



HANNAH BRADY  
SENIOR CONTENT STRATEGIST  
CONNECTIVE3

**WHY CONTENT SHOULD  
BE THE CORNERSTONE  
OF YOUR CROSS-  
CHANNEL STRATEGY**



# HI! I'M HANNAH



@h1rbrady



/hannahlucyrosebrady

DOES ANYONE ACTUALLY READ THESE LITTLE TITLE THINGS?

# WHAT'S COMING UP:

**1**

**THE POWER OF BLOODY  
GOOD CONTENT**

**2**

**GETTING STUCK INTO WHAT  
YOU'VE ALREADY GOT**

**3**

**SUPERCHARGING YOUR  
STRATEGY**

AKA "I WORKED IN ECOMMERCE FOR FOUR YEARS AND ALL I GOT WAS THIS LOUSY POWERPOINT TIMELINE"

# BELIEVE ME... I'VE BEEN THERE



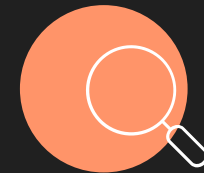
**English  
Literature  
graduate**



**In-house  
digital  
marketing**



**SEO  
content  
writer**



**Senior  
content  
strategist**



# THE POWER OF BLOODY GOOD CONTENT

# STORY TIME!



brilliant new  
roadmap full of great,  
relevant content ideas  
with lots of search volume

stonks





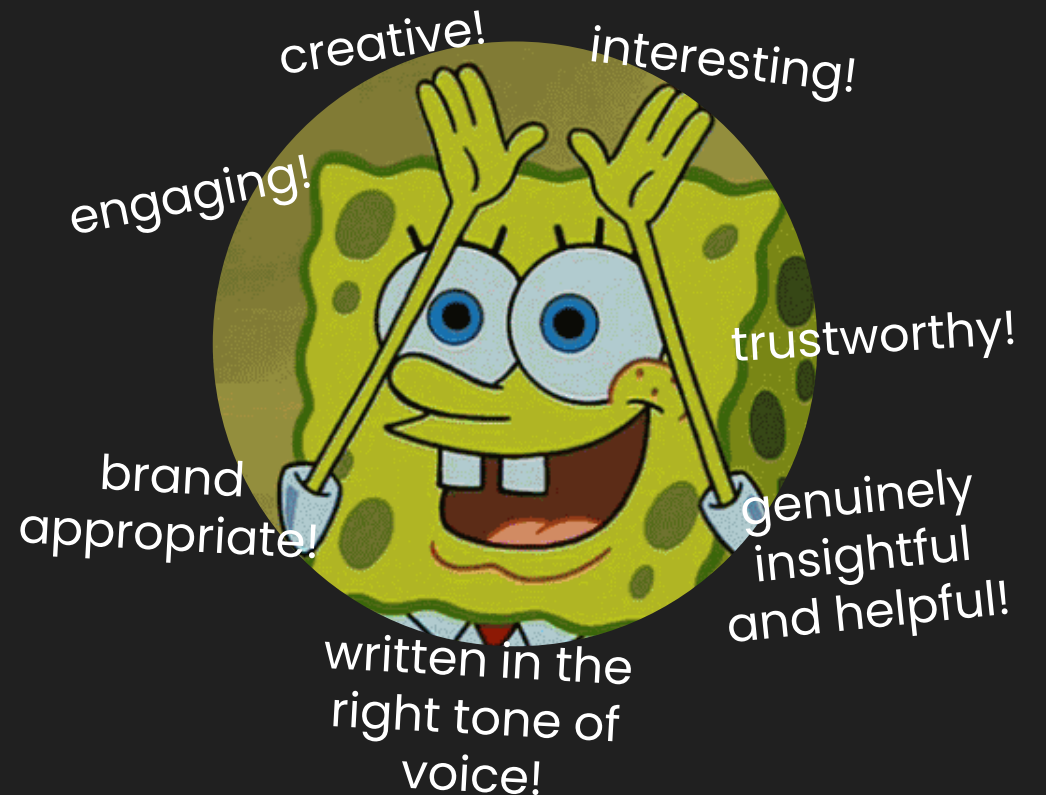
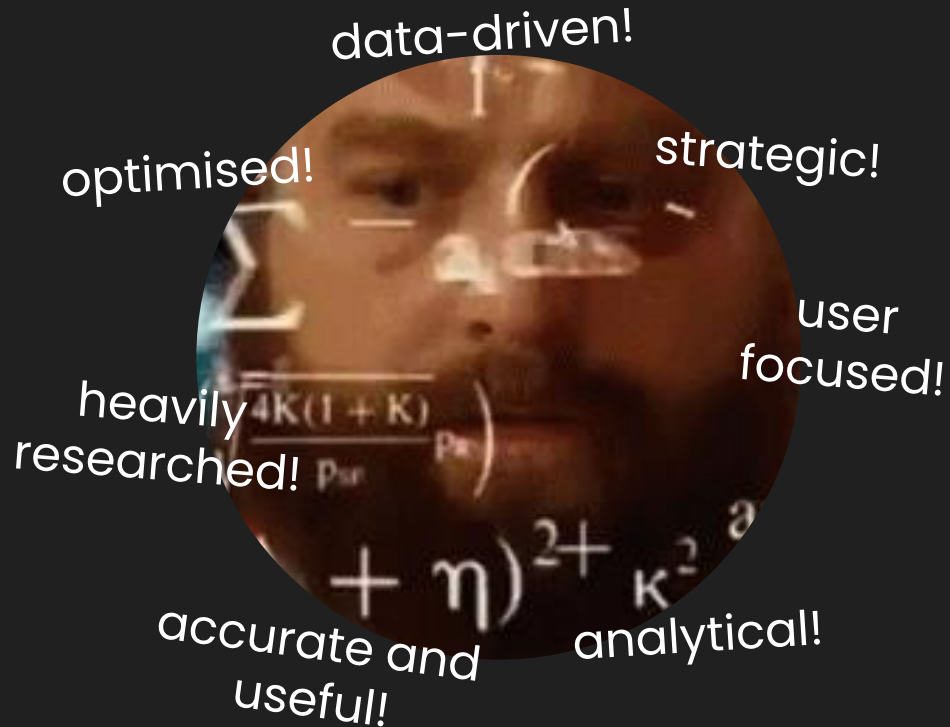


