

A promotional image for a webinar featuring Batman and Superman. Batman is on the left in his black suit, and Superman is on the right in his blue and red suit. They are standing against a cloudy, sunset-like background.

**SEARCH  
CONTENT**



**SOCIAL  
CONTENT**

**SEMRUSH WEBINAR** 3RD MARCH 2016

DANIEL HOCHULI - SENIOR CONTENT STRATEGIST & EDITOR



LOGOCRACYCOPY



KING  
CONTENT

**#SEMRUSHLIVE**





## **DANIEL HOCHULI**

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 **@LOGOCRACYCOPY**

**HI, MY NAME IS DANIEL. I AM A SENIOR CONTENT STRATEGIST AT KING CONTENT. WE HAVE OFFICES BASED IN SYDNEY, NEW YORK, LONDON, SINGAPORE, HONG KONG AND SHANGHAI. MY DAY-TO-DAY ROLE IS TO HELP BRANDS USE CONTENT TO BUILD AN AUDIENCE SO THEY CAN MAKE BETTER BUSINESS DECISIONS.**





**SCENARIO:  
YOU ARE CREATING  
QUALITY CONTENT**



***IT'S FUN***




***IT'S VISUAL***



***IT'S INFORMATIVE***



# **ASPIRATIONAL GOALS...**



**THIS CONTENT - IT  
IS GOING TO RANK ON  
GOOGLE, GO VIRAL ON  
FACEBOOK AND GET A  
TONNE OF LEADS!**

**MHAHAHA!!**



**BUT REALITY..**

**0 LEADS**

**GETS 5 LIKES**

**RANKS ON  
PAGE 6**





**IT'S NOT YOUR  
CONTENT, IT'S YOUR  
CONTENT MARKETING  
STRATEGY..**



A full-body image of Batman in his iconic suit, standing against a yellow background. He is wearing a black cowl with pointed ears and a black cape. His hands are raised in a gesture, with fingers spread.

# ***CONTENT STRATEGY***

A yellow speech bubble with a jagged, irregular shape, pointing towards the Batman image.

**SEARCH  
CONTENT**

A full-body image of Superman in his classic blue suit with a red and yellow 'S' shield on his chest. He is standing against a dark blue background with white stars.

**SOCIAL  
CONTENT**



**WHAT ARE THE  
DIFFERENCES?**





# **SEARCH CONTENT**





**WHY SEARCH CONTENT?**

**TRUST**

**QUALITY**

**FREE**

**CHA  
CHING**



A close-up of Batman's face in his mask, looking slightly to the right with a serious expression.

## WHAT PAGES GOOGLE ♥'S

PRODUCT  
PAGE

A close-up of Batman's face in his mask, looking directly forward with a serious expression.

HOME  
PAGE

A close-up of Batman's face in his mask, looking slightly to the left with a serious expression.

ABOUT  
US

A close-up of Batman's face in his mask, looking directly forward with a slight smile.

FAQ

A close-up of Batman's face in his mask, looking directly forward with a serious expression.

EVERGREEN  
BLOG POSTS  
(HOW TO'S, LONG  
FORM CONTENT)

A close-up of Batman's face in his mask, looking slightly to the right with a serious expression.

"Search v Social"



**YOUR AUDIENCE INTENDS TO  
FIND THIS CONTENT**



How to repair my utility belt?

Google Search

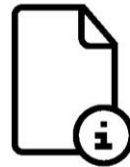
I'm Feeling Lucky



# THE THREE WAYS PEOPLE SEARCH ON GOOGLE



**NAVIGATIONAL**



**INFORMATIONAL**



**TRANSACTIONAL**





**SEARCH CONTENT TARGETS  
AUDIENCES IN THE DISCOVERY  
AND TRANSACTIONAL PHASE.**





A classic illustration of Superman in his blue suit with the red and yellow 'S' shield, standing against a dark blue space background filled with stars. A large, pale moon is visible in the upper left. A light blue trapezoidal box is overlaid on the bottom right, containing the text 'SOCIAL CONTENT'.

