

KEO Marketing MARKETER'S GUIDE

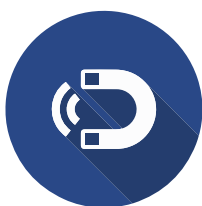


TOP 7 THINGS YOU SHOULD KNOW ABOUT SEO AND SOCIAL - POST HUMMINGBIRD



Insight
Selling

EDUCATION MARKETING



Inbound
Marketing

LEAD GENERATION



Outbound
Marketing

ACCOUNT BASED MARKETING



Content
Marketing

MOBILE • LOCAL • SOCIAL



Marketing
Automation

LEAD NURTURING

TOP 7 THINGS YOU SHOULD KNOW ABOUT SEO AND SOCIAL—POST HUMMINGBIRD

The world of SEO and social is constantly changing and evolving—and that was certainly true in 2013.

Things started out gradually, with seemingly routine (although still important) updates to Panda and Penguin. It would later become obvious that these were smaller steps that would lead up to the biggest SEO change of the year, the arrival of Hummingbird.

Just as a quick review: Hummingbird is Google's new search algorithm, the system that determines what results appear (and in which order) when someone does a search on Google. Panda and Penguin were parts of the old algorithm. While Hummingbird is a brand new system, it still uses some of the same parts of the old system, including Penguin and Panda.

Hummingbird is the most significant algorithm change we've seen in years. It also makes search more sophisticated and intuitive than ever.

Bottom line: marketers need to learn as much as they can about Hummingbird, and move quickly to make necessary adjustments accordingly.

In this Marketer's Guide, we will touch upon some of the most important things you need to know about Hummingbird and how it will impact your search and social strategy. For more details on all of these topics, as well as other things you need to know about Hummingbird and search in general, be sure to check our blog often for the latest updates and insights

1. IT'S ALL ABOUT THE USER.

Virtually all of the search-related changes in 2013 were motivated by the mission of improving the user experience. With Hummingbird, the goal is to give users results that will provide them with the answers and information they actually need—results that will be valuable and helpful, as opposed to search results that showed up simply because a few words matched or someone managed to work the system and earn high placement on the list.

Users want results quickly and without weeding through a lot of useless or irrelevant listings. This is especially true since many users are now accessing content on smartphones and other portable devices where it is inconvenient to keep scrolling through long lists of search results or hunt through content that doesn't answer your question.

Users want the answers they need—and they want to be able to find it quickly and easily.



2. NOTHING IS MORE IMPORTANT THAN GOOD CONTENT.

More than ever, content is king. As noted above, though, content doesn't mean just throwing a bunch of words on a page. Panda and Penguin both incorporated elements aimed at avoiding spam and rewarding high-quality content and links, thereby bypassing sites that tried to bulk up on fluff just to boost their ratings.

Hummingbird continues that trend and takes it further, making the quality of content even more of a top consideration. It isn't just the words themselves, but how they are written and the meaning behind them that factor into the equation.

In addition to quality, the format and packaging of your content is also a major factor. You should aim to have a variety of content types and lengths, but be sure you offer as many longer articles as possible. Hummingbird likes in-depth information and it appears that longer articles are being more heavily rewarded in the new system, so providing an inventory of longer articles will definitely give you an advantage. Your best strategy is to offer a nice mix of shorter content such as blogs posts as well as more in-depth materials like white papers and case studies.



3. KEY WORD STUFFING WON'T CUT IT.

As you have probably already realized, you need to put a lot of thought into how you present information to readers.

Shortcuts are no longer an option if you want to get SEO rewards. Just packing content with a bunch of keywords surrounded by fluff (or perhaps even seemingly random text) won't get you anywhere—and in fact will likely earn you some painful penalties from Google. Yes, keywords are of course still very valuable. But it's important to use them strategically, so they seem to flow organically into your relevant content.



Rather than just throwing a bunch of keywords into a blog post or on a web page, you need to take some time to think about your content more carefully. Consider what your users really want to know, and brainstorm ways that you can provide content that meets their needs and best conveys the information you want to share.