**HERE'S WHAT I  
WAS DOING WRONG.**

**I WASN'T SEEING PAST  
MY OWN CONTENT.**

IS IT EVEN AN AGENCY SEO TALK IF THERE AREN'T GIFS?

# TO PERFORM WELL, SEO CONTENT NEEDS TO BE





imgflip.com

**WHEN USED IN THE RIGHT WAY, **SEO**  
**CONTENT** CAN BE THE  
**CORNERSTONE** OF A CROSS-  
CHANNEL MARKETING STRATEGY.**

**CHANCES ARE,  
YOU'RE PROBABLY  
ALREADY DOING IT.**

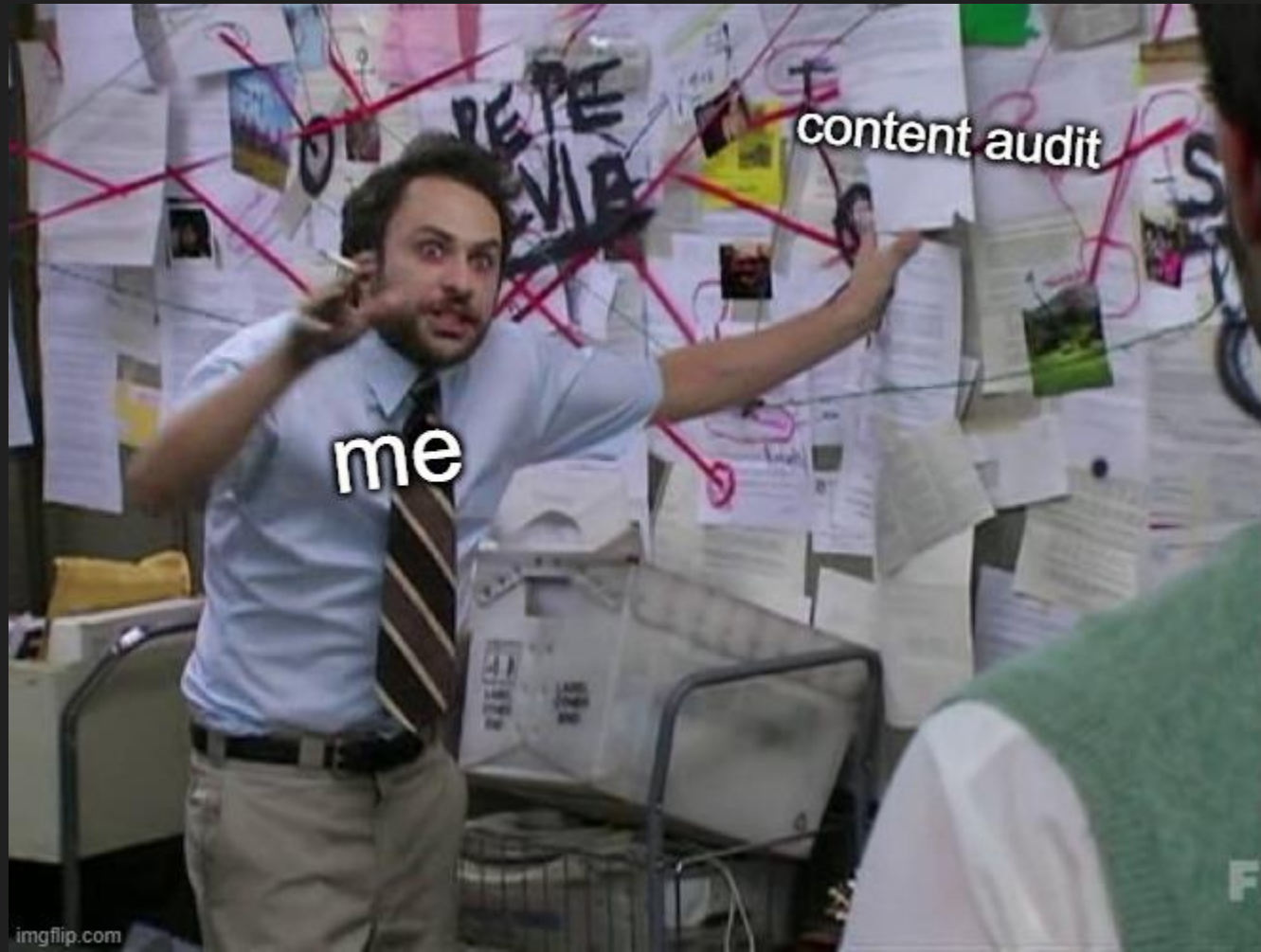
YOU CLEVER THING, YOU





**GET STUCK INTO**  
**WHAT YOU'VE**  
**ALREADY GOT**

connective**3**



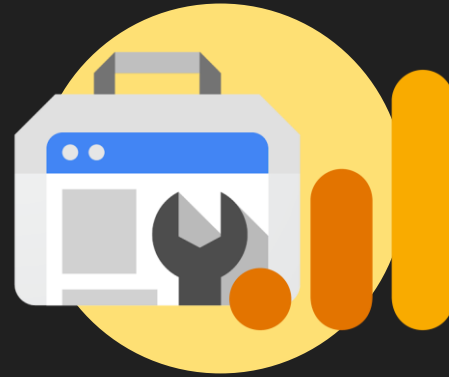
imgflip.com

BUT IF YOU PRONOUNCE IT S-E-M-RUSH I DON'T KNOW IF WE CAN BE FRIENDS

# YOUR NEW **BEST FRIENDS**



**Web  
crawler**



**Performance  
tools**



**SEO  
software**

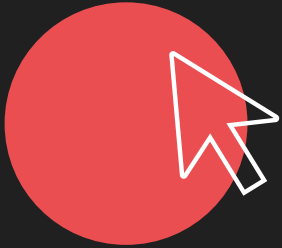
[Read this: The most important metrics to consider in a content audit](#)



100% personal recommendation I promise  
they're not paying me to say this

AKA "WAIT IS THIS MY ENTIRE JOB IN FIVE BULLET POINTS?"

# FIVE WAYS TO DIG IN FOR QUICK INSIGHTS



## ATTRACTION

Look for pages that have a **good CTR** to see what's pulling users onto your site



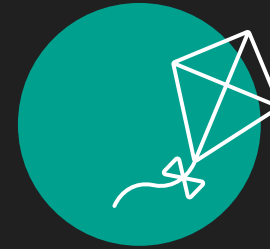
## TRAFFIC

Which pages **drive the most traffic** (outside of commercial landing pages)?



## BEHAVIOUR

Take a look at the **behaviour metrics** for those pages – how are people using them?



## TOPIC

Time to go hunting for **long-tail keyword variations** and build out some content clusters!