# ***SOCIAL CONTENT***





**FACEBOOK**



**TWITTER**



**LINKEDIN**



**INSTAGRAM**



**YOUTUBE**



**BLOG POSTS  
(TRENDING TOPICS,  
NEWS, TOP TEN  
LISTS, EMOTIONAL  
CONTENT)**





**THE HALF-LIFE ON TWITTER  
VARIES IN DIFFERENT  
INDUSTRIES BUT ON AVERAGE  
TWEETS HALF-LIFE KICK THE  
BUCKET IN 15 TO 20 MINUTES,  
WITH THE HIGHEST FREQUENCY  
AT 16 MINUTES.**





**FACEBOOK'S MODEL IS  
EVEN WORSE. IT IS  
PAY-TO-PLAY,  
MEANING THAT WITHOUT  
AN AMPLIFICATION  
BUDGET, YOUR ORGANIC  
REACH GOES NOWHERE.**

**WISEMETRICS RECENT  
STUDY FOUND THAT 75% OF  
FACEBOOK IMPESSIONS WERE  
ACHEYIED IN THE FIRST  
2.5 HOURS.**





**SO THERE IS NOT  
A LOT OF TIME TO  
CATCH YOUR AUDIENCE.  
WHICH IS WHY THE  
MEDIUM IS DIFFICULT  
TO GENERATE TRUST  
AND TRANSACTIONS.**





**YOUR AUDIENCE IS NOT SEEKING  
YOUR CONTENT ON SOCIAL MEDIA,  
BUT IF THEY FIND IT  
INTERESTING AND COMPELLING,  
THEY WILL ENGAGE.**



**THIS CONTENT IS  
PRESENTED TO THEM  
IN THEIR TIMELINE**



**BY REFERRAL  
(A FRIEND LIKES OR  
SHARES A POST)**



**THROUGH YOUR  
TARGETED MARKETING**





**“  
SEARCH CONTENT  
IS FOR WHEN AN  
AUDIENCE WANTS  
TO FIND YOU ”**

**“  
SOCIAL CONTENT  
IS FOR WHEN YOU WANT  
TO FIND AN AUDIENCE ”**





**WHERE  
ARE  
THEY?!**



# BUYER FUNNEL

## AWARENESS

New audience

## DISCOVERY

Have problem, need solution

## CONVERSION

Know your brand

**SOCIAL**

**SEARCH**





# ***CONTENT IN PRACTICE***





## 12 Reasons Why Sam, The Cat With Eyebrows, Should Be Your New Favorite Cat

And, yes, they're real.

posted on Jan. 30, 2013, at 3:38 a.m.



Dave Stopera  
BuzzFeed Staff



1. Sam has a “surprised face” that can give any Oscar-nominated actor a run for his money:



“GRUMPY CAT JUST DOESN'T CUT IT FOR ME ANYMORE. I NEED A NEW FAYOURITE CAT AND I NEED TO BE CONVINCED TO LIKE THIS CAT IN NO MORE THAN 12 REASONS.”





# If you haven't taken a selfie with a quokka, you haven't lived

19.1k

SHARES



Share on Facebook



Share on Twitter



Ads by Google

[Compare Health Funds](#) - Find Private Health Funds Quick & Easy in One Place!

[www.iselect.com.au/Compare](http://www.iselect.com.au/Compare)

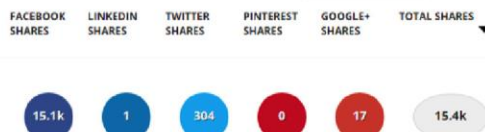






25 Selfies That Prove Quokkas Are The Happiest Creatures On Earth  
buzzfeed.com - More from this domain  
By BuzzFeed Staff - Mar 3, 2015

