Sw!tch Key Digital

How to Maximise Information Gain for User Engagement, Trust & Authority

Georgia Tan
Co-founder & Head of Search,
Switch Key Digital


I'M LATE. I'M LATE.
FOR A VERY IMPORTANT DATE!

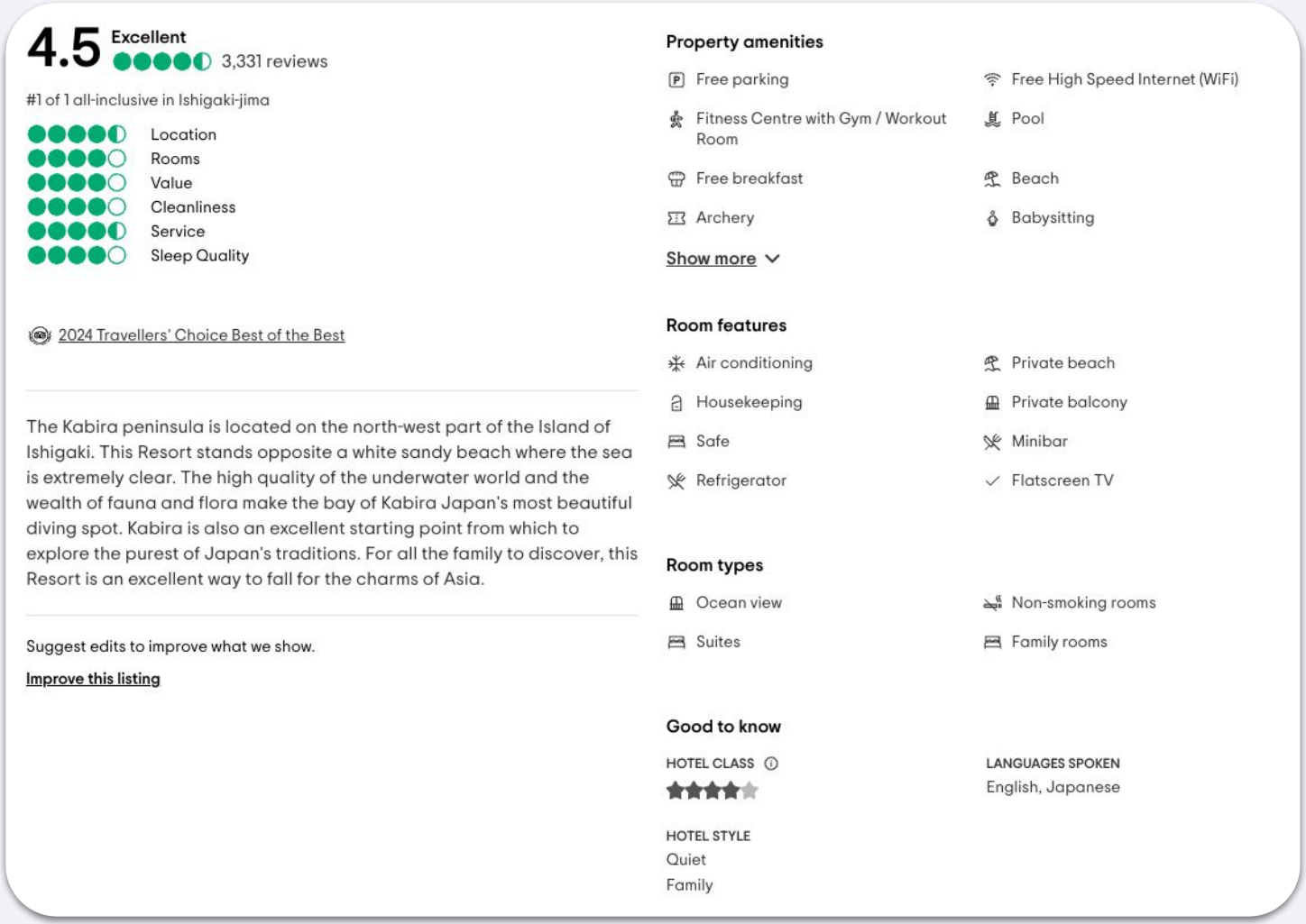

In the Digital Wonderland you can feel like you are falling down a rabbit hole

Who in the world am I?

The ever shifting algorithm requires constant adaptation

In this digital wonderland, how do we capture hearts and clicks?

The Power of Information Gain

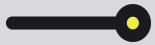


Maximise value gained per interaction

What is Information Gain?

A term rooted in the field of **information theory**, it is the measure of the **reduction of randomness in a dataset after splitting it**.

This helps to identify the most informative features for classification or decision-making.

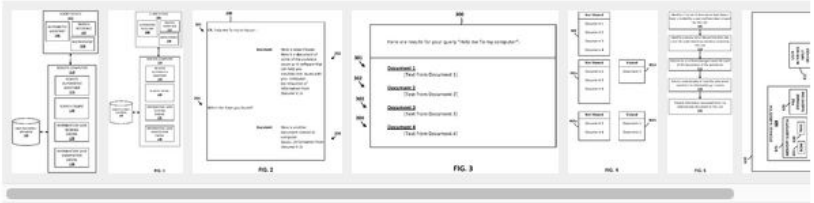


Contextual estimation of link information gain

Abstract

Techniques are described herein for determining an information gain score for one or more documents of interest to the user and present information from the documents based on the information gain score. An information gain score for a given document is indicative of additional information that is included in the document beyond information contained in documents that were previously viewed by the user. In some implementations, the information gain score may be determined for one or more documents by applying data from the documents across a machine learning model to generate an information gain score. Based on the information gain scores of a set of documents, the documents can be provided to the user in a manner that reflects the likely information gain that can be attained by the user if the user were to view the documents

Images (7)



Classifications

G06F16/3344 Query execution using natural language analysis

View 9 more classifications

Landscapes

Engineering & Computer Science

Theoretical Computer Science

US20200349181A1

United States

Download PDF | Find Prior Art | Similar

Inventor: Victor Carbune, Pedro Gonnet Anders

Current Assignee : Google LLC

Worldwide applications

2018 • CN EP US *WO* 2022 • US 2023 • US 2024 • US

Application US16/608,628 events

2018-10-18 • Application filed by Google LLC

2019-10-31 • Assigned to GOOGLE LLC

2020-11-05 • Publication of US20200349181A1

2022-06-07 • Application granted

2022-06-07 • Publication of US11354342B2

Status • Active

2039-06-14 • Adjusted expiration

Info: Patent citations (22), Cited by (10), Legal events, Similar documents, Priority and Related Applications

External links: USPTO, USPTO PatentCenter, USPTO Assignment, Espacenet, Global Dossier, Discuss

Google patent: ‘The Queen’s Decree’

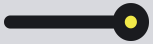
In April 2020, Google filed a patent (granted in June 2022) that set out to solve a familiar problem:

> “When a set of documents is identified that share a topic, many of the documents may include similar information … a user may submit a search related to resolving a computer issue … and may subsequently be provided with multiple documents that include a similar listing of solutions, remedial steps, resources, etc.”