## OPTIMISE

Focus on **quick actions** that are big signals to Google (titles, headings, keywords)



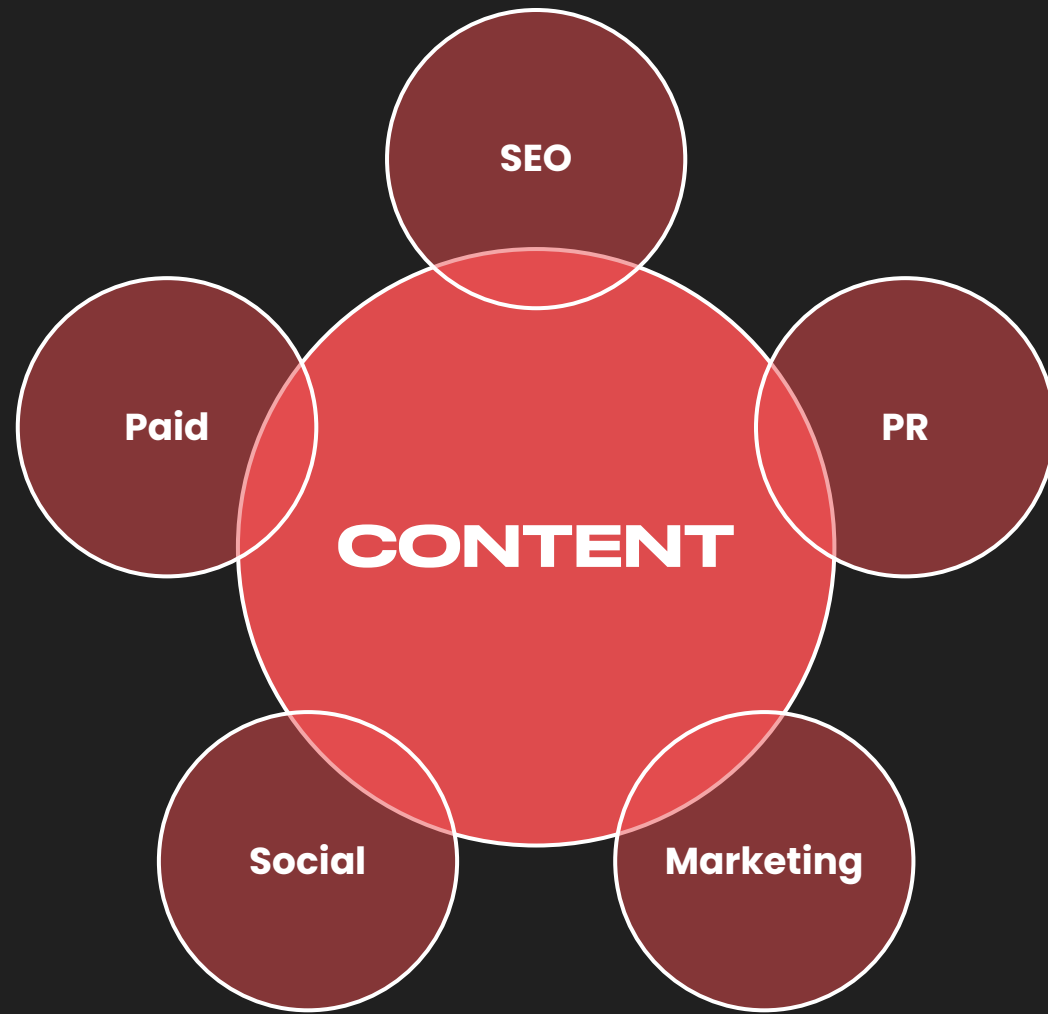
# SUPERCHARGING STRATEGY

connective3