View Backlinks  
View Sharers  
Share



19.1k  
SHARES

Share on Facebook Share on Twitter +



FACEBOOK SHARES LINKEDIN SHARES TWITTER SHARES PINTEREST SHARES GOOGLE+ SHARES TOTAL SHARES

### Quokkas Are The Selfie Masters We All Want A Picture With

distractify.com - More from this domain  
By Pinar - Mar 6, 2015

Article



### Quokka Selfie Is Cutest Trend In Australia Right Now

boredpanda.com - More from this domain  
By Dovas - Mar 2, 2015

Article



### Quokka Selfies: What's the Deal With That Cute Australian Critter?

nationalgeographic.com - More from this domain  
By Jennifer S. - Mar 7, 2015

Article



### Quokka Selfie Is Cutest Trend In Australia Right Now!

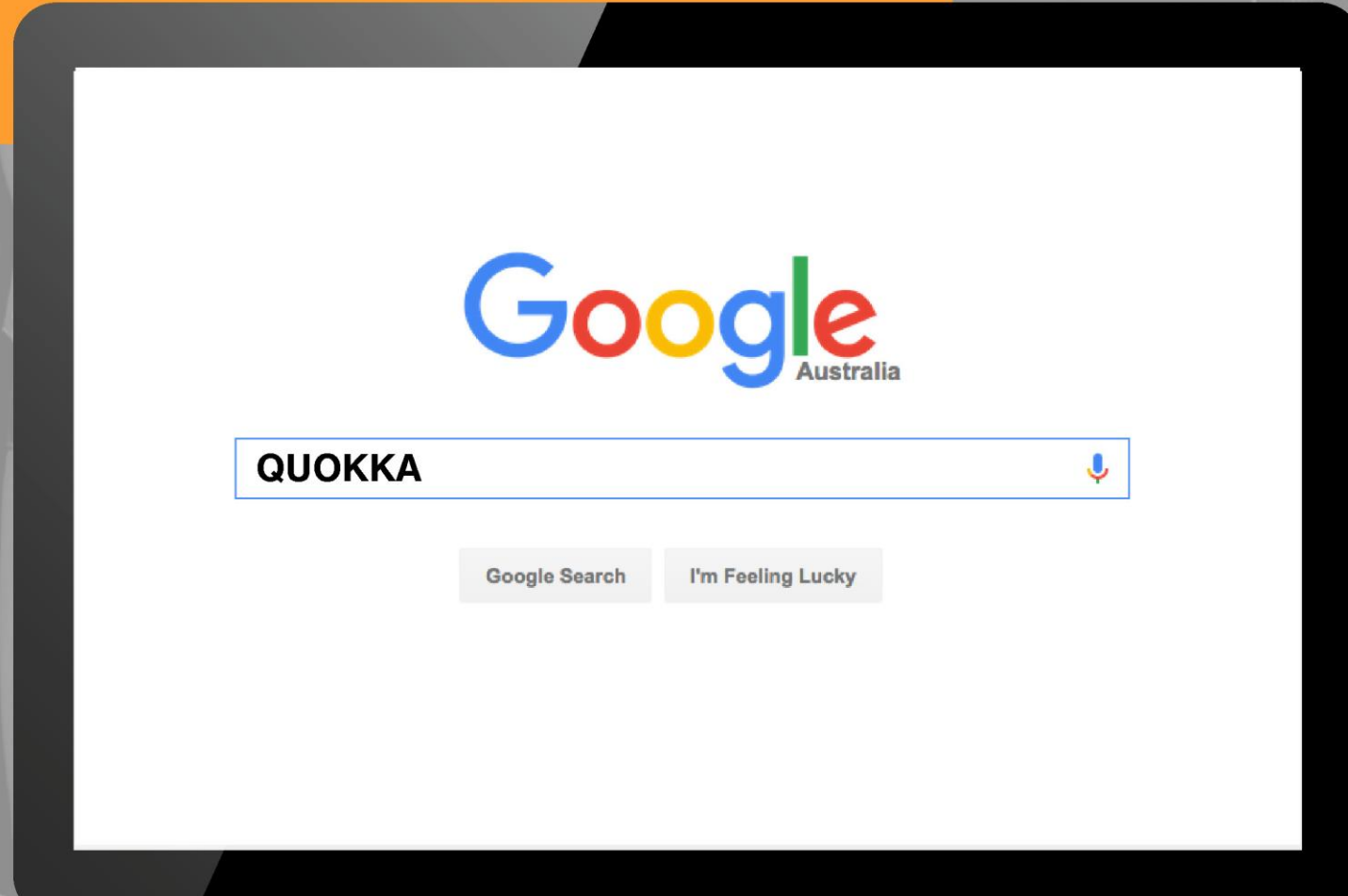
9gag.com - More from this domain  
Mar 6, 2015