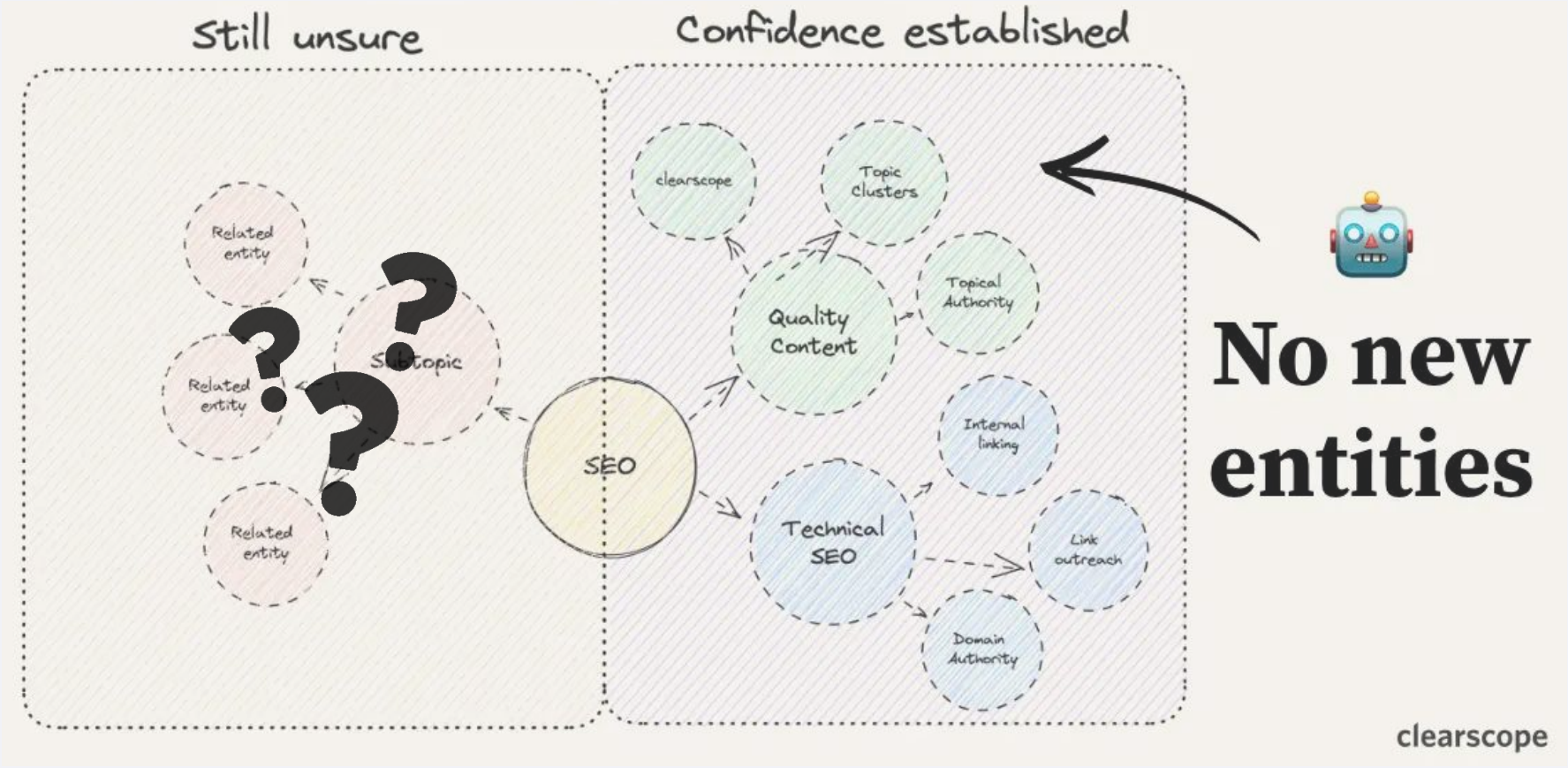
This is Google recognizing the problem we run into every day: copycat content. Most search results contain the same information. Once a reader has read one article, they’ve effectively read them all.

Information Gain Score

is Google's extension of information gain, **prioritising new information for users** based on their previous reading history.



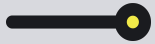
The Limits of AI and the Power of Information Gain



Information Gain Optimisation

Introducing **new, relevant concepts** and **entities** that expand the boundaries of Google's **Knowledge Graph**.

This helps search engines like Google better understand your content and potentially rank it higher for relevant searches.



Information Gain SEO:
A Win-Win for Your Brand

IMPROVE

Google Search Visibility

- Attract organic backlinks
- Signal authority and relevance to Google
- Drive higher engagement from searchers

OPTIMISE

Generative AI

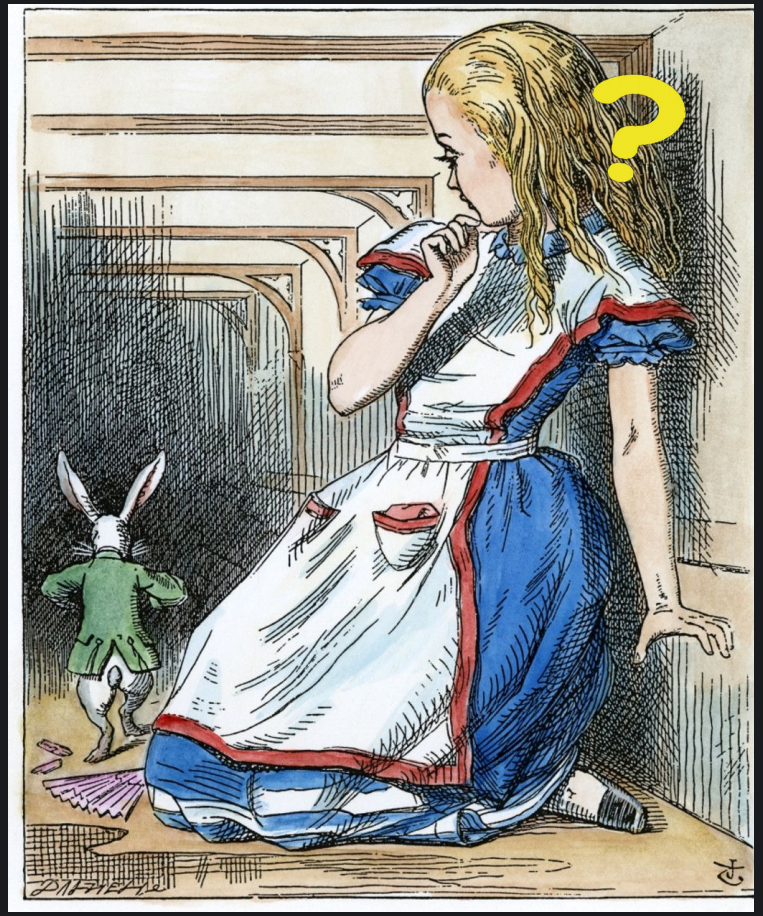
- Minimize copycat content to improve generative visibility
- Build Knowledge Graph authority