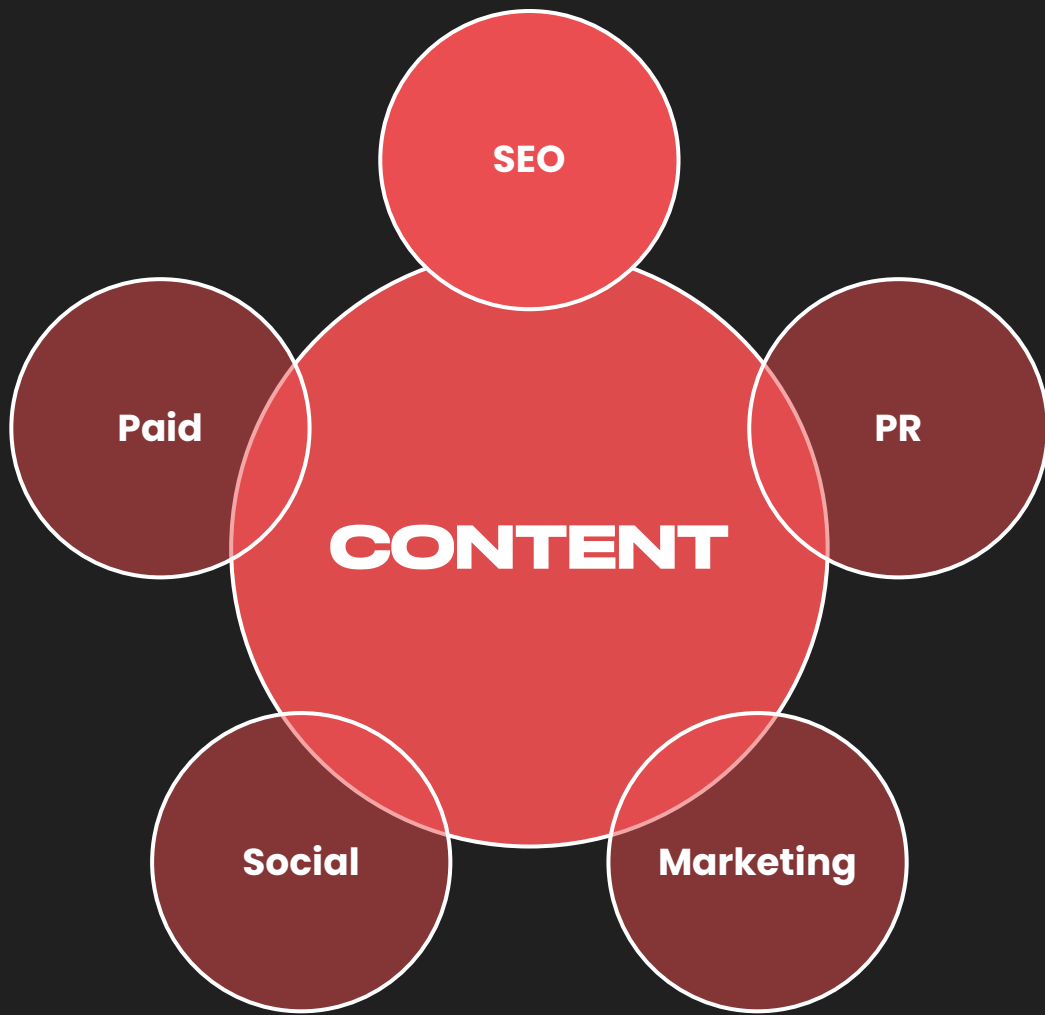




imgflip.com







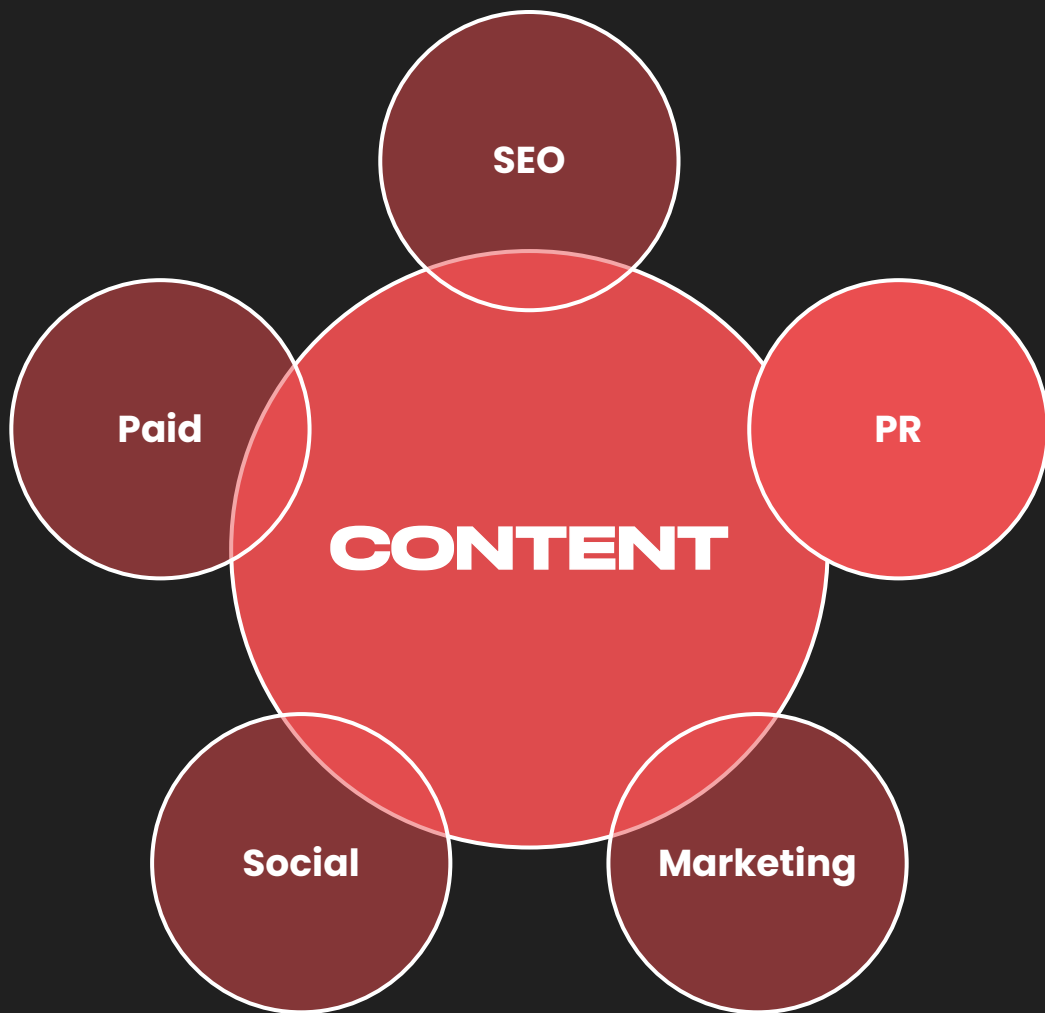
Find new SEO opportunities from the macro level



