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SENIOR CONTENT STRATEGIST  
CONNECTIVE3

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





# HI! I'M HANNAH



@hlrbrady



/hannahlucyrosebrady



THIS IS THE CONTENTS SLIDE NO ONE READS

# WHAT'S COMING UP:

1

**THE POWER OF REALLY,  
REALLY GOOD CONTENT**

2

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

3

**SUPERCHARGING YOUR  
STRATEGY**





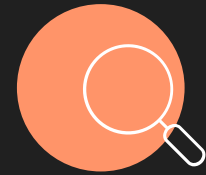
**English  
Literature**



**In-house  
digital  
marketing**



**SEO content  
writer**



**Senior content  
strategist**





# THE POWER OF GOOD CONTENT

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**STORY**  
**TIME!**



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

stonks





realising that my  
clients don't understand  
the value of content

**not stonks**



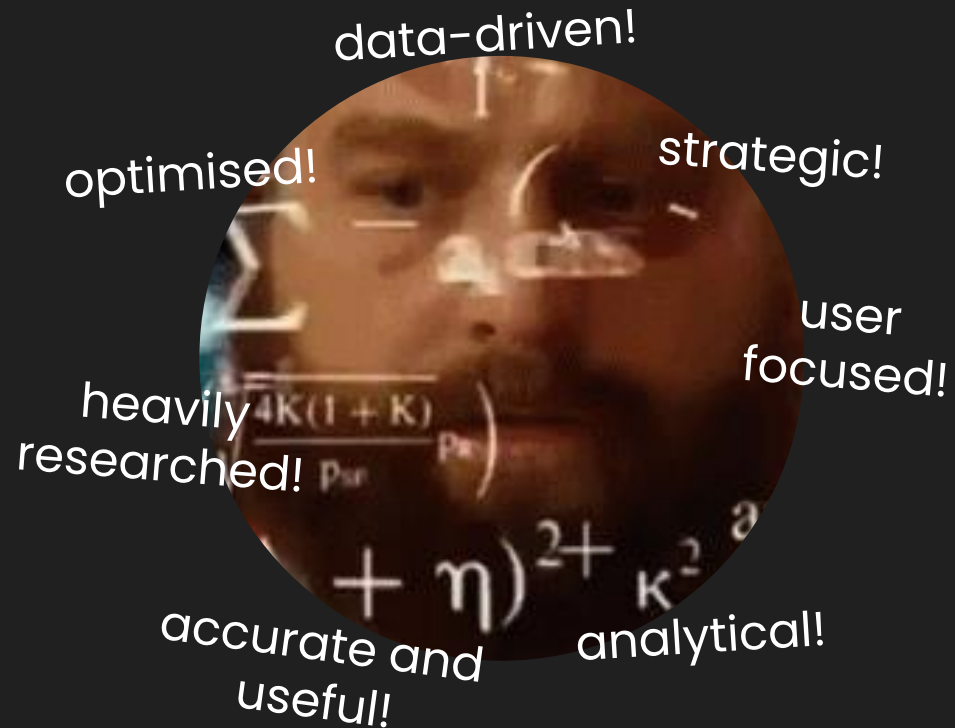
**HERE'S WHAT I  
WAS DOING WRONG.**



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

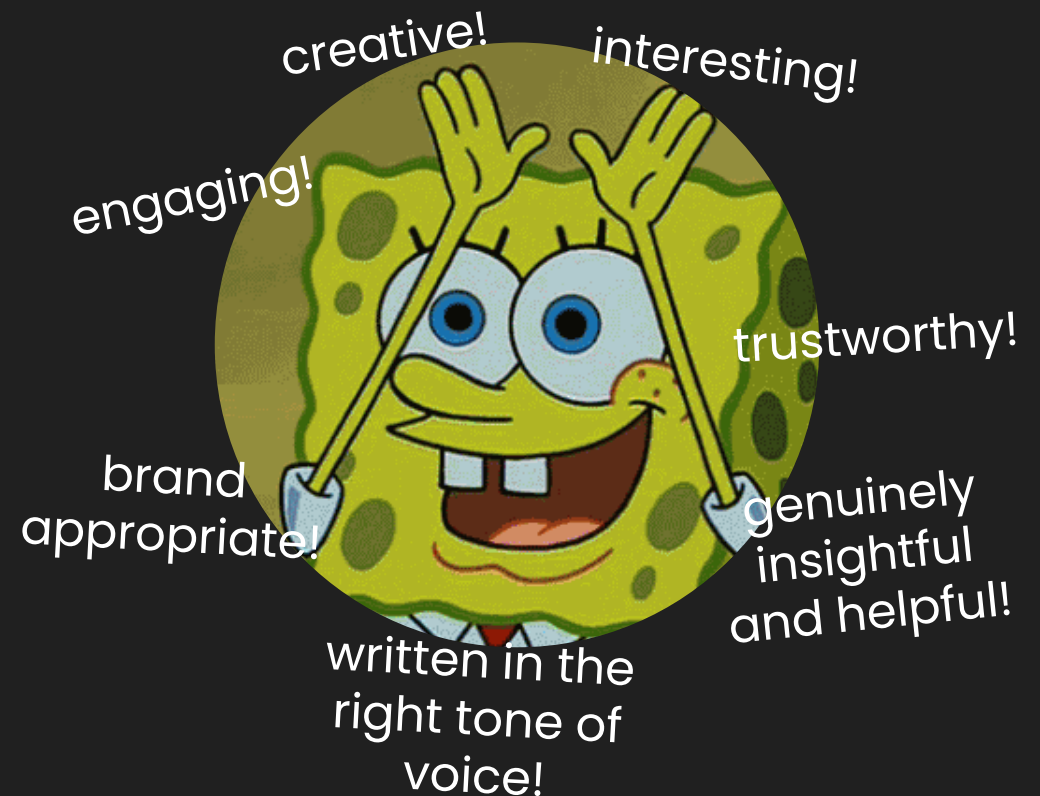
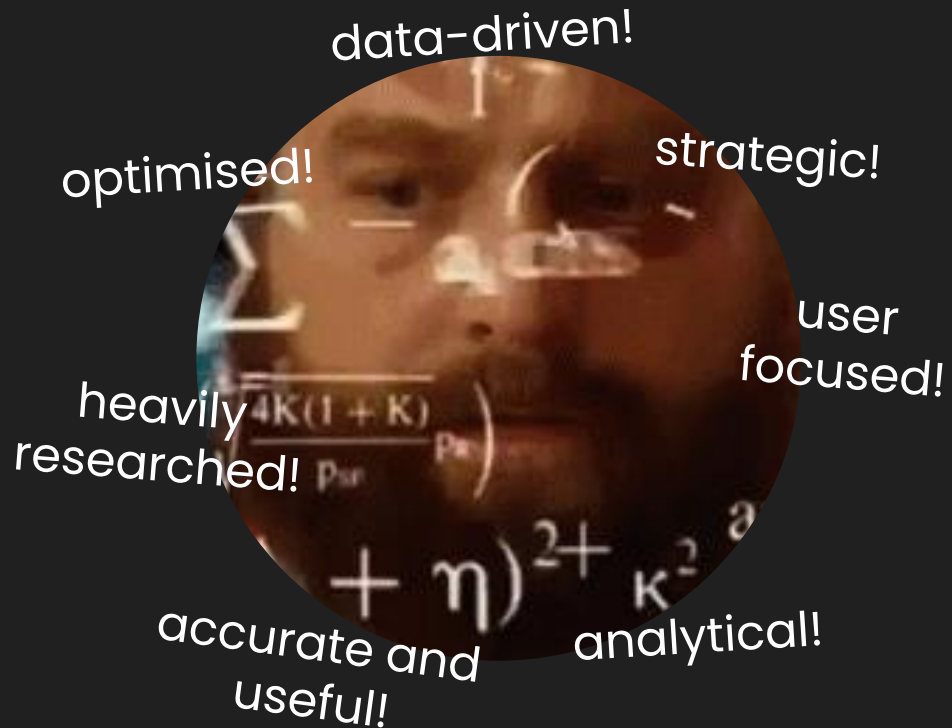


