

Blogging, Long-tail Keyword Research & Mobile Optimization

Rick Floyd

Authority Marketing

Web & Content Seminar for Search and Social



Who is this Guy?



I'm your worst nightmare...a skateboarder with a job!

Well, sort of. I do race skateboards internationally, but...

- I've been doing web marketing since 1998.
- I ran my own business doing it for 10 years.
- I've worked as a web marketer for billion dollar companies like Dealer.com
- I've run web campaigns for real estate, car dealers, veterinarians, sports betting, elderly housing, banks, retailers, and much more.



Blogging, Long-Tail & Mobile

- 1. What to blog about & how to come up with topics**
- 2. Long-tail keyword phrases defined**
- 3. Optimizing for mobile devices**



What to Blog About?



- How do get blog content?
- Is it working?
- Types of posts.
- “Authority Marketing” content.
- Make it sharable.



Types of Blog Content

- Articles
- Videos
- Podcasts

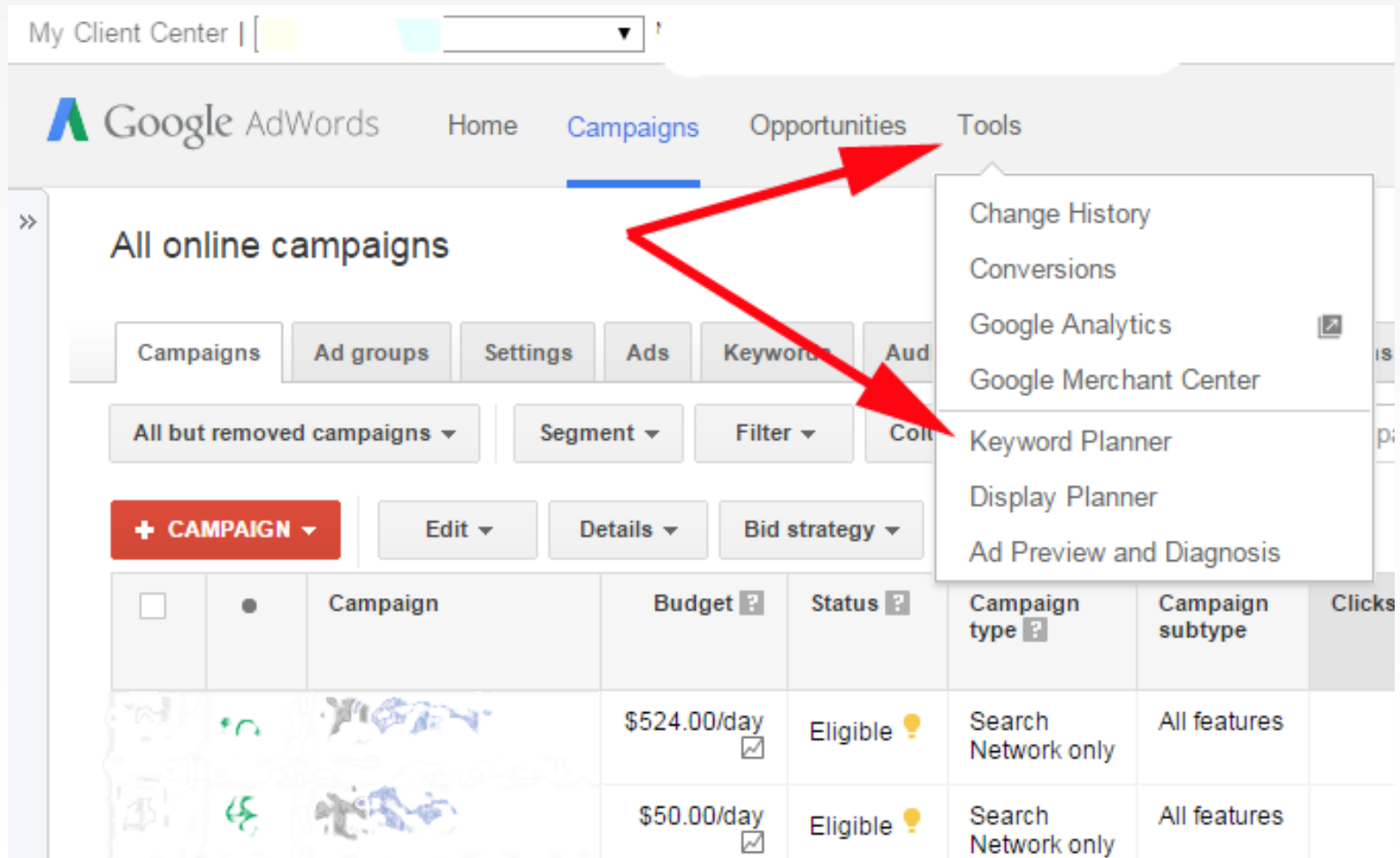


Initial Blog Topic / Keyword Research

- Staff lunch
- Top ten questions asked by customers
- Answers are your keyword research “seed” terms
- Keywordtool.io a good resource
- Open an AdWords account – Use Keyword Planner