CONNECT

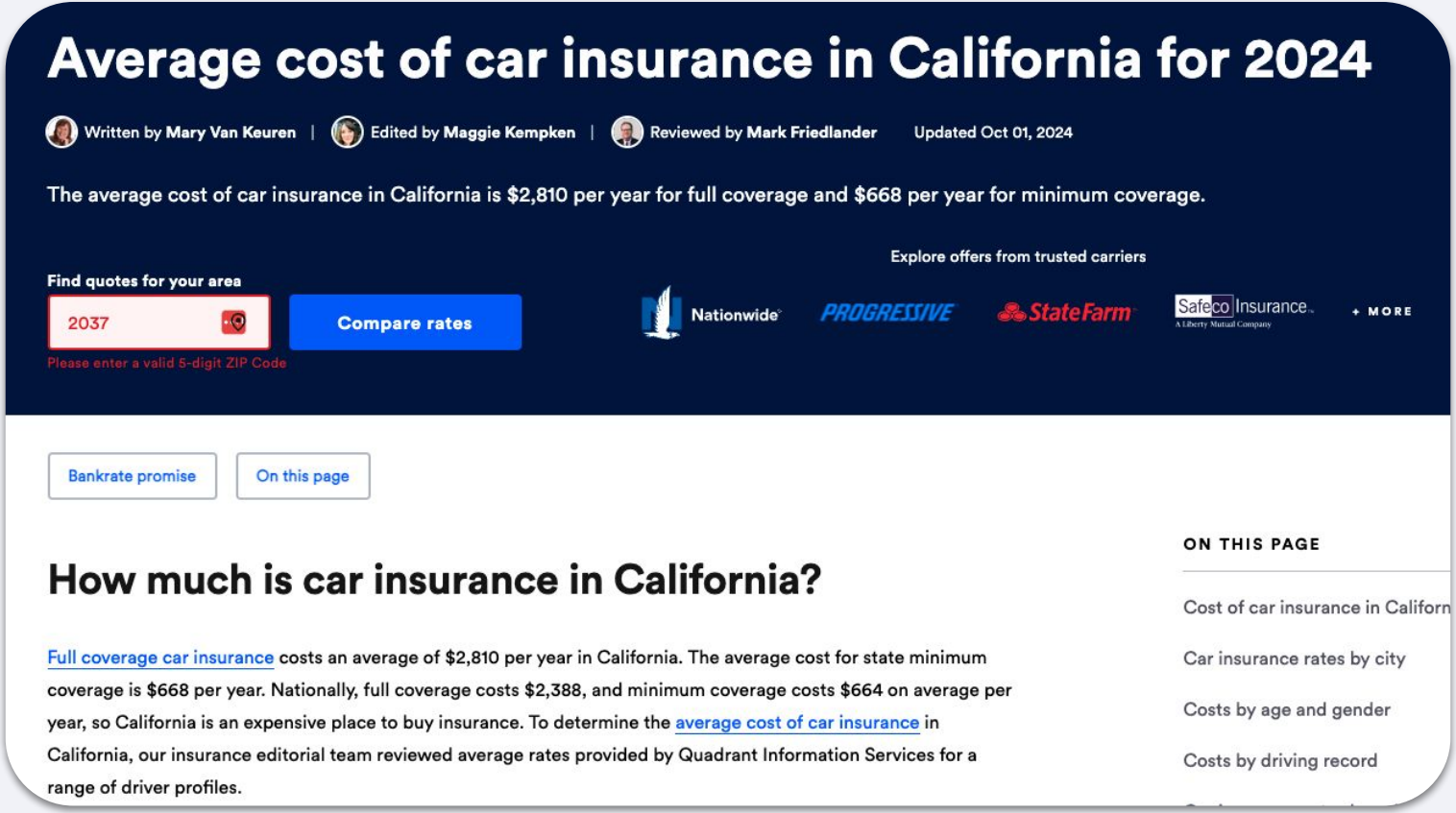
Your Target Audience

- Foster brand trust and reputation
- Stand out from the rest with unique insights
- Valuable content = Valuable brand