# TO PERFORM WELL, SEO CONTENT NEEDS TO BE





# TO PERFORM WELL, SEO CONTENT NEEDS TO BE









**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.**

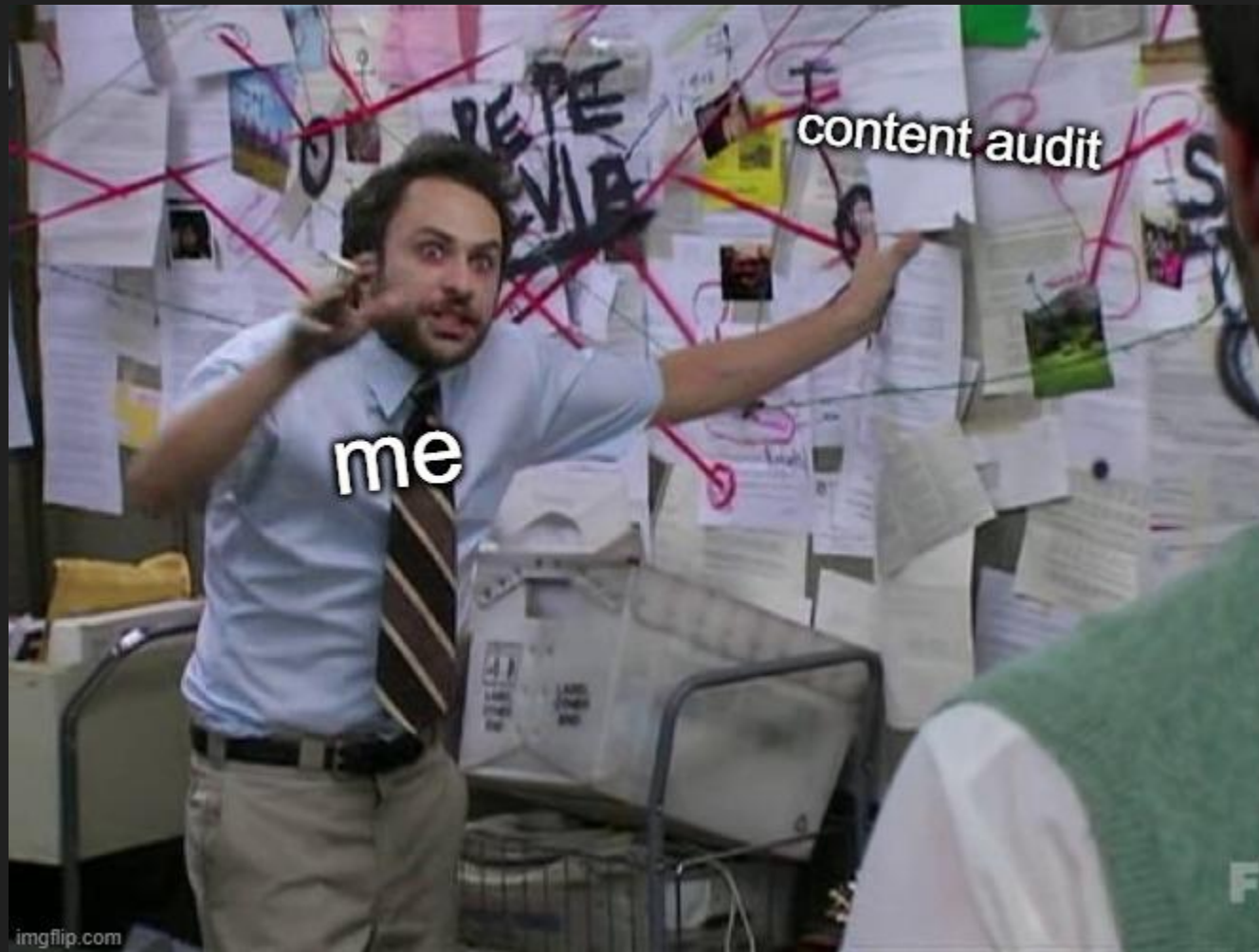




**GET STUCK INTO  
WHAT YOU'VE  
ALREADY GOT**

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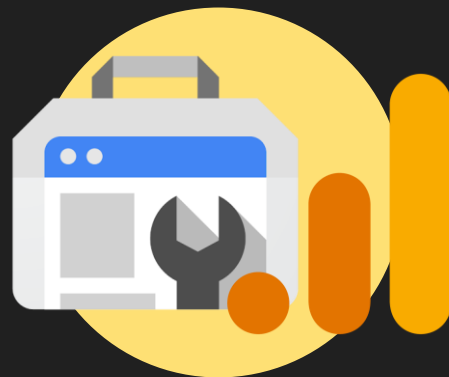




# YOUR NEW **BEST FRIENDS**



**Web  
crawler**



**Performance  
tools**



**SEO  
software**

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



# FIVE WAYS TO DIG IN FOR QUICK INSIGHTS AND QUICK WINS

1. Look for pages that have **a good CTR** to see what's pulling users onto your site
2. Which pages **drive the most traffic** (outside of your commercial landing pages)?
3. Take a look at the **behaviour metrics** for those pages – how are people using the content, and does it help them to convert?
4. Are you surprised by some of your top pages, or is there a bigger opportunity there? Time to go keyword hunting for **longer-tail variations** and build out a whole content cluster!
5. Focus on **quick-win signals**:
  - a. Titles
  - b. Headings
  - c. Head keywords in the intro and throughout the content
  - d. Meta titles/descriptions