AdWords Keyword Research – Step 1



My Client Center | [Account Name] [Account Type]

Google AdWords Home Campaigns Opportunities Tools

All online campaigns

Campaigns Ad groups Settings Ads Keywords Aud

All but removed campaigns Segment Filter Col

+ CAMPAIGN Edit Details Bid strategy

<input type="checkbox"/>	<input type="radio"/>	Campaign	Budget ?	Status ?	Campaign type ?	Campaign subtype	Clicks
			\$524.00/day <input checked="" type="checkbox"/>	Eligible	Search Network only	All features	
			\$50.00/day <input checked="" type="checkbox"/>	Eligible	Search Network only	All features	



AdWords Keyword Research – Step 2

My Client Center |

Google AdWords Home Campaigns Opportunities **Tools**

Keyword Planner


Plan your next search campaign

What would you like to do?

- ▶ Search for new keyword and ad group ideas
- ▶ Get search volume for a list of keywords or group them into ad groups
- ▶ Get traffic forecasts for a list of keywords
- ▶ Multiply keyword lists to get new keyword ideas

Keyword Planner Tips

- [Building a Display campaign? Try Display Planner](#)
- [How to use Keyword Planner](#)



AdWords Keyword Research – Step 3

My Client Center |

Google AdWords Home Campaigns Opportunities **Tools** adword

Keyword Planner

Plan your next search campaign

What would you like to do?

- Search for new keyword and ad group ideas
- Get search volume for a list of keywords or group them into ad groups

Keyword Planner Tips
[Building a Display campaign? Try Display Planner](#)
[How to use Keyword Planner](#)

Option 1: Enter keywords

Enter keywords, one per line or separated by commas.

Option 2: Upload file

No file chosen

[Supported files and formats](#)

Targeting

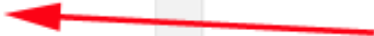
All locations

Google

Negative keywords

Date range

Show avg. monthly searches for: Last 12 months



AdWords Keyword Research – Step 4

My Client Center | Bank5 Connect

Google AdWords Home Campaigns Opportunities Tools

Keyword Planner

Add ideas to your plan

Enter keywords
test one, test two, test three

Get search volume Modify search

Targeting

- All locations
- All languages
- Google
- Negative keywords

Date range

Show avg. monthly searches for: Last 12 months

Customize your search

Keyword filters

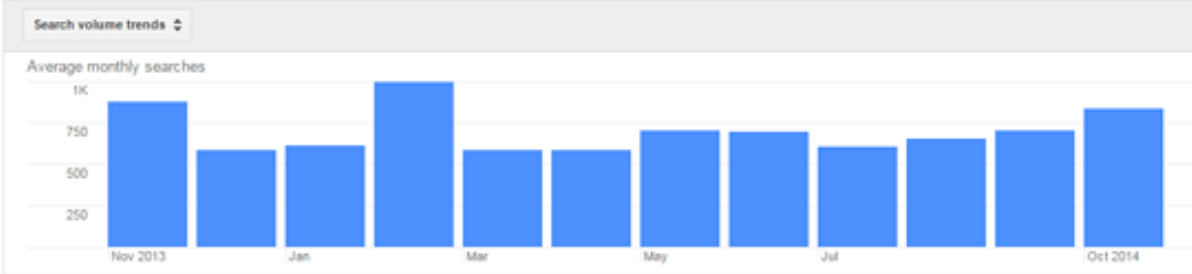
Keyword options

- Show broadly related ideas
- Show keywords in my account
- Show keywords in my plan
- Show adult ideas

Keywords to include


Search volume trends

Average monthly searches



Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to pl
test one	480	Low	-	0%	»
test two	170	Low	-	0%	»
test three	70	Low	-	0%	»

1 - 3 of 3 keywords



Long-Tail Keyword Facts

- More than 2 words
- Less volume - more targeted/qualified.
 - Less competition = Less expensive.
 - 15+% Searches on Google are NEW!
 - “Listen” using Hootsuite streams...