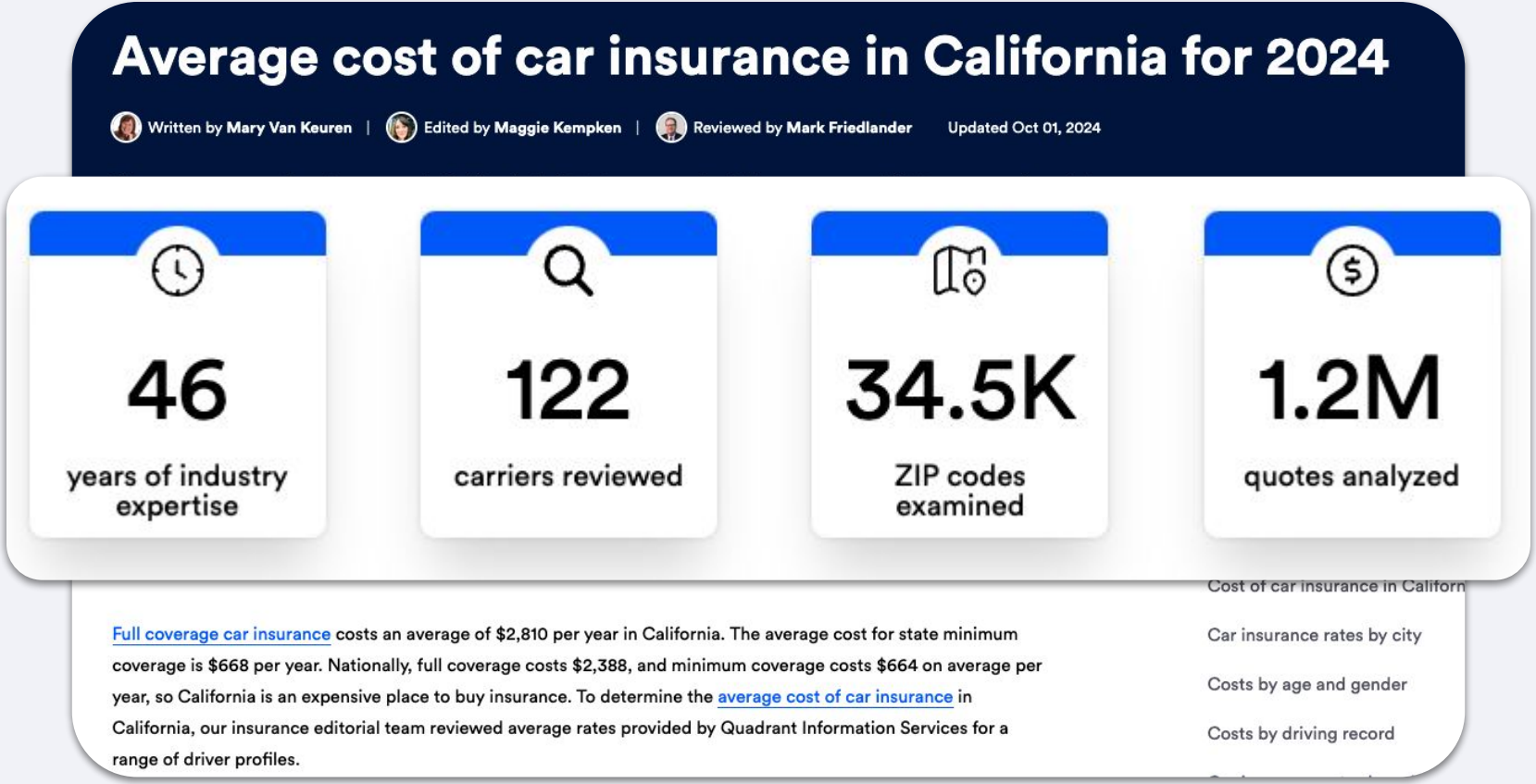
Let’s take a deeper look at a successful information gain example



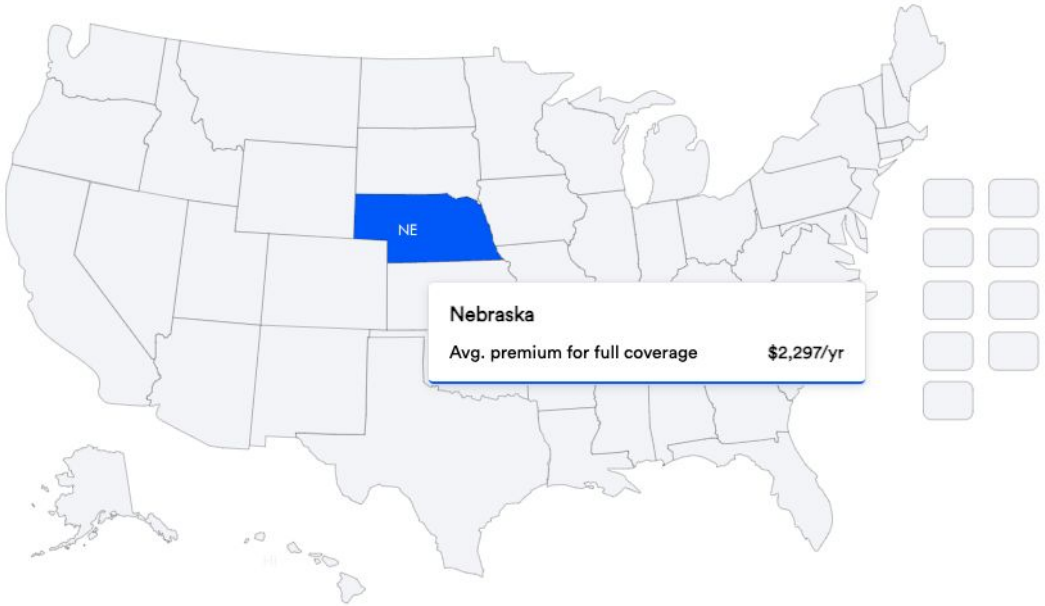
Proprietary data analysis and visualisation



Proprietary data analysis and visualisation



Average car insurance cost by state in 2024



State	Avg. annual full coverage premium	Avg. annual min. coverage premium
Alabama	$2,115	$563
Alaska	$2,336	$486
Arizona	$2,737	$864

Interactive cost-location map

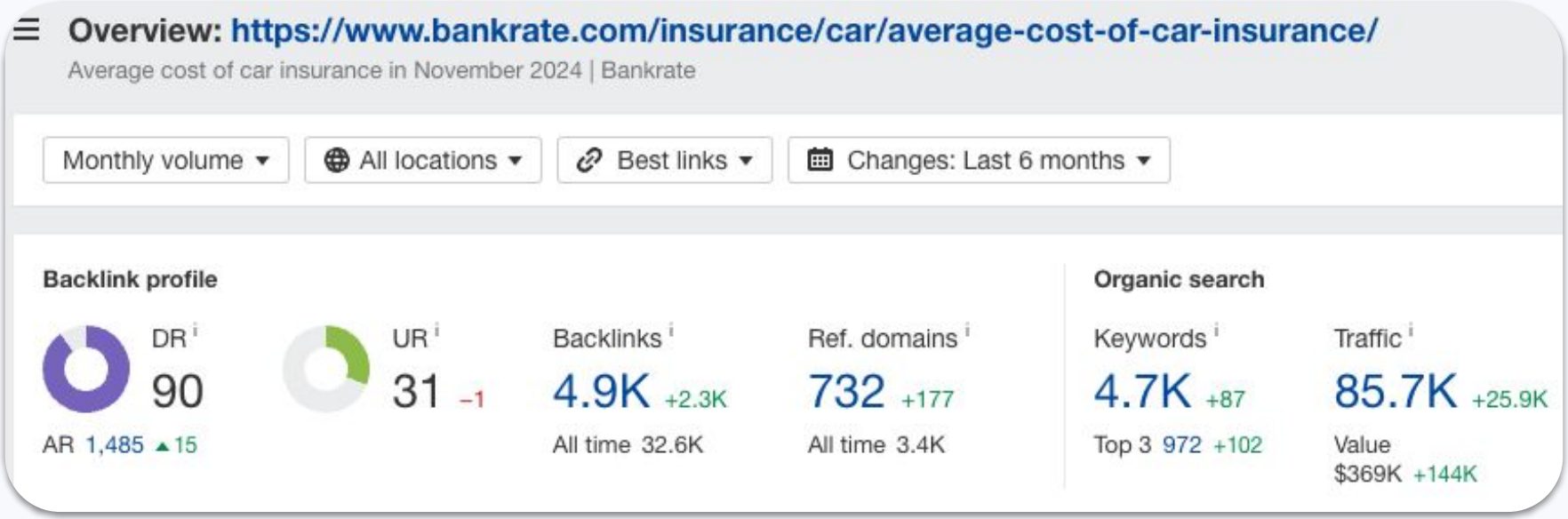
Average car insurance rates by make and model

To help you determine the best car insurance companies for you, we analyzed November 2024 data provided by Quadrant Information Services to identify current average premiums for popular vehicle makes and models. The rates displayed are average annual premiums for full coverage and minimum coverage insurance. Your rate may be higher or lower based on multiple factors unique to you, including your driving history, where you live and the type of coverage you need.