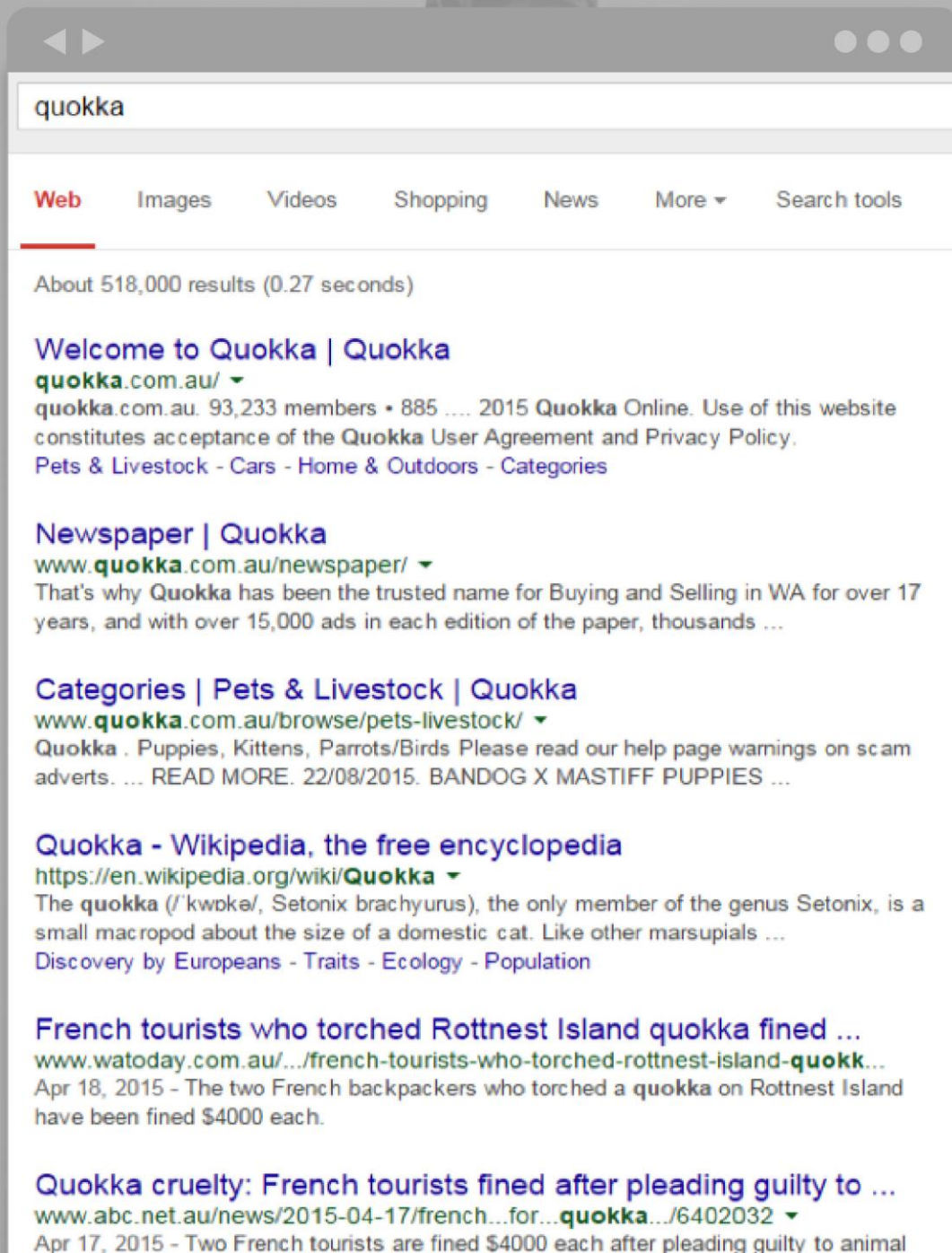




**BUT...  
WHAT HAPPENS WHEN  
WE SEARCH "QUOKKA" ON GOOGLE?**







**GOOGLE'S ALGORITHM ASSUMES THAT THE SEARCHER WANTS INFORMATION ON:**

- **WHAT IS A QUOKKA (INFORMATIONAL INTENT)**
- **WHAT BUSINESSES ARE ASSOCIATED WITH THE QUOKKA (POTENTIAL TRANSACTIONAL INTENT)**



**"NO QUOKKA SELFIE'S?"**





**"GREAT SOCIAL CONTENT  
RARELY TRANSLATES TO  
GREAT SEARCH CONTENT;  
AND VICE VERSA"**

**"ONE-SIZE-FITS-  
ALL" IS NOT A  
GREAT STRATEGY**



# MARK UP







## SEARCH CONTENT

- **WRITE CONTENT TO INFORM AND CONVINCE**
- **ENSURE YOU TARGET KEYWORDS AND SEMANTIC THEMES**
- **BEST PRACTICE SEO - KEYWORDS IN THE URL, THE H1, THE H2, THE BODY**
- **META DESCRIPTION - CONVINCING COPY TO DRIVE CLICKS**
- **A PROMINENT AND A/B TESTED CALL TO ACTION (FOR A TRANSACTIONAL OR DISCOVERY PHASE GOAL)**
- **TELL INFLUENCERS ABOUT IT**



## SOCIAL CONTENT

- **WRITE CONTENT TO ENTERTAIN AND TRIGGER EMOTION**
- **DESIGN FOR MOBILE CONSUMPTION**
- **AS VISUAL AS POSSIBLE (KEYWORDS ARE NOT IMPORTANT)**
- **HEADLINE - TEST AND TEST**
- **ALWAYS PAY TO PROMOTE IT**
- **ALTERNATE THE SNIPPET DEPENDING ON THE CHANNEL**
- **TELL INFLUENCERS ABOUT IT**