Hootsuite.com Streams

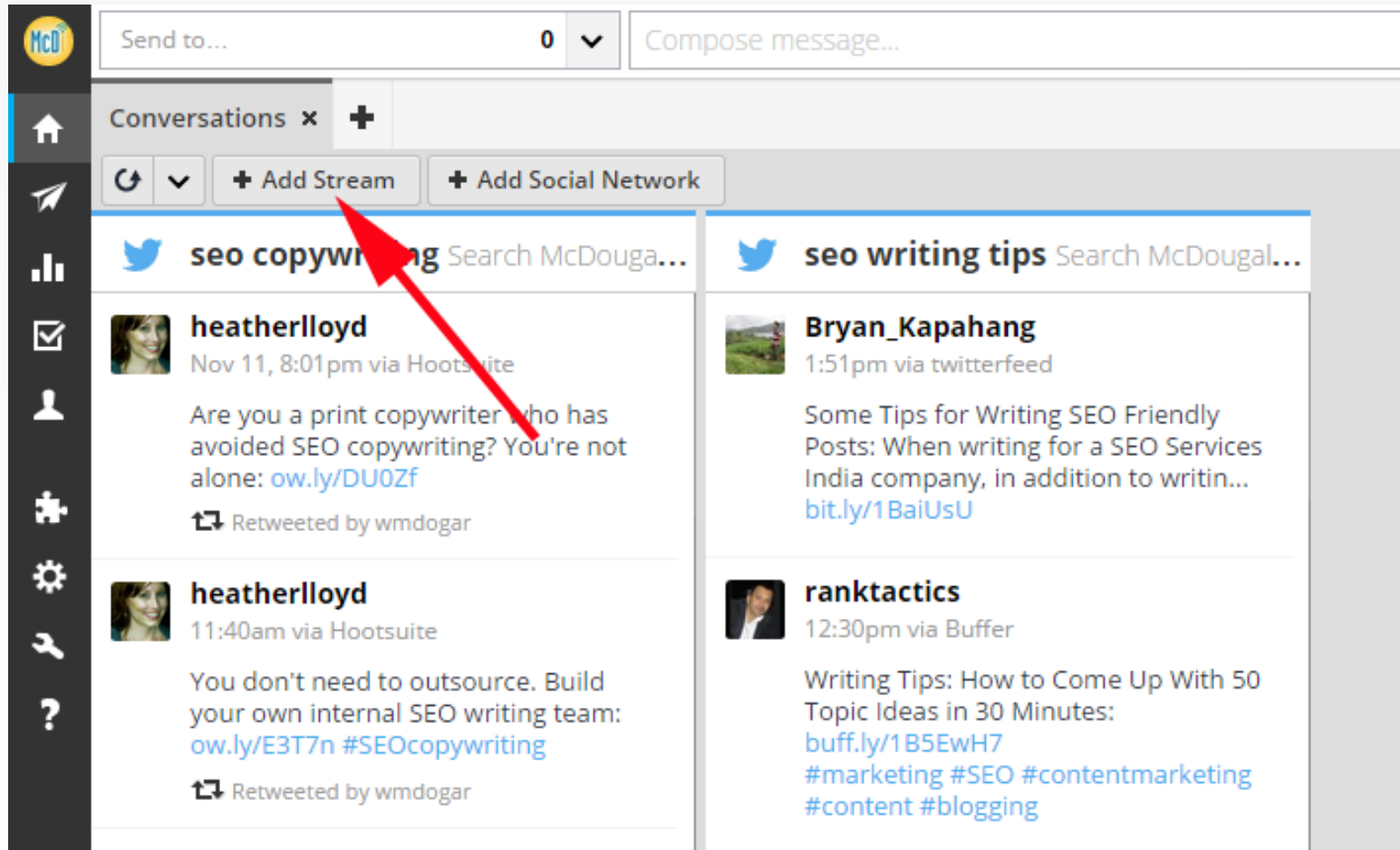
The screenshot displays the Hootsuite.com Streams interface. At the top, there is a search bar with the text "Send to..." and a dropdown menu showing "0". To the right of the search bar is a text input field labeled "Compose message...". Below the search bar, there is a navigation bar with a home icon, a refresh icon, a dropdown arrow, and two buttons: "+ Add Stream" and "+ Add Social Network".