Model		
Audi Q5	$2,670	$635
BMW 330i	$2,874	$660
Cadillac Escalade	$3,163	$694
Chevrolet Silverado	$2,237	$673
Dodge Challenger	$3,296	$701
Dodge Ram	$2,331	$708
Ford Escape	$2,052	$645
Ford F-150	$2,253	$651
Honda Civic	$2,331	$666

Specific cost per model

Results



Key Takeaways

1.

Uncover Your Unique Data

Identify the distinctive insights and information only you can provide. How can you provide proprietary analysis?

2.

Know Your Audience

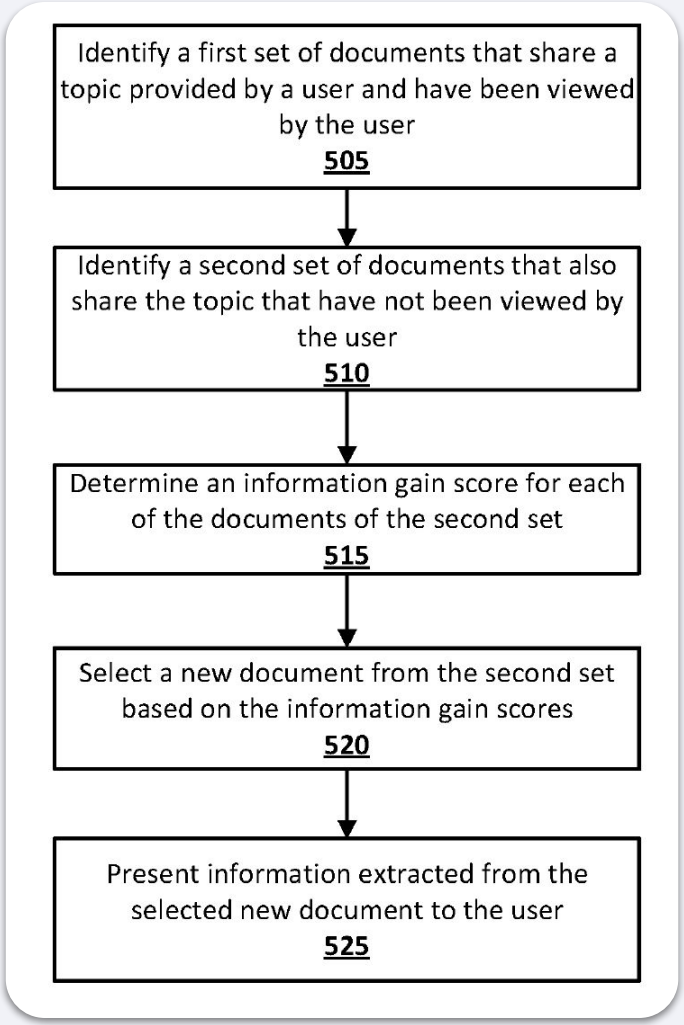
Deeply understand your audience's specific needs and interests.

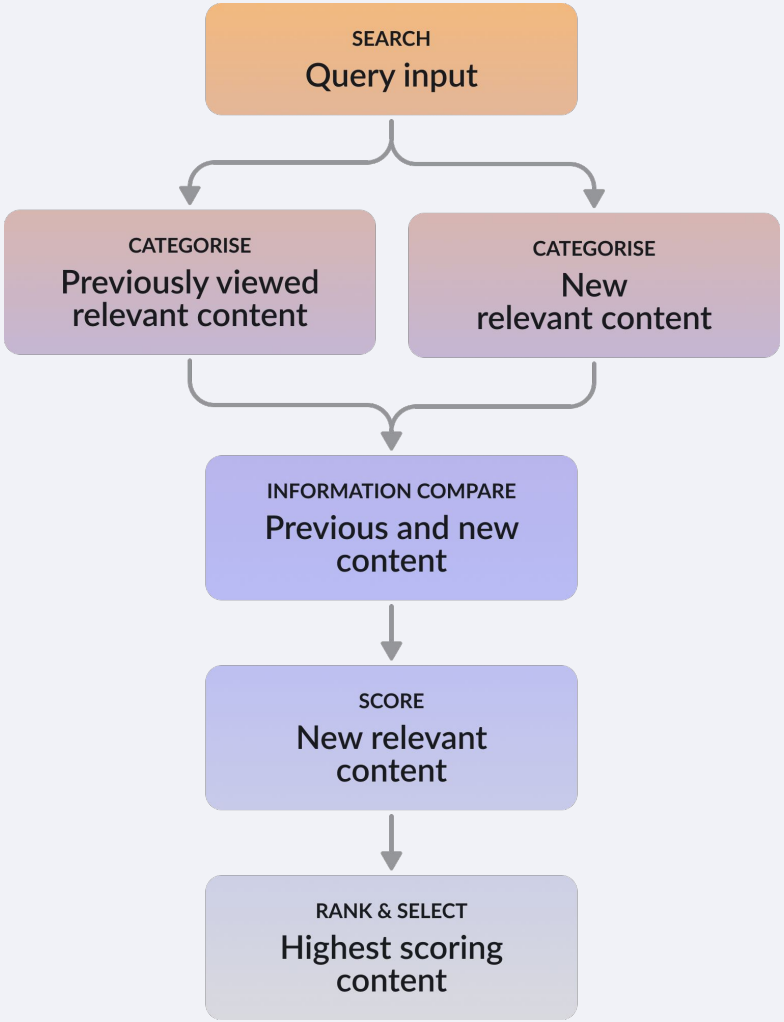
3.