***REPORTING***



# HOW WE ANTICIPATE OUR CONTENT TO PERFORMANCE

**BLOG POSTS**

**\$\$\$**

**SOCIAL MEDIA POSTS**

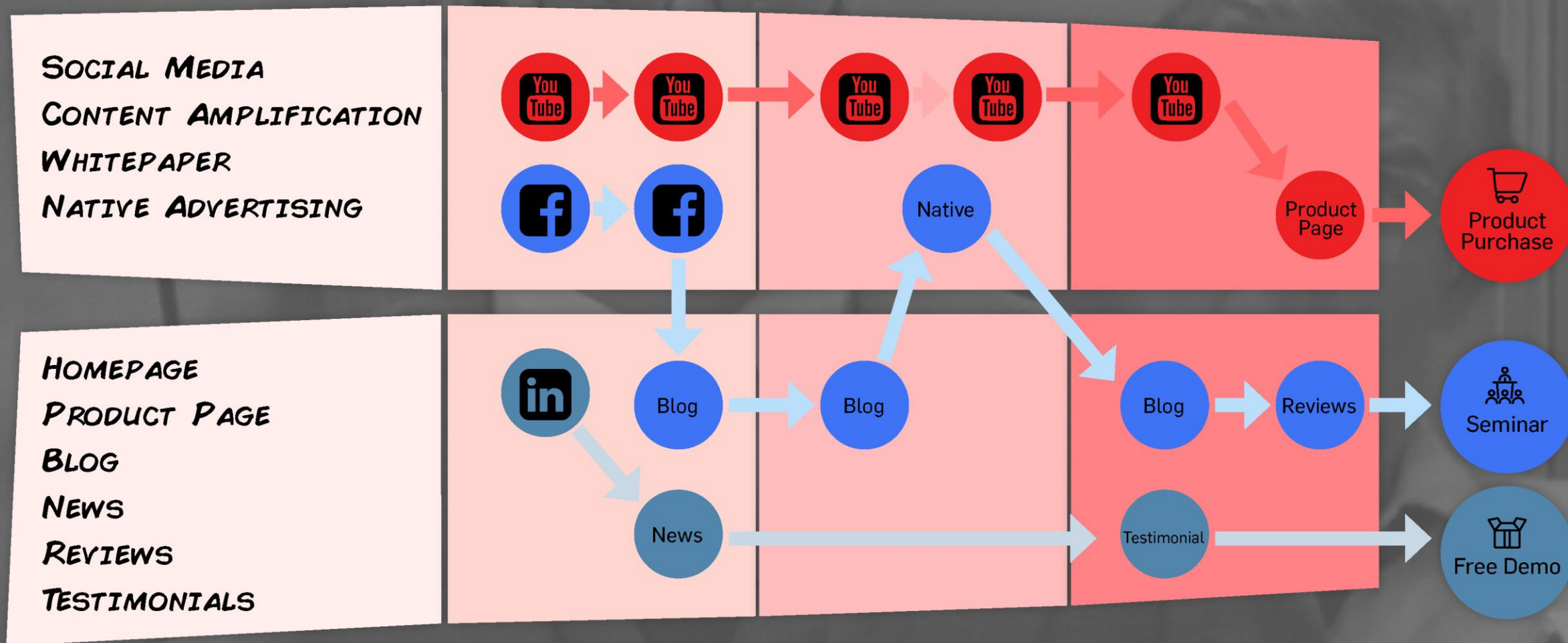
**\$\$\$**

**VIDEO VIEW**

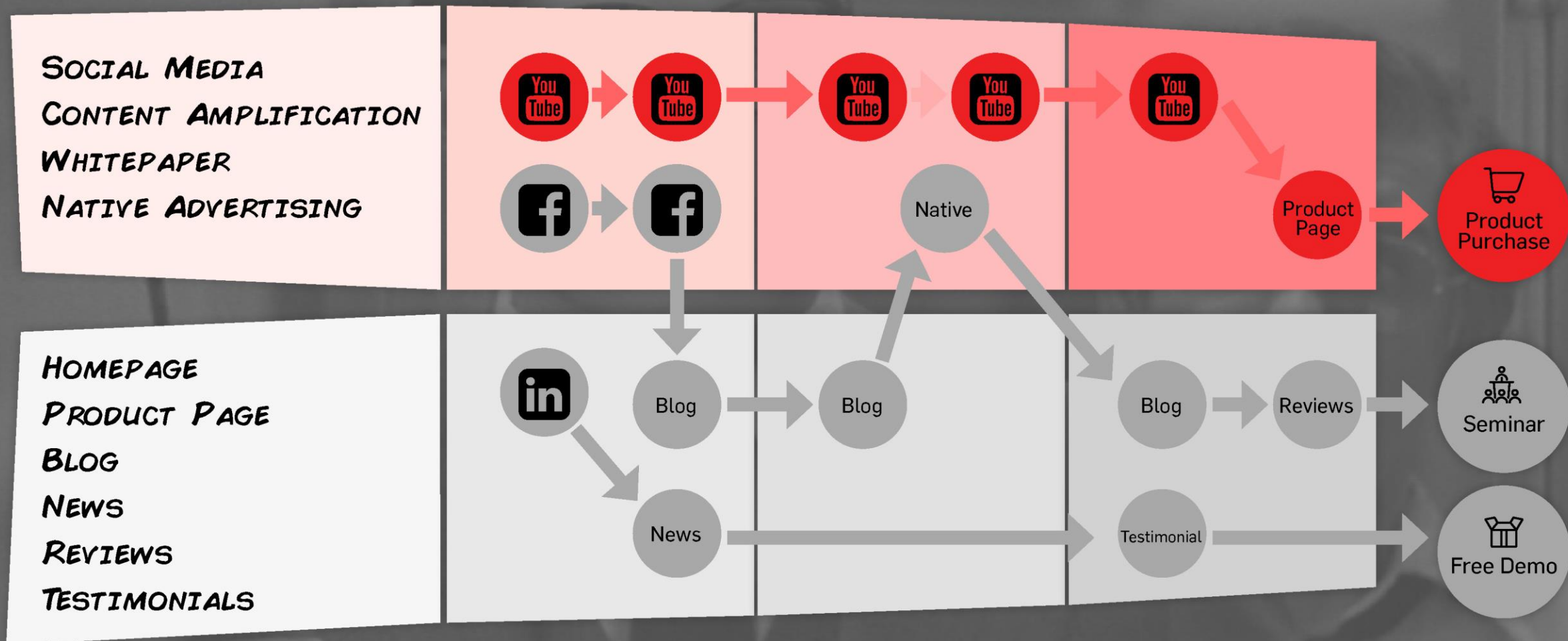
**\$\$\$**



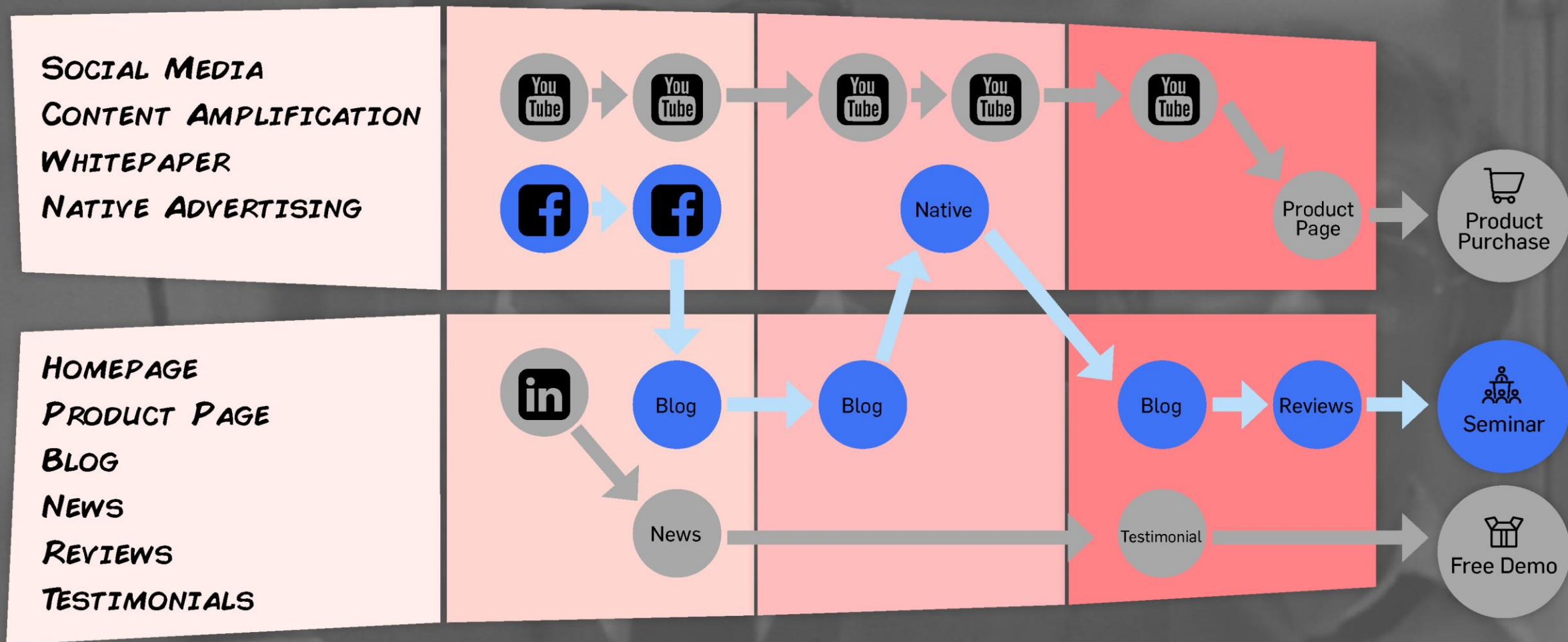
# HOW CONTENT REALLY PERFORMS



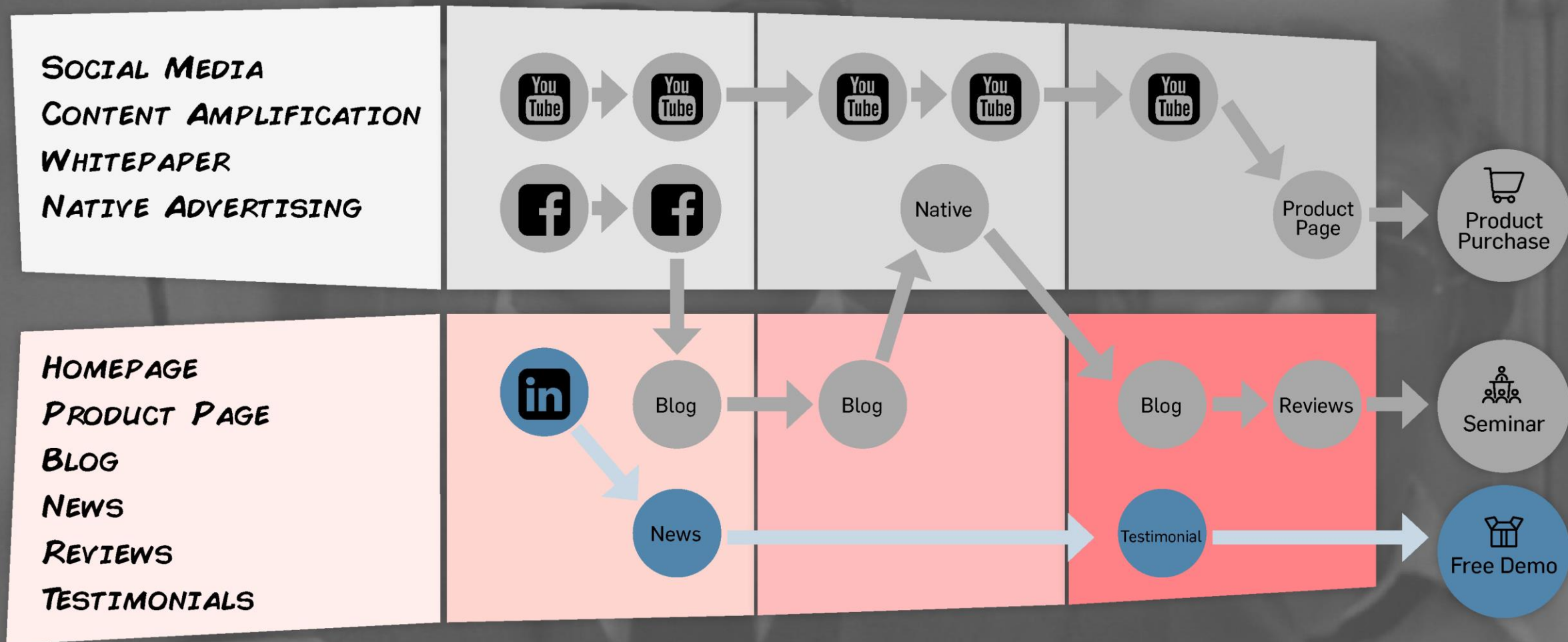












# A REAL WORLD EXAMPLE



**1** (1.16%)

1  **USER**  
294  **TOUCH POINTS**  
6  **CHANNELS**  
2  **MONTHS**

**SERIOUSLY?!**







***TRAFFIC***

***ENGAGEMENT***

***CONVERSION***



**GOOGLE  
RANKINGS**