Of course, it's fine to tweak the wording slightly to incorporate words or terms that might be preferable from a search ranking standpoint. But if you plan and create your content with your users' needs and motivations in mind, the general context will likely align with what would give you the best SEO outcome. In other words, this should happen naturally without you having to manipulate content in order to force irrelevant words to somehow fit your information.

4. IT'S IMPORTANT TO MINE (AND HIGHLIGHT) YOUR EXPERTISE.

Obviously, you will want to mine the knowledge and expertise you and your team possess in order to create this valuable content. The next step is to make sure everyone realizes that you have this expertise which allows you to be considered a reliable, trustworthy source of accurate information.

This is known as establishing yourself as an authority and it is given more weight by Hummingbird in determining your search rankings.

Google Authorship is an important tool you can use to help establish and verify your authority as an expert.

Google Authorship is a program in which Google allows you to digitally sign your name to content you create and post—in other words, to add your official byline. This signifies that you personally created this content, as opposed to simply sharing and linking to content written by someone else. But it's not just a byline that gets added to your content—authorship also links to your Google+ profile, so your photo will appear with your search listings, which will also link to your complete profile. This helps you establish a persona, one that users will recognize—which will eventually prompt them to gravitate more towards results that feature you as the author.

It is simply human nature that users' attention tends to be immediately attracted to results that feature a photo in the listing preview.



TIPS: If you are struggling to get at the very top of the search results list, authorship can be a good way to overcome that challenge. Even if you aren't necessarily at the very top of the list, the fact that your search snippet includes your photo will naturally attract users' eyes and draw them to your information.

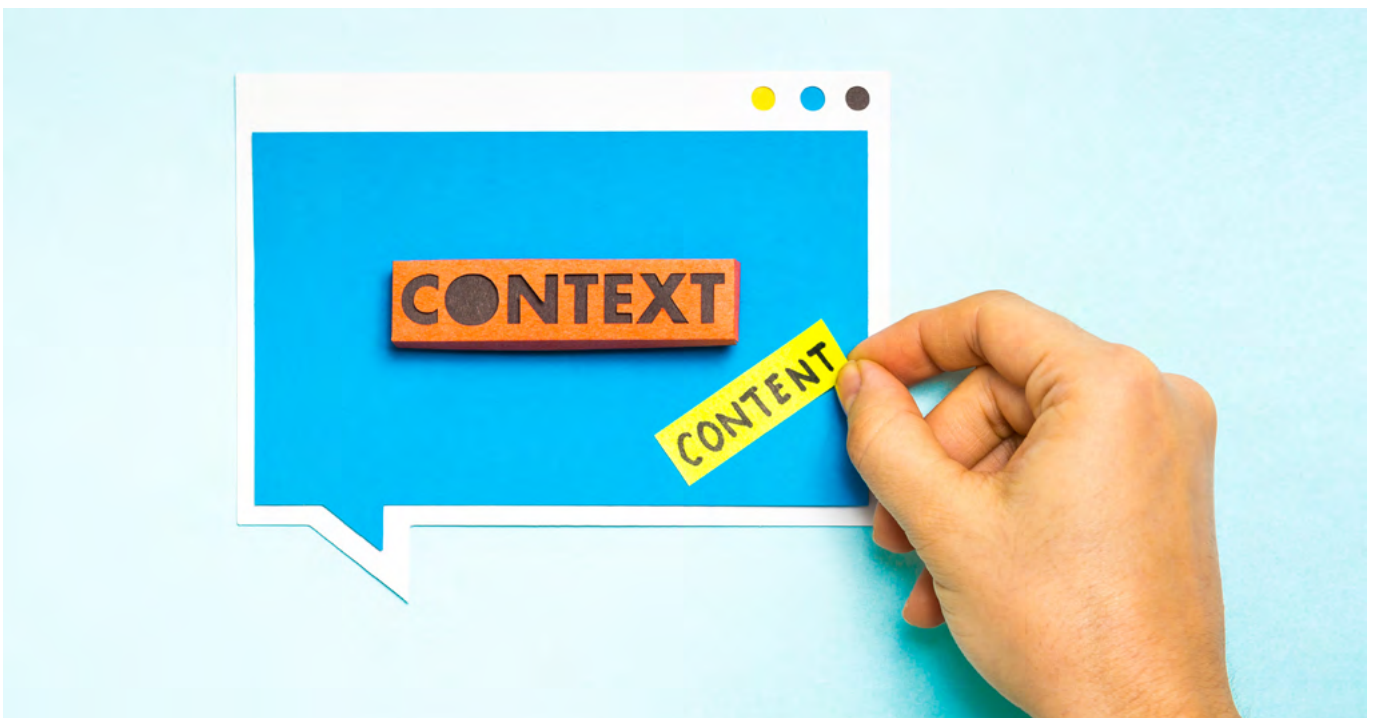
Google Authorship offers you a great way to establish yourself as an expert and trusted industry leader—which is extremely valuable both for search rankings and many other online and offline benefits. Since your author profile gives you more prominent visibility—and also gets your name and face out there—users will start to recognize you, and that sense of familiarity helps them feel comfortable trusting what you have to say.