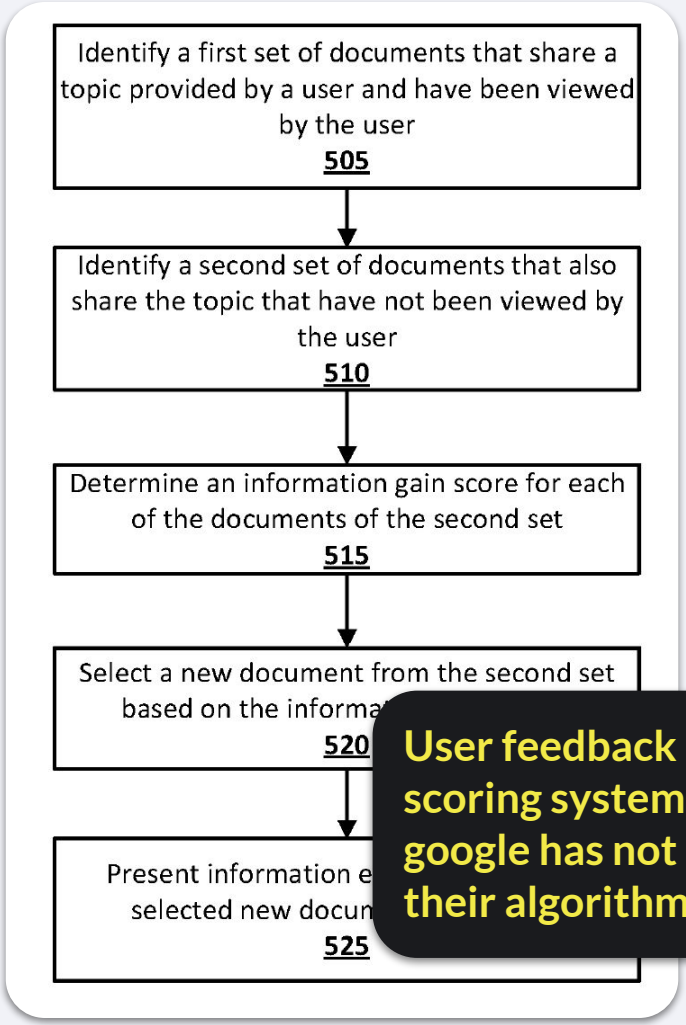
Drive Action

Ensure your content aligns with your business goals and motivates users to take the next step to convert.

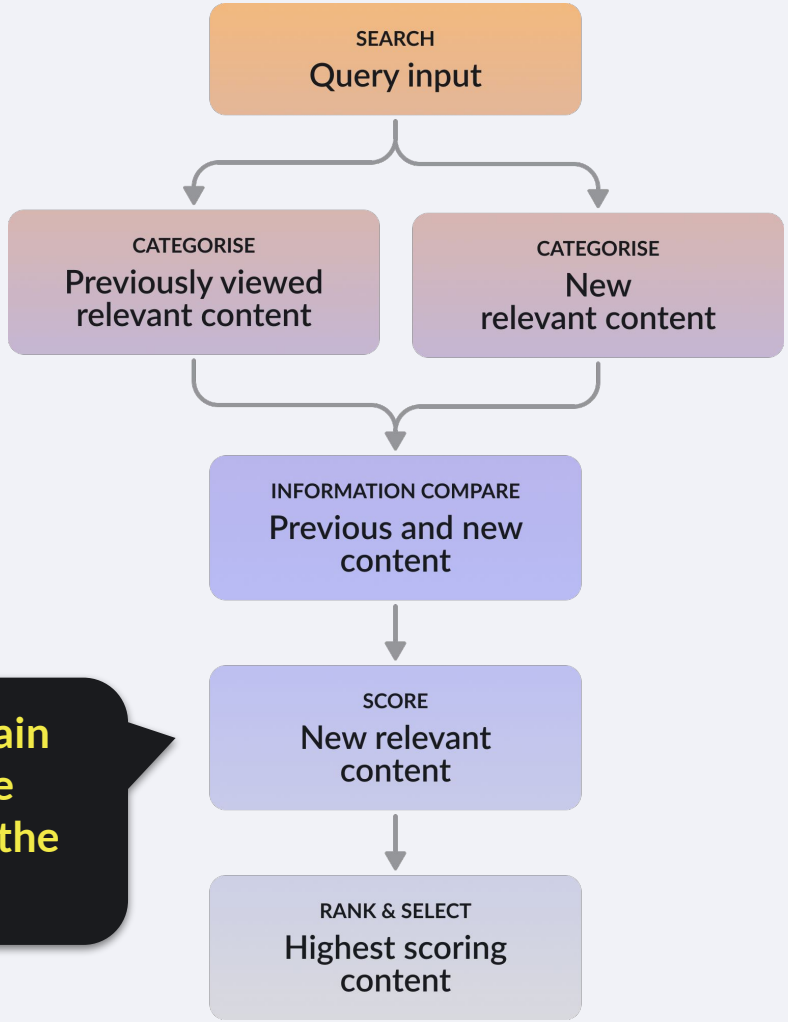
How does the information gain process and scoring actually work?

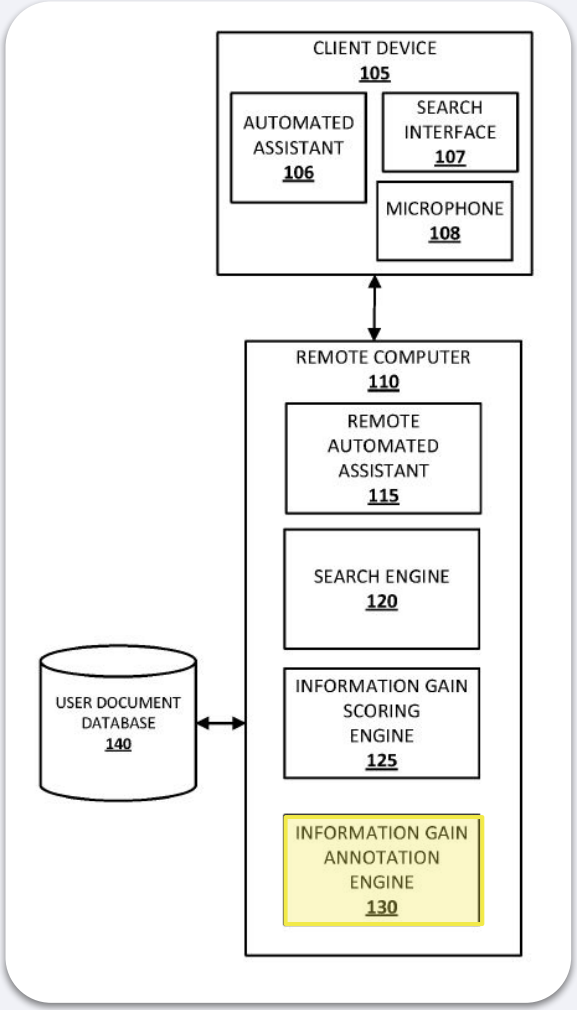

Identify a first set of documents that share a topic provided by a user and have been viewed by the user
505
Identify a second set of documents that also share the topic that have not been viewed by the user
510
Determine an information gain score for each of the documents of the second set
515
Select a new document from the second set based on the information gain scores
520
Present information extracted from the selected new document to the user
525


SEARCH
Query input
CATEGORISE
Previously viewed relevant content
CATEGORISE
New relevant content
INFORMATION COMPARE
Previous and new content
SCORE
New relevant content
RANK & SELECT
Highest scoring content



User feedback used to train scoring system. Of course google has not disclosed the their algorithm.