**IMPRESSIONS  
SHARES**

## **VISIBILITY**

- Brand awareness
- Reach
- New visitors

## **COMMUNITY**

- Building loyalty
- Returning visitors
- Returning customers

## **ACTION**

- Hard business goals
- Soft business goals



**INFLUENCERS**

**NATIVE ADVERTISING  
TRAFFIC**

**BLOG COMMENTS**

**BACKLINK  
ACQUISITION TO  
CONTENT**



**NEW FOLLOWERS**

**NEW SUBSCRIBERS**

**SOCIAL MEDIA  
COMMENTS**



**CONVERSION RATE  
FROM SOCIAL  
MEDIA CHANNELS**



**CONVERSION RATE FROM  
ORGANIC SEARCH AND  
DIRECT TRAFFIC**





## **SOCIAL CONTENT**

- **CONTENT ABOUT INTERESTS, NOT PRODUCT**
- **APPEALING TO BOTH CUSTOMERS AND NON-CUSTOMERS**
- **CONSISTENT, RELIABLE, FRESH**
- **EMOTIONAL, HUMOROUS, INSPIRING**
- **AUDIENCE FIRST**
- **LITTLE TO NO CALL TO ACTION**
- **SHORT AND VISUAL**



A close-up, high-angle shot of Clark Kent as Superman. He is looking directly at the camera with a serious, intense expression. His right hand is clenched into a fist and is positioned near his chest. He is wearing his iconic blue suit with a red 'S' emblem and a flowing red cape. The background is a blurred cityscape, suggesting he is flying or standing on a high vantage point.