Google Author Rank works hand in hand with Google Authorship. In order to evaluate your authority level, Google had to come up with a way to measure it. Not surprisingly, this led to a ranking system. Author Rank—as you can probably guess by the name—is a method in which Google determines your placement and visibility among other authors. The more high-quality content you create and post, the better your Author Rank will be.

5. CONTEXT IS CRITICAL.

One of the main effects of Hummingbird is the focus on conversational search. This means it's not just the words themselves that are important, it's how they are used. This was no doubt inspired by the increasing popularity of voice search, which many people use when searching on their smartphones.

In some ways, this should boil down to basic common sense. Consider how people think and talk. The way someone would talk in a normal casual conversation is likely very close to how they would ask a question via a conversational search. Think normal phrasing—not technical jargon or awkward acronyms.



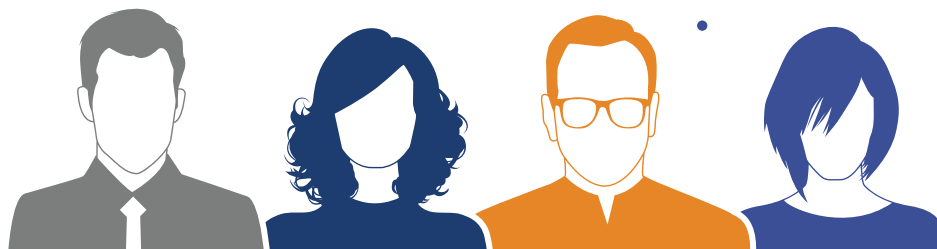
This also means that longer-tail queries are now more of a consideration, since Google now has the ability to better answer those types of inquiries. While longer keywords are harder to pinpoint and incorporate into your content, they are worth the effort. Although these longer, more specific queries may be less frequent than the more common and simple keywords, they are generally used by people who have a specific goal and know exactly what they want. These are, as a result, motivated users who are more likely to take a specific action, such as engaging with your business. (In addition, you will encounter less competition when using long-tail search terms, since the phrases tend to be so specific and unique.)

6. SOCIAL AND SEARCH ARE INCREASINGLY CONNECTED.

Links have always played an important role in search rankings. But it is now becoming increasingly evident that link sharing, likes and other interaction via social media outlets will play even more of a critical role in SEO.

When it comes to establishing your expertise and authority in a particular area, using your social networks to earn lots of support and a big following definitely helps strengthen your position. Social activity and the reactions/interactions you get from followers is an indicator of authority, so it helps support your other efforts.

Not surprisingly, Google+ gets favored status when it comes to how social impacts your Google ranking, so it's worthwhile to invest some time and energy into developing a strong Google+ page and maintain an active presence there. Use authorship to highlight and promote your own content, but be sure to share other relevant news and content that would be of interest to your followers. Including multimedia content such as images and video is also a smart idea.