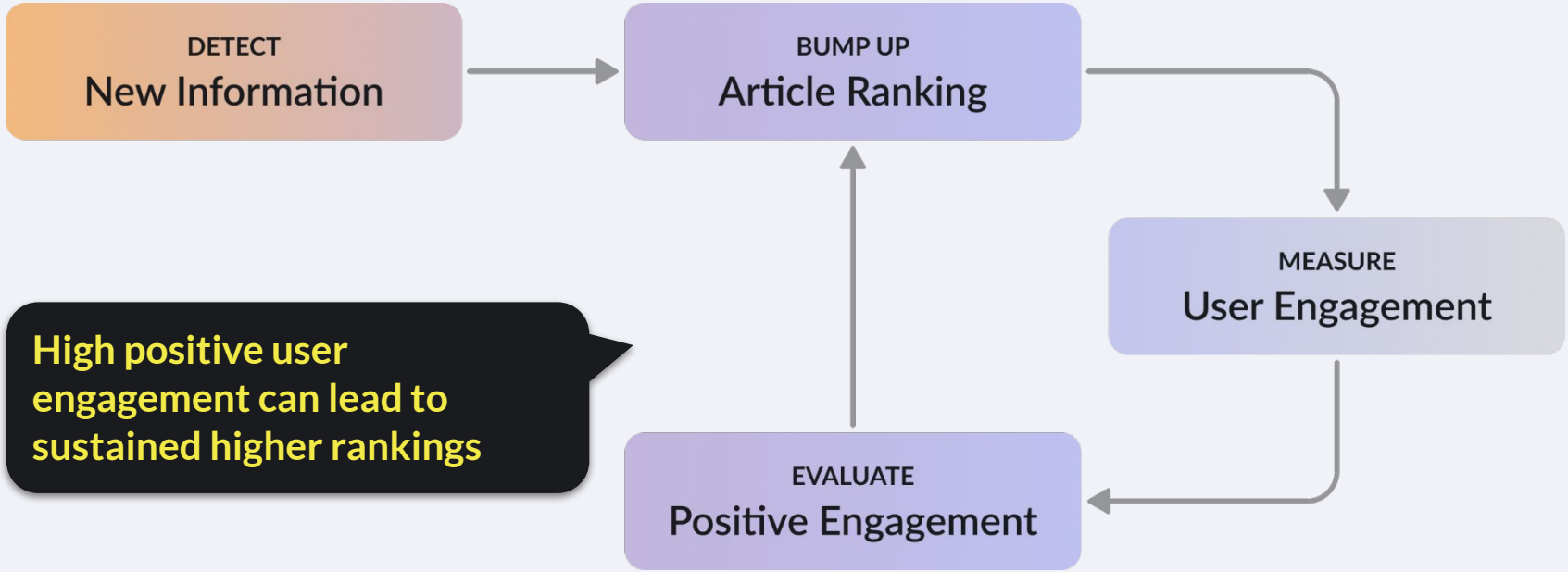


Human-in-the-Loop Information Gain Scoring

"An **information gain annotation engine 130** may generate annotated training data **based on annotations of human curators** of documents…

The annotations can be utilized to generate training data that **indicates information gain as determined by human curators and the training data can be provided to the machine learning model as input** to train the model to determine meaningful output (e.g. , scores that are indicative of information gain for a given set of documents)."

Scoring: Google tests new information



Go to our blogpost for more information about how to search using quotes .

Search for a specific site: Enter `site:` in front of a site or domain. For example, [`site:youtube.com cat videos`].

Exclude words from your search: Enter `-` in front of a word that you want to leave out. For example, [`jaguar speed -car`].

Related results

After you click a web result and return back to the search results, you may find more related results added to what was originally generated. These added results are related to the web result that you clicked on.

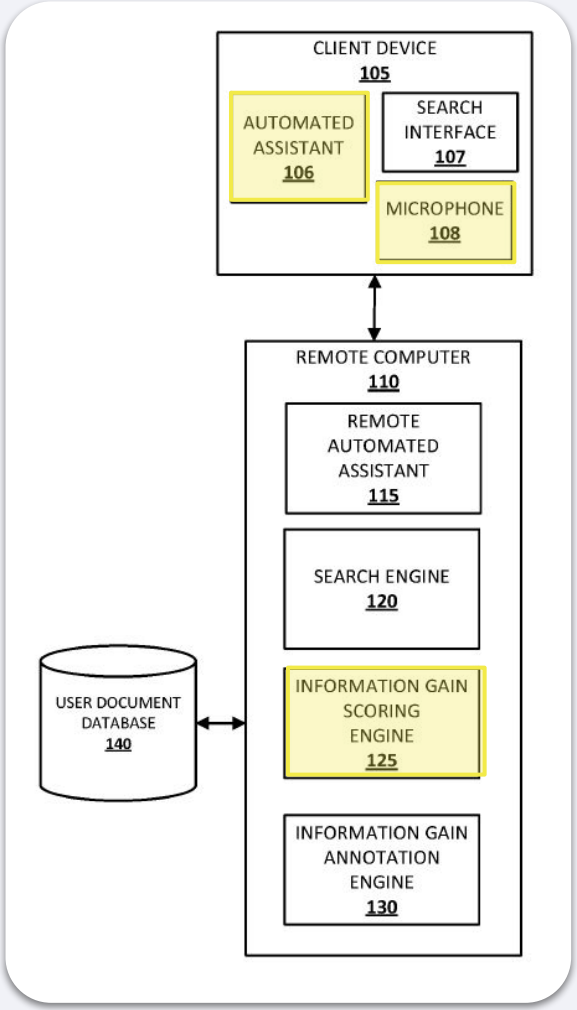
Related searches

After a search, you find related searches to what you originally searched for. Related searches are automatically generated based on what our systems understand about how people search.

Settings

In Google Search, you can use settings that allow you to match or remove certain types of content:

- You can filter Google Search results to different languages with the Language results filter.
- You can filter explicit content from your results with SafeSearch.



THE WONDERLAND EXPANDS

This patent is not isolated to just Google Search

"In various implementations, **information scoring engine 125** may be configured to determine an information score gain for each document identified by **search engine 120** that has not been presented to the user."