Remember that content's benefit is cumulative over time with the right care



SEO content *is* the brand – it's not just driving sessions, it's driving perception too



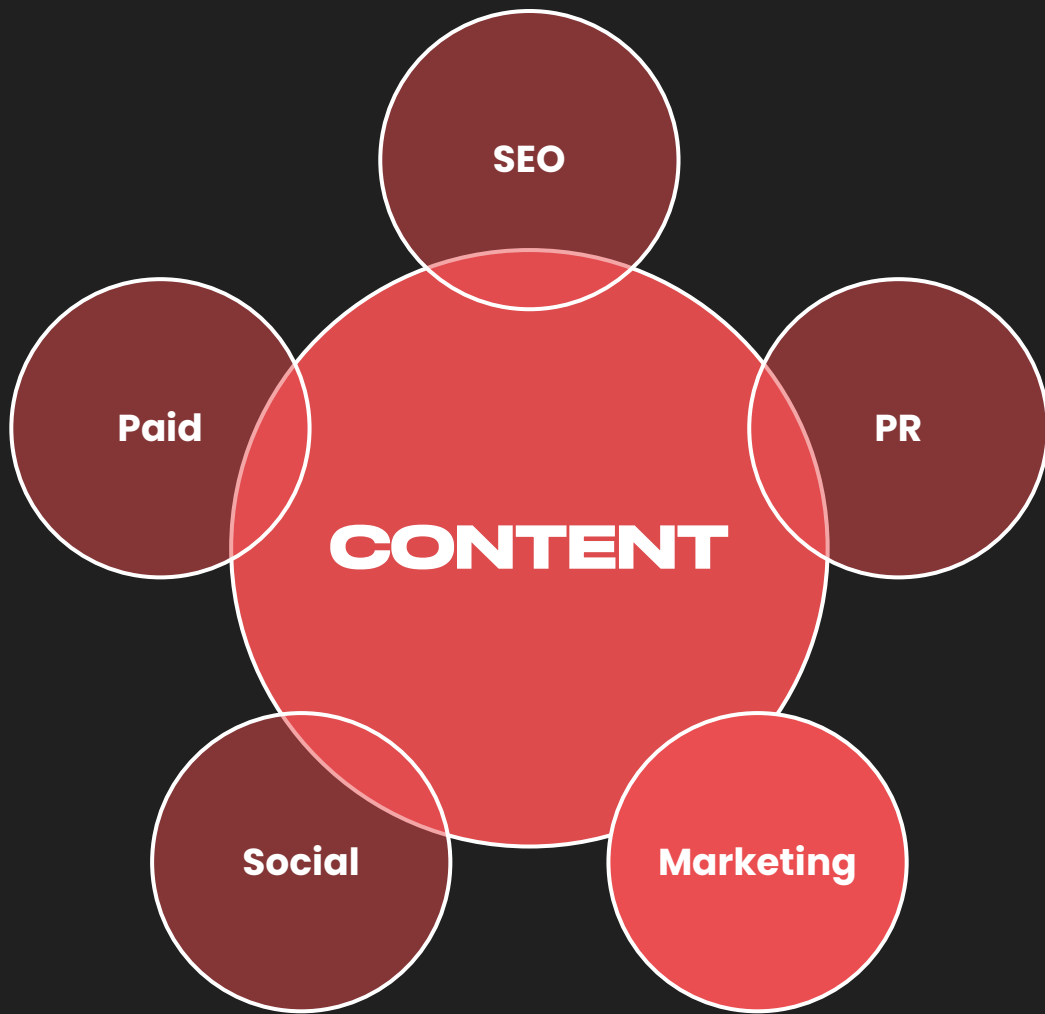
Find the topics your customers care about, and drive relevancy for your digital PR strategy



