). The hotter and stormier the weather, the more Google's rankings changed.



65°

Weather for Past 30 Days



<https://moz.com/mozcast/>

On-Page SEO - Content

- Supply a demand
- Be linkable



On-Page SEO - Title Tag

Littlest Pet Shop Petfest - Littlest Pet Shop Official Website | LPS | Hasbro
(77 Characters Wide)

Custom Wedding Koozies-Wedding Can Coolers ...
(42 Characters Long)

- Under 60 Characters
- Don't overdo keywords
- Give every page a unique title
- Put important keywords first
- Take advantage of your brand
- Write for customer first

On-Page SEO - URL

- Improved User Experience
- Rankings
- Links as Anchor Text

Canon EOS 6D In-Depth Review: Digital Photography Review

<https://www.dpreview.com/reviews/canon-eos-6d>

Feb 13, 2013 - The EOS 6D is built around a new Canon CMOS sensor, which offers DPR: Can you please insert a photo in ALL your reviews showing the ...

URL

Title tag

On-Page SEO - Image Alt Text

- Accessibility
- Image SEO



On-Page SEO - Structured Data

Moz.com - Official Site - Power Your Online Visibility
(Ad) www.moz.com/ ▼
Online Marketing Is Complicated. Moz Software Makes It Easy. Check Out Our Tools
Rated Excellent – PCMag
You've visited moz.com many times. Last visit: today

Free SEO Tools Open Site Explorer, MozBar, Keyword Explorer & More. Try Now!	MozCon 2017 Video Bundle 26 videos. 14+ hrs. Only \$299! Includes decks, stream & download.
Moz Local Help New Customers Find Your Business Online! Check Your Listing	Moz Pro - Try it Free Try our SEO toolset to help boost rankings & search engine visibility


Moz | SEO Software, Tools & Resources for Smarter Marketing
https://moz.com/ ▼
Backed by the largest community of SEOs on the planet, Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy.


Results from moz.com

Open Site Explorer Use Open Site Explorer to identify link building opportunities ...	Google algorithm changes View the complete Google Algorithm Change History as ...
Moz Blog The Moz inbound marketing and SEO blog provides tips, tricks ...	Login page Account Email. Forgot Password? Password. Remember Me ...

Top stories

Moz
Company



 moz.com

Moz is a software as a service company based in Seattle, Washington, U.S., that sells inbound marketing and marketing analytics software subscriptions. [Wikipedia](#)

CEO: Sarah Bird (Jan 16, 2014–)

Headquarters: Seattle, WA


Founded: 2004

Founders: Rand Fishkin, Gillian Muessig


Subsidiaries: GetListed.org, Inc., Followerwonk, AudienceWise, Inc., SERPScape

Type of business: Privately held company

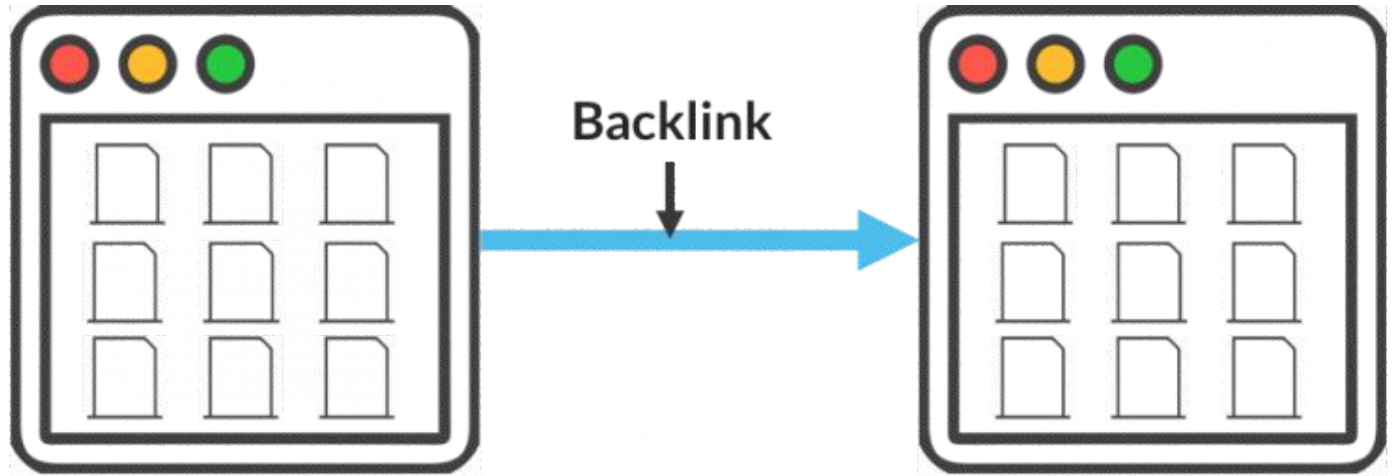
Profiles


Twitter

People also search for View 1+ more



Off-Page SEO - Backlinks



Website A

Site A has an external link to Site B

Website B

Site B has a backlink from site A

Off-Page SEO

- Social media marketing
- Guest blogging
- Linked and unlinked brand mentions
- Influencer marketing