# FIVE WAYS TO DIG IN

1. Look for pages that have a good CTR and average ranking position in Search Console
2. Check GA – which pages drive the most traffic (outside of your commercial landing pages)?
3. Take a look at the behaviour metrics for those pages – how are people using the content, and does it help them to convert?
4. Are you surprised by some of your top pages, or is there a bigger opportunity there? Time to go keyword hunting for longer-tail variations and build out a whole cluster!
5. Focus on your biggest quick-win signals:
  - a. Titles
  - b. Headings
  - c. Head keywords in the intro and throughout the content
  - d. Meta titles/descriptions





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





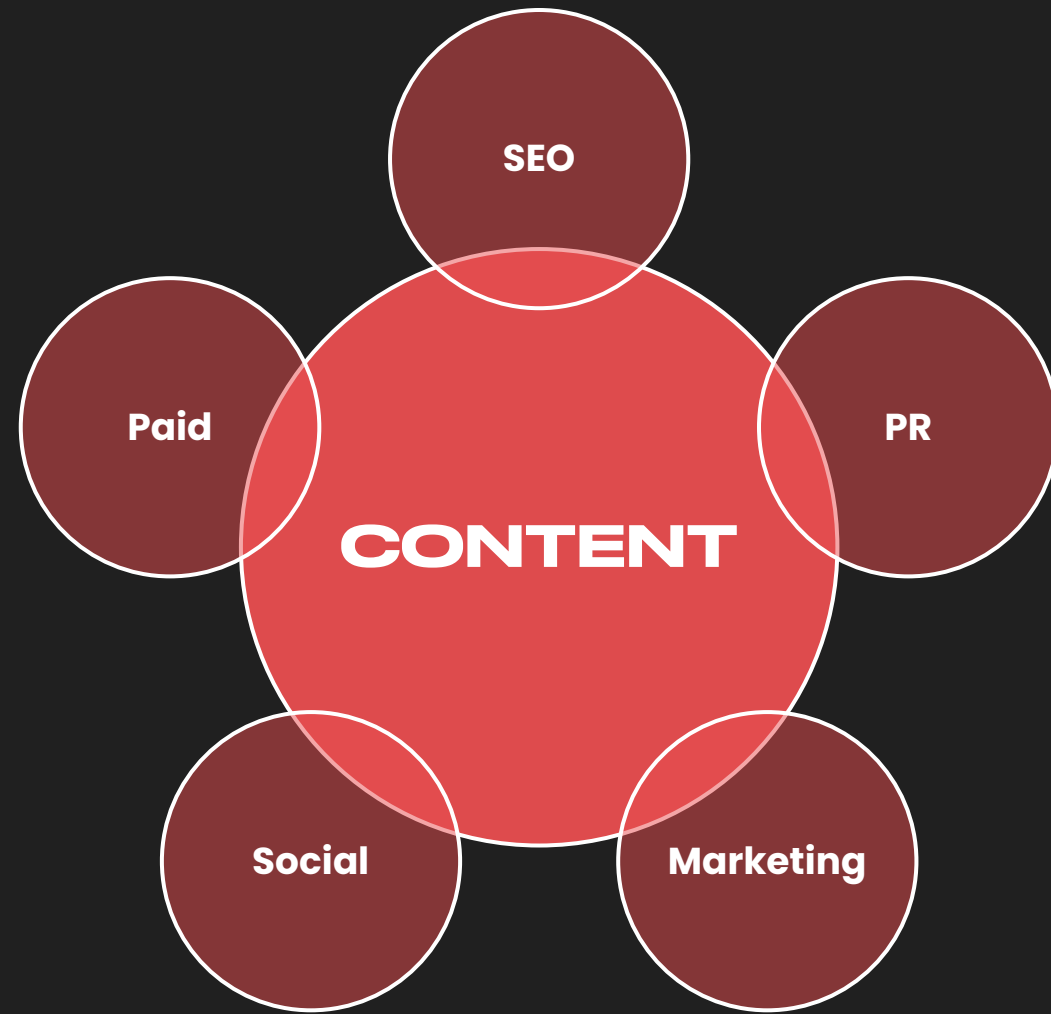
# **SUPERCHARGING** **STRATEGY**

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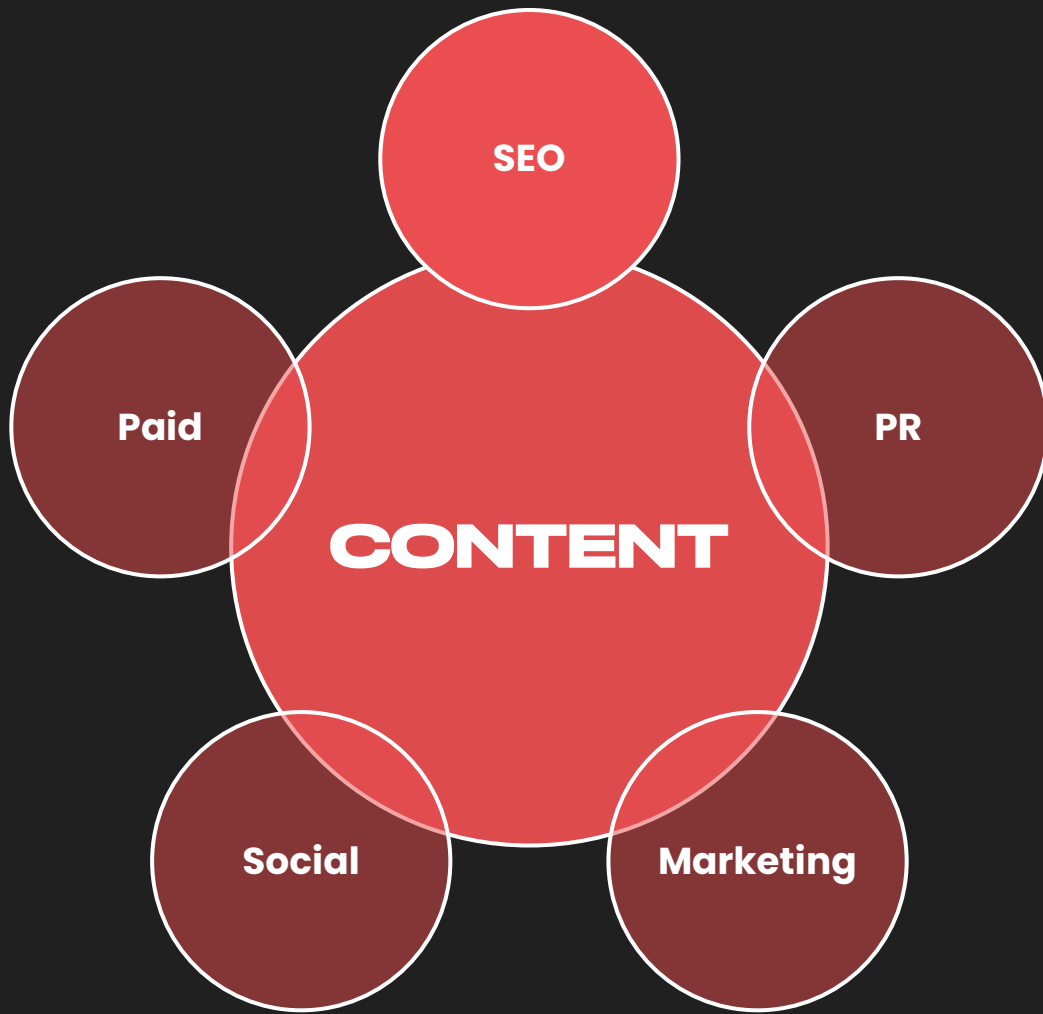




always has been

wait, content is SEO?