7. YOU MUST BE MOBILE-FRIENDLY.

In announcing the advent of Hummingbird, the Google team stressed the focus on catering toward mobile users.

In order to ensure you are providing these users with the best possible experience, you should make them a top priority when considering your content and site design. You should have a responsive website that can accommodate users who access it via a wide variety of different devices. Make sure to constantly analyze and evaluate your site for any elements that may be slowing it down, as mobile users quickly become frustrated by delays and site freezes.





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Google advice on responsive design

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Google Authorship—linking your profile to content you create

<https://plus.google.com/authorship>

Google Hummingbird & the Keyword: What You Need to Know to Stay Ahead
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Why Google's New Hummingbird Algorithm is Good News for Serious Content Creators
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<http://www.copyblogger.com/google-hummingbird/>

ABOUT KEO MARKETING

Innovative Business to Business & Inbound Marketing Solutions Looking for significant increases in leads and sales?

KEO Marketing delivers innovative marketing solutions that achieve tangible and substantial results. Some of the world's largest brands have depended on KEO Marketing for marketing programs that drive business growth.

Specializing in business to business (B2B) marketing strategy, creative, messaging, infrastructure, execution, marketing analytics and results, KEO Marketing helps Fortune 1000 companies as well as medium sized businesses achieve and exceed their marketing and sales goals.

We start by understanding your business, your industry and your marketing plans. We build on that with research to identify how your customers find your products and services today. Then we tailor a marketing strategy for you based on proven experience and a thorough understanding of your marketplace. We take that knowledge and put it to work for your unique business situation and environment.

For more information and to request a complimentary marketing audit visit keomarketing.com.



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Here are some tips for designing for mobile devices:

- CHANGE

• CHANGE

• CHANGE

build preference for your brand through open transparency and connection.

One of the best uses of data in data-driven marketing is in follow-up. Data gathered when the prospect converts can be used for follow up communications. Tracking and analysis of the product-viewing process exhibited by the prospect can suggest follow-on products through customized emails. These follow-on products are tailored specifically to the product purchased based upon the product-viewing that the prospect performed before conversion as well as the type of product that the prospect finally bought.



Predictive Analytics

Companies that will succeed in 2017 will move their focus toward more predictive marketing; using the data they have captured to determine the potential best clients and developing marketing campaigns to reach out to and convert the targeted audience.

Digital marketers have discovered that they can use data gathered on earlier campaigns and apply predictive analytics to build stronger and higher-return programs. Predictive analytics apply to multiple channels of marketing from online digital to mobile to email, all as part of a multichannel strategy.



Studies from Infer.com suggest that predictive analytics are successful with the following steps:

Obtain a single view of the customer by focusing on customer data integration



Customer data integration provides the foundation for deploying decision management systems that enable companies to deliver highly relevant customer experiences.

Note which customers are already maintaining a relationship in more than one channel.



Maintaining multichannel contacts with the same customer can increase campaign effectiveness.



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Different promotional tactics (e.g., discounted prices, ads, online events, etc.) tend to elicit different response rates based on the characteristics of the target segment.

relationship more than organizations do. Predictive analytics can be especially helpful for audience selection for expensive channels such as direct mail or phone. This is particularly true in situations where the available universe is large, and only a portion of the universe is targeted.

The amount of data about visitors that a website can collect can be overwhelming. Predictive analytics creates a framework which can be used to modify the functionality of the website based upon predicted results. Using predictive analytics, a business can acquire important data that can help correlate customer activities and behavior to develop an effective web marketing strategy that can nurture potential leads in order to convert them into sales.



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Predictive analytics can help with website processes such as the path to draw the visitor into for nurturing the lead and launching the appropriate marketing strategy to compel them to convert. They can also help focus on what the visitor wants in terms of information or product data and deliver it to them. In short, predictive analytics help Identify which of the website's marketing strategies brings positive engagement with customers and then helps the company utilize it to the fullest extent.