The main content area is divided into two columns of streams. The left column is titled "seo copywriting Search McDouga..." and contains two posts from user "heatherlloyd". The first post is dated "Nov 11, 8:01pm via Hootsuite" and contains the text "Are you a print copywriter who has avoided SEO copywriting? You're not alone: ow.ly/DU0Zf". The second post is dated "11:40am via Hootsuite" and contains the text "You don't need to outsource. Build your own internal SEO writing team: ow.ly/E3T7n #SEOCopywriting". Both posts in the left column are marked as "Retweeted by wmdogar".

The right column is titled "seo writing tips Search McDougal..." and contains two posts. The first post is from user "Bryan_Kapahang" and is dated "1:51pm via twitterfeed". It contains the text "Some Tips for Writing SEO Friendly Posts: When writing for a SEO Services India company, in addition to writin... bit.ly/1BaiUsU". The second post is from user "ranktactics" and is dated "12:30pm via Buffer". It contains the text "Writing Tips: How to Come Up With 50 Topic Ideas in 30 Minutes: buff.ly/1B5EwH7 #marketing #SEO #contentmarketing #content #blogging".



Set Up Hootsuite Streams – Step 1



The screenshot displays the Hootsuite dashboard interface. At the top, there is a search bar labeled "Send to..." with a dropdown menu showing "0" and a "Compose message..." field. Below this, the "Conversations" tab is active, indicated by a plus sign and a close button. The main area features two columns of social media streams. The left column is titled "seo copywriting" and the right column is titled "seo writing tips". A red arrow points to the "+ Add Stream" button located between the two columns. The left sidebar contains navigation icons for home, send, analytics, messages, profile, puzzle, settings, tools, and help.

Send to... 0 ▾ Compose message...

Conversations × +

↻ ▾ + Add Stream + Add Social Network

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Set Up Hootsuite Streams – Step 2

The screenshot shows the Hootsuite interface with a 'Conversations' sidebar on the left and a main stream of tweets. A modal window titled 'Add Stream' is open in the center. The modal has tabs for 'Stream', 'Search', 'Keyword', and 'Lists'. Under the 'Stream' tab, there is a list of social networks: Twitter, Facebook, Google+, LinkedIn, foursquare, WordPress, mixi, and Apps. Below this list is a 'Select a profile:' dropdown menu with 'McDougalSocial' selected. There is an 'Enter search query:' text input field containing the text 'authority marketing'. A 'Show examples' button is located to the right of the search query field. At the bottom of the modal is a prominent 'Add Stream' button, which is highlighted by a red arrow pointing from the bottom-left towards the button.



Hootsuite.com Streams

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Mobile Optimization

- Mobile traffic usually 30% to 60% of website traffic.
- Sites designed FIRST for mobile, THEN adapted to desktop! That's CRAZY TALK!
- Most “first contacts” are now on mobile.



Types of Mobile Sites

1. Pinch/zoom
2. Responsive Designs
3. Separate mobile site – for example m.amazon.com

TESTING TOOLS

- Webmaster Tools
- Ustertesting.com
- *Email Client Testing by Your Provider



New Webmaster Tools Feature

The screenshot displays the Google Webmaster Tools interface. The top navigation bar includes the Google logo, a user profile for '+John', and utility icons for help, settings, and notifications. The main content area is titled 'Webmaster Tools' and features a left-hand navigation menu. The 'Mobile Usability' section is highlighted in red in the menu and is the active view. It shows a status of '11/1/14' and a red bar indicating '305 Pages with errors'. A line graph tracks the number of pages with errors over time, showing a steady increase from approximately 200 in early 2014 to over 300 by late 2014. Below the graph is a table listing the most common usability errors.

Usability error	Pages with errors
1 Viewport not configured	305
2 Touch elements too close	283
3 Small font size	303
4 Flash usage	1
5 Content not sized to viewport	288



Takeaways

- This is INBOUND Marketing! You want to discover what people are looking for, not tell them what you want them to know. BE FOUND!
- ANSWER questions that people are asking, and remember that a significant percentage of all searches on Google are new, and thus will not appear in keyword search volume research – so use the “listening” tools like Hootsuite.com.
- Effective keyword research drives blog content that can be found easily using the new ways people search – voice and natural language searches.
- Having at least basic mobile optimization of your site is CRITICAL, as 30-60% of visits are now mobile, and that is increasing as we speak.



Resources

- Keyword Toolio
<http://keywordtool.io/>
- Google AdWords
<https://adwords.google.com>
- Hootsuite Social Listening
<http://blog.hootsuite.com/use-hootsuite-social-listening/>
- Google Webmaster Tools
<https://www.google.com/webmasters/>



Thank You!

We will now have a short Q&A session, so fire away!

Contact info:
rf@mcdia.com