Find new SEO opportunities from the macro level

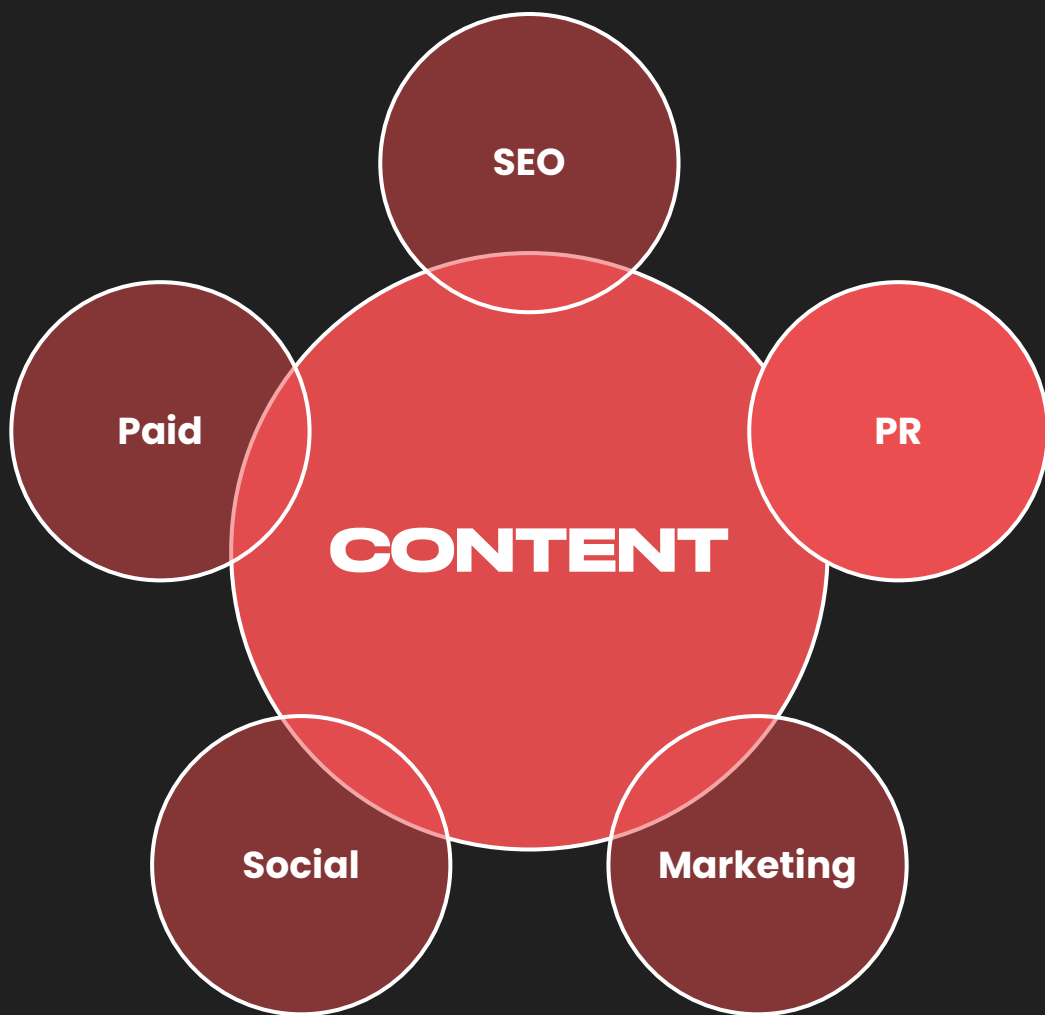


Remember that content's benefit is cumulative over time with the right care



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

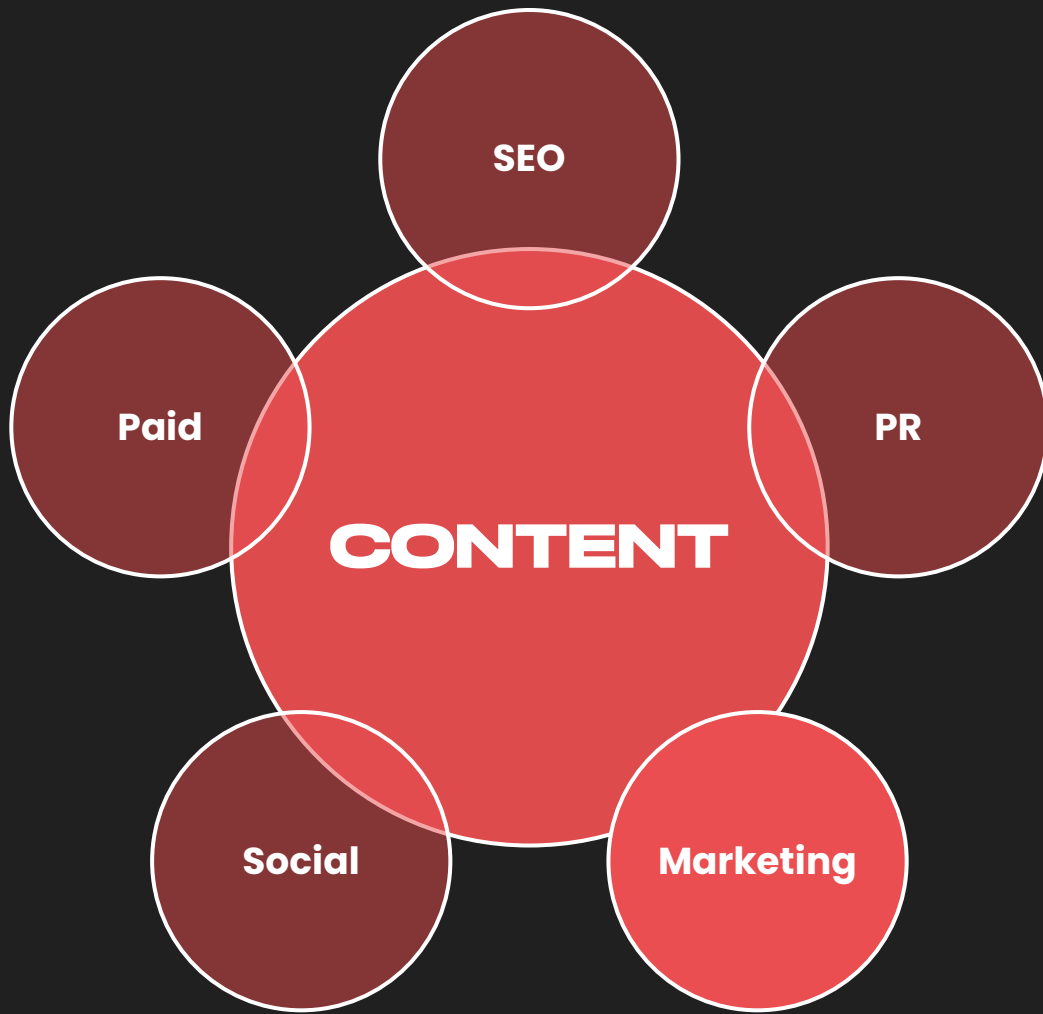


Create evergreen SEO content that can get you links and passes link equity



Level up your press releases and boost your open rates