It applies across Google's Search Interfaces and Automated Assistants

Traditional Search and Information Retrieval Tools

- Google Search
- YouTube Search
- Google Assistant
- Google Maps
- Google Discover

Information gain scoring engine

SEPTEMBER 8, 2024 | RICH SANGER SEO | GOOGLE AI OVERVIEWS

Google AI Overview Study: Link Selection Based on Related Queries

This study is the result of a joint effort between Rich Sanger and Laurence O'Toole, CEO of Authoritas, along with his dedicated team.

Understanding how Google AI Overviews source links is necessary for establishing visibility for your content. This year, multiple studies have taken the first step in identifying how links in AI Overviews correlate with existing search results.

After reviewing these studies and having analyzed Google's patent underlying the AI Overviews, I noticed a glaring piece missing. The AI Overview system does not solely rely on documents responsive to the entered query. This significant omission inspired me

GEMINI

Gemini API and Google AI Studio now offer Grounding with Google Search

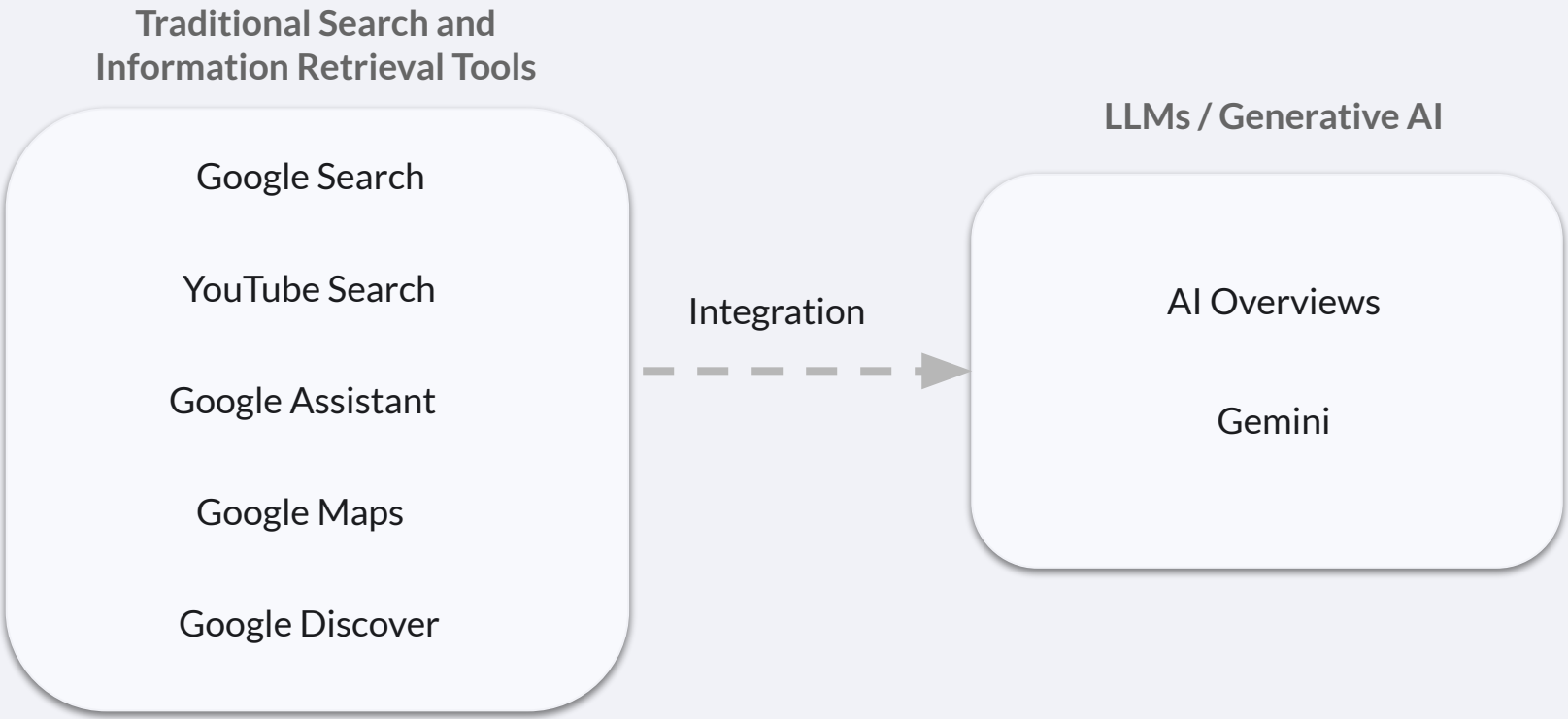
OCT 31, 2024

Shrestha Basu Mallick
Group Product Manager
Gemini API

Logan Kilpatrick
Senior Product Manager
Gemini API and Google AI Studio

Share

Information gain scores are indirectly integrated into LLMs



Information Gain Optimisation Strategies

1. Content
2. UX/UI

Extensive research, testing, time investment

Recipes » Dinner

January 10, 2023 (Updated Mar 24, 2023) by Nisha

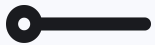
Incredible Vegan Thai Green Curry

JUMP TO RECIPE

This restaurant-quality Vegan Thai Green Curry will blow your mind, especially because you can make it in 45 minutes! Use store-bought curry paste to keep it weeknight friendly. Or, take it over the top by making with my homemade Green Curry Paste!

Prep	Cook	Total	
20 MINS	25 MINS	45 MINS	★★★★★ 4.9 FROM 75 VOTES

Source: Backlinko



Extensive and Authentic Research

To ensure originality, the author deliberately avoided referencing top-ranking recipes. Instead, her research involved:

- Immersing herself in Thai culinary culture through YouTube videos (with subtitles as needed).
- Consulting articles by food writers specializing in Thai cuisine.
- Studying the traditional ingredients and cooking techniques of Thailand.

Source: Backlinko

Visual storytelling

Step-by-step instructions

Boil the tofu. Bring a pot of water to a boil. While you wait, slice the tofu into slabs and press out the excess water with a kitchen towel. Chop the slabs into ~ 3/4" (2 cm) cubes.

Add 1 tablespoon of salt to the boiling water, followed by the tofu. Boil for 2 minutes, then drain.

Note: If you want to fry or bake the tofu instead of boiling it, see the next section.

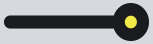
Source: Backlinko

Time investment

Task	Time
Research	3 hours
Recipe writing	2 hours
Grocery shopping	2 hours
Recipe testing	14 hours
Photoshoot	4 hours
Writing the post	3 hours
Uploading to WordPress and final review	1 hour
Total	**29 hours**

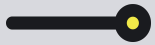
Source: Backlinko

"What new, original information am I bringing to the discussion?"