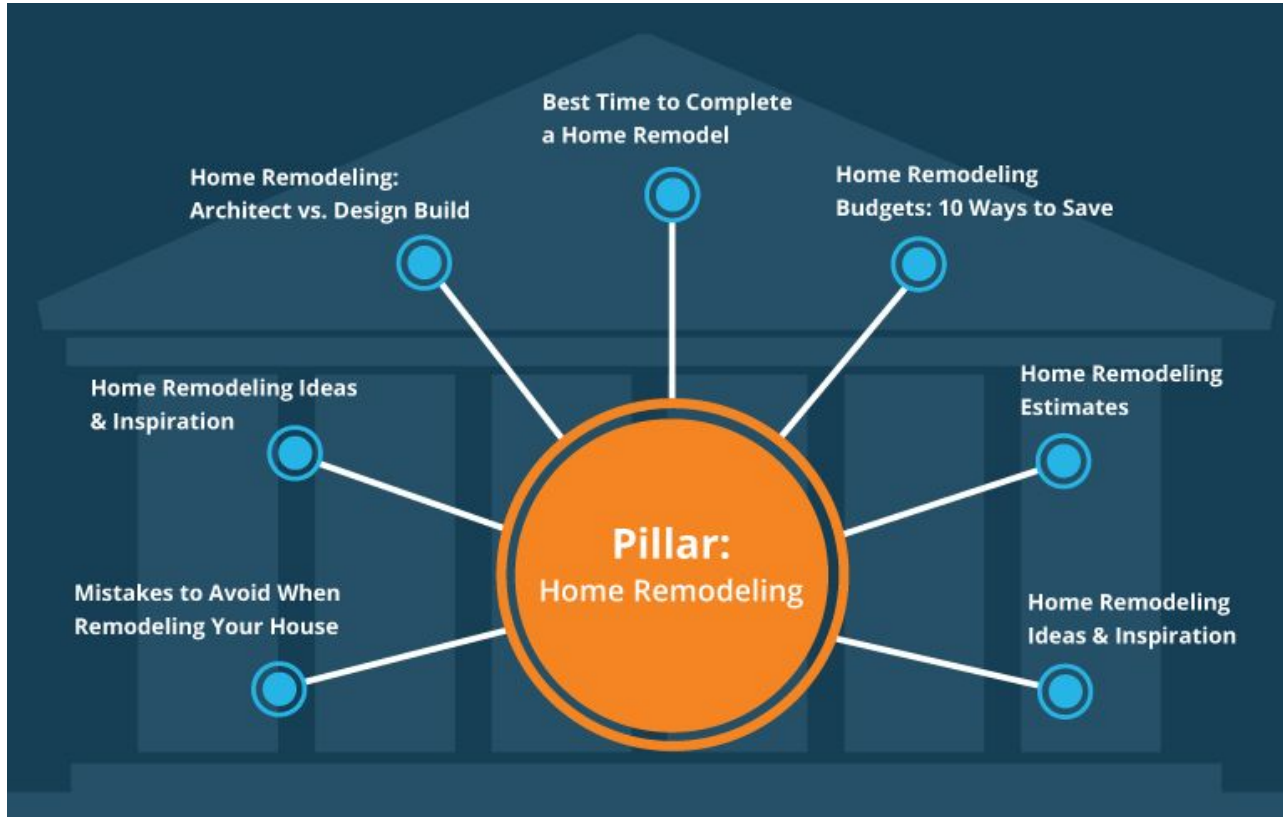


Pillar Pages/Topic Clusters

Topic Clusters



Pillar Pages/Topic Clusters



Refreshing Content



The image shows a screenshot of a Google Ads Search Queries report. The report is titled "Search Queries" in green text at the top left. At the top right, there is a pagination indicator "1 - 5 / 8" and navigation arrows. Below the title is a table with four columns: "Query", "Clicks", "Impressions", and "Average Position". The table contains five rows of data. The first row is "spring insight" with 3 clicks, 16 impressions, and an average position of 39.06. The second row is "feedback testimonials" with 2 clicks, 7 impressions, and an average position of 1.29. The third row is "hate stock photos" with 1 click, 3 impressions, and an average position of 2. The fourth row is "california tortilla bethesda" with 0 clicks, 2 impressions, and an average position of 72.5. The fifth row is "web design in washington dc" with 0 clicks, 1 impression, and an average position of 122. At the bottom right of the table, there is another pagination indicator "1 - 5 / 640" and navigation arrows.

Query	Clicks	Impressions	Average Position
spring insight	3	16	39.06
feedback testimonials	2	7	1.29
hate stock photos	1	3	2
california tortilla bethesda	0	2	72.5
web design in washington dc	0	1	122

Refreshing Content

— — —

Editor's note: this post was originally published in July 2015 and was updated in May 2019 for accuracy and to include new information.

Content Strategy <--> Content Marketing



Steps to Content / SEO Happiness

Know Where You're Going



Steps to Content / SEO Happiness

Define Your Audience



Steps to Content / SEO Happiness

Audit what you already have



Steps to Content / SEO Happiness

Measure for success



Steps to Content / SEO Happiness

Analyze for Trends



Resources

amy@caskcommunications.com

- Moz
- Search Engine Journal
- HubSpot