## **TEST**

- **TESTING HEADLINES**
- **TEST THE CHANNELS**
- **TEST THE MESSAGING**



--- A SIDE-BY-SIDE COMPARISON ---

Searchmetrics and BrightEdge are the largest  
Enterprise SEO and Content Performance  
platforms globally.

Let's face it, there's a lot of hype and misinformation when it comes to who can do what in search engine optimization. And, not a lot of transparency. If you're considering Searchmetrics or BrightEdge as your SEO platform, you owe it to yourself to get the facts. We've put together this unbiased comparison of both platforms, based on publicly available data and direct feedback from customers who switched from BrightEdge to Searchmetrics, so you can compare apples to apples. If you want more information about searchmetrics, please contact us.

--- COMPARISON CHART ---

	searchmetrics	BrightEdge
<b>GENERAL</b>		
Company founded	2005	2007
Awards	7	1
Number of users	> 100,000	20,000
Free accounts	✓	–
Languages in User Interface	English, German, Spanish, French	English, Japanese
Mobile App for Android and iOS	✓	–

For job seekers For employers Blog Contact us

Robert Half - Australia > For job seekers > Career advice > Writing an effective CV

## Career Advice

From the job search to promotion, advice to help your career.

- Job search
- Our expertise
- Jobs in Australia
- Jobs we place
- Career advice
  - Writing an effective CV
  - Writing a stand-out cover letter
  - Interview tips & advice
  - Assessing a job offer
  - Managing your workload
- e-Learning
- Work abroad
- Online timesheets
- Love what you do

### Writing an effective CV

CVs are an essential tool in the job searching process and everyone should know how to construct one. But many people don't know the difference between a good resume and a great resume and this could be the deciding factor in securing an interview for your dream job.

After reading this section, you will know:

- How to write a resume that stands out in the crowd
- The best format to follow
- What to include and what to exclude in your resume
- Importance of tailoring your resume to your audience

#### The format of a winning resume (CV)

- The length of your CV should aim to cover 2 pages and no more than 3-4
- The CV will provide a database of skills, experience and achievements from which you should select material to reflect the requirements of the specific post
- Always put the most important matching points first, even if they are less important in terms of your present job, or were skills or achievements that go back some time
- A CV should begin with a short summary of who you are. Make sure the CV is objective and avoid all the subjective clichés such as 'excellent self-starter', 'good team player', 'natural leader' and 'good communicator'. These qualities can be demonstrated through your tangible achievements which follow in the CV.
- Remember that your CV will form part of the script for the interviewer's questions.
- Do not allow gaps or unclear explanations to take up the precious time allotted to you so, try to neatly match their requirements.
- A CV should also give some idea of your future potential. If you are presently studying for an additional qualification, say so.

Illustrate your achievements

**Job Search**

Enter Job Title

Select Location

Search

Submit Your CV


# SEARCH CONTENT

- A VALUABLE ANSWER TO A PROBLEM
- APPEALS TO POTENTIAL CUSTOMERS AND RETURNING CUSTOMERS
- CONSISTENT, RELIABLE, FRESH
- EDUCATIONAL, INFORMATIVE,
- IN-DEPTH AND LONG FORM
- A CLEAR FOCUS ON KEYWORDS

## TEST

- TESTING THE WAY THE CONTENT IS PRESENTED
- TEST THE KEYWORDS
- TEST THE MARK-UP
- TEST THE CTA



A dramatic close-up of Batman and Superman facing each other in the rain. Batman is on the left, wearing his iconic cowl, and Superman is on the right, shown in profile. Rain is falling heavily around them, and a single light source creates a bright circular glow in the background. Two speech bubbles are overlaid on the image, each containing a marketing tip.

FOCUS ON CREATING  
FEWER, HIGH-IMPACT  
EXPERIENCES THAT  
CUSTOMERS WANT  
TO SHARE.

UNDERSTAND THAT YOUR  
AUDIENCE ON SEARCH AND  
SOCIAL DIFFER



A dramatic scene featuring a large silhouette of Batman's head and shoulders in the foreground. The background is a fiery, orange-hued sky filled with a massive swarm of bats flying in various directions. The overall atmosphere is intense and action-oriented.

# QUESTIONS?

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