Create evergreen SEO content that can get you links and passes link equity



Level up your press releases and boost your open rates



B2B? Create case studies and whitepapers

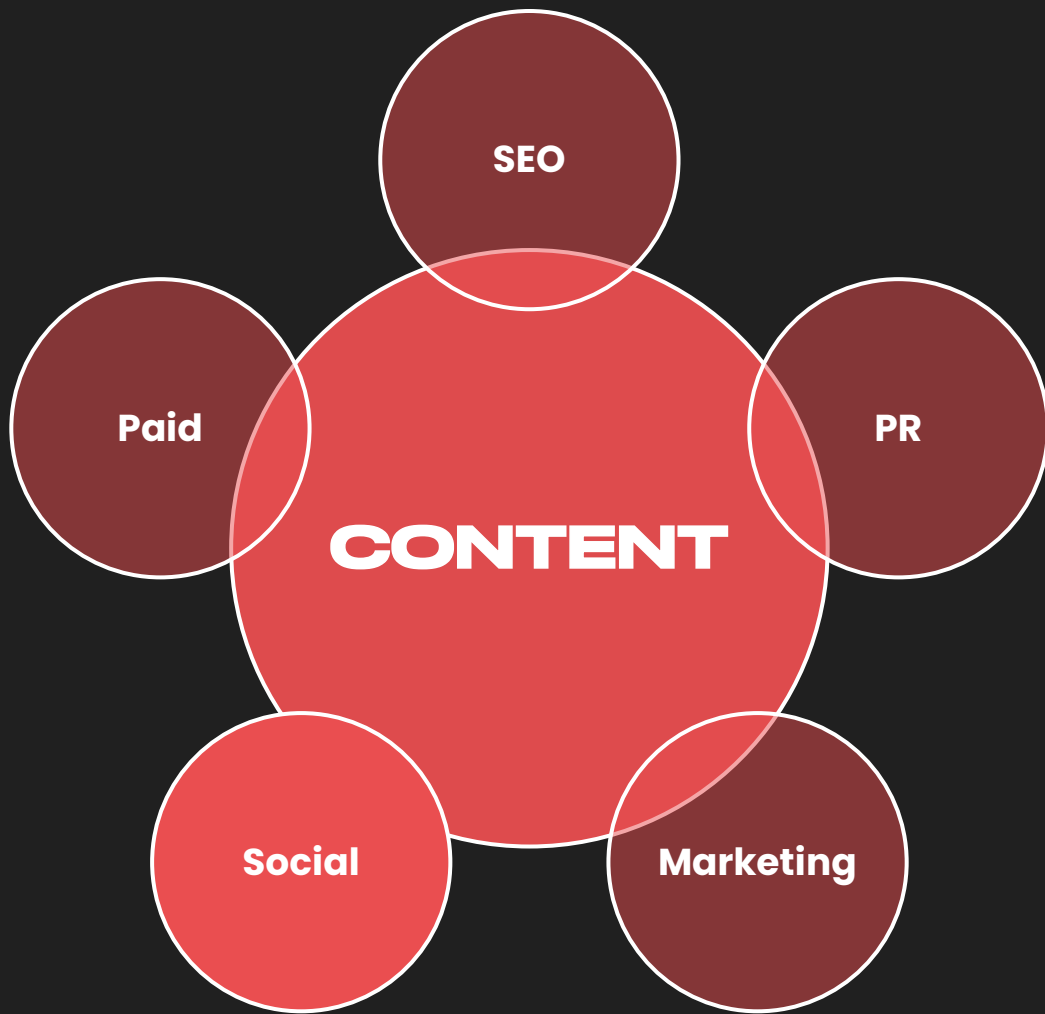


Use lifestyle & blog content in email marketing to build your brand



Turn content into content marketing campaigns

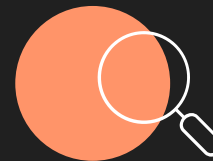




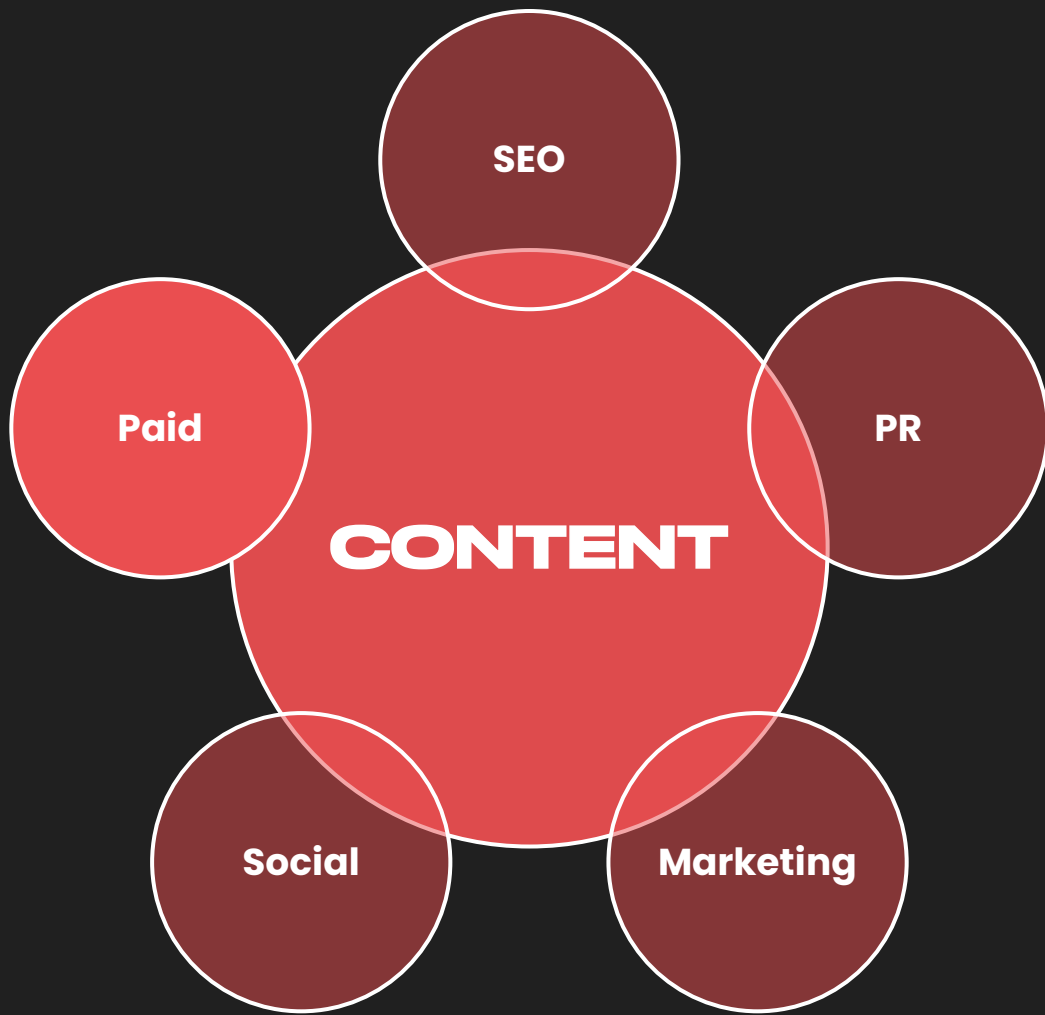
Use insights from social and content to support each other



Crosslink your content – add UGC and insights to your blogs to increase EEAT



Social search – on-platform and in search engines



Use content for retargeting audiences



Be tactical on your most important keywords – focus organic where you're struggling on CPC and vice versa



Tap into content talent to boost your ad copy and messaging

THANK YOU FOR LISTENING,  
SORRY / YOU ARE WELCOME  
FOR THE MEMES,  
AND I HOPE YOU HAVE A LOVELY  
LITTLE DAY!



[hannah.brady@connective3.com](mailto:hannah.brady@connective3.com)




 [@hannahlrbrady](https://twitter.com/hannahlrbrady)  [/hannahlucyrosebrady](https://www.linkedin.com/company/hannahlucyrosebrady)

CONTACT US TODAY

**TURN YOUR GREAT  
RESULTS INTO  
EXTRAORDINARY  
PERFORMANCE.**

hello@connective3.com



 @hannahrbrady