B2B? Create case studies  
and whitepapers

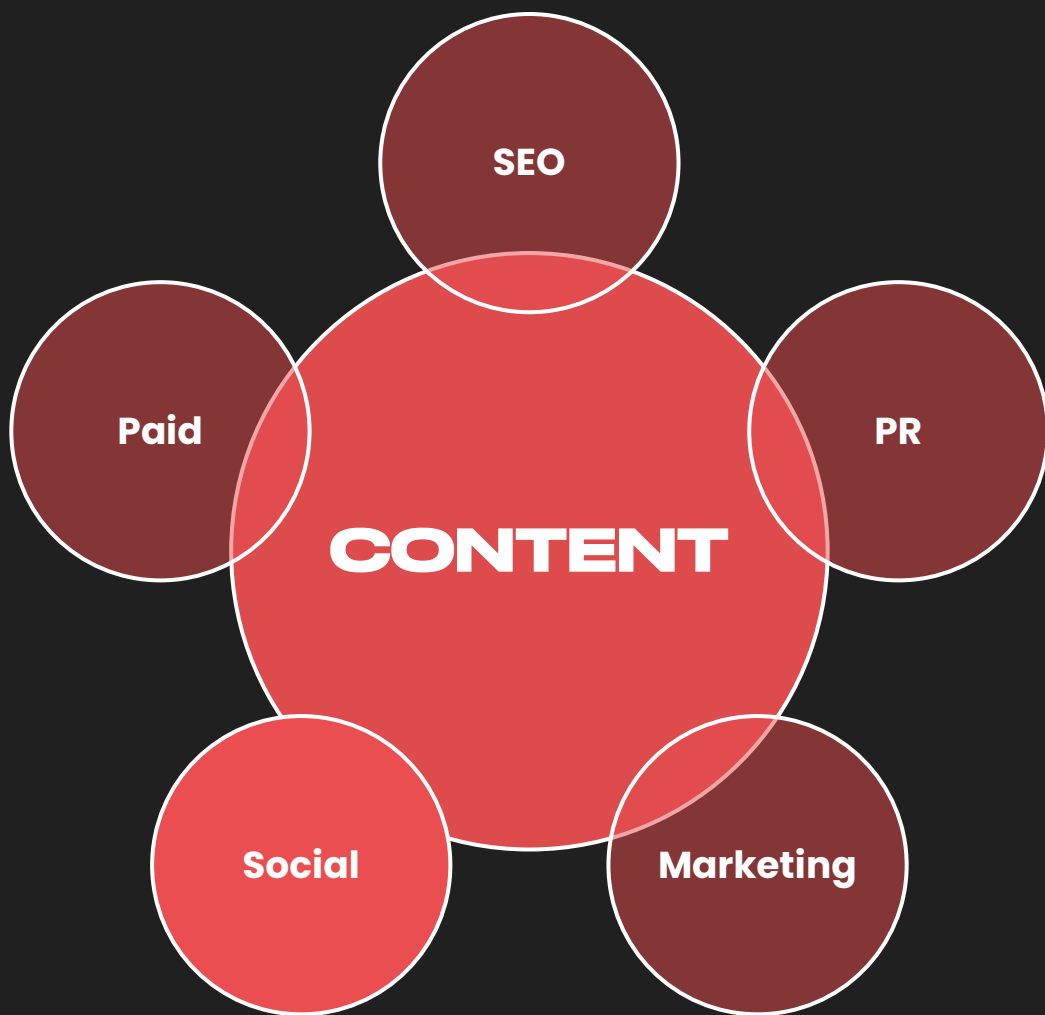


Use lifestyle & blog content  
in email marketing to build  
your brand



Turn content into content  
marketing campaigns





Use insights from social and content to support each other

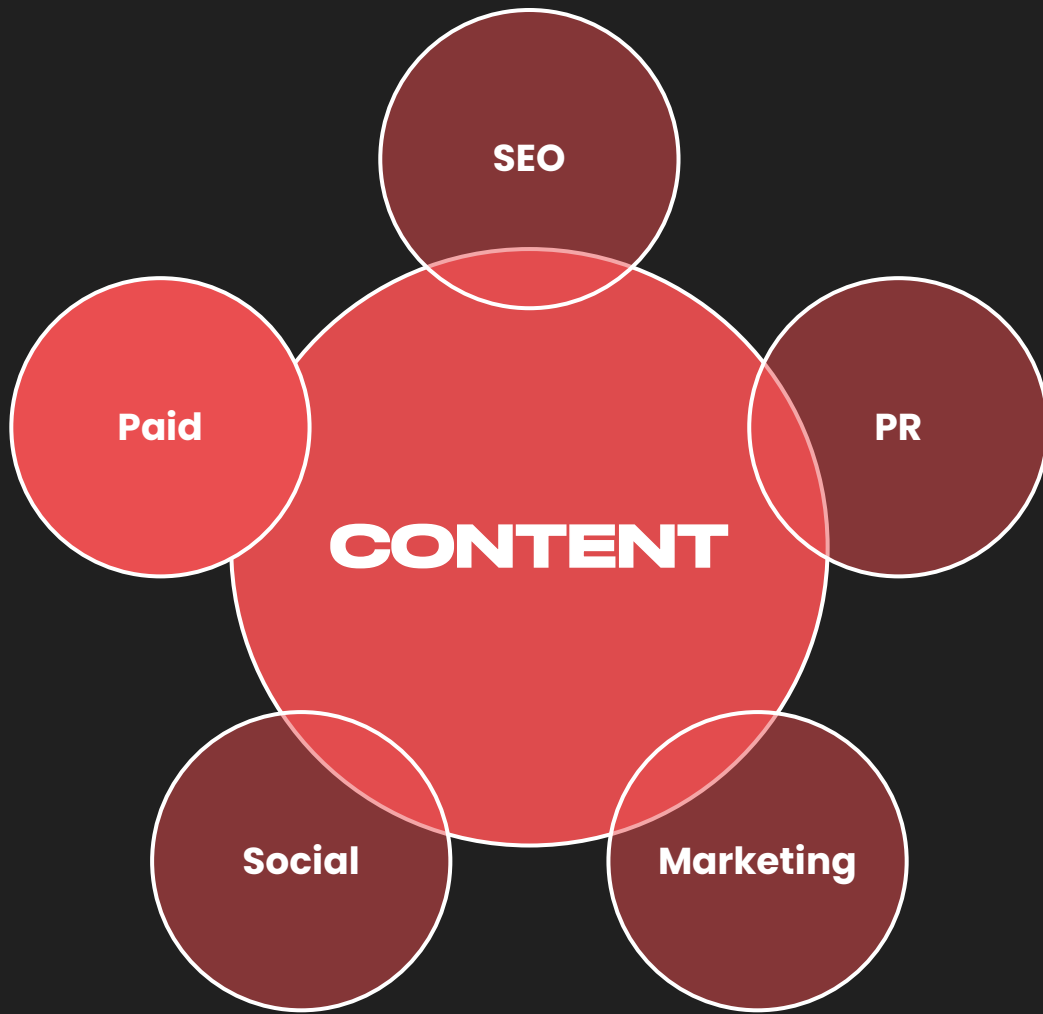


Crosslink your content – add UGC and insights to your blogs to increase EEAT



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 FOR ALL THE GIFS,  
AND HAVE AN ABSOLUTELY  
WONDERFUL DAY!



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 [@hannahlrbrady](https://twitter.com/hannahlrbrady)




CONTACT US TODAY

# TURN YOUR GREAT RESULTS INTO EXTRAORDINARY PERFORMANCE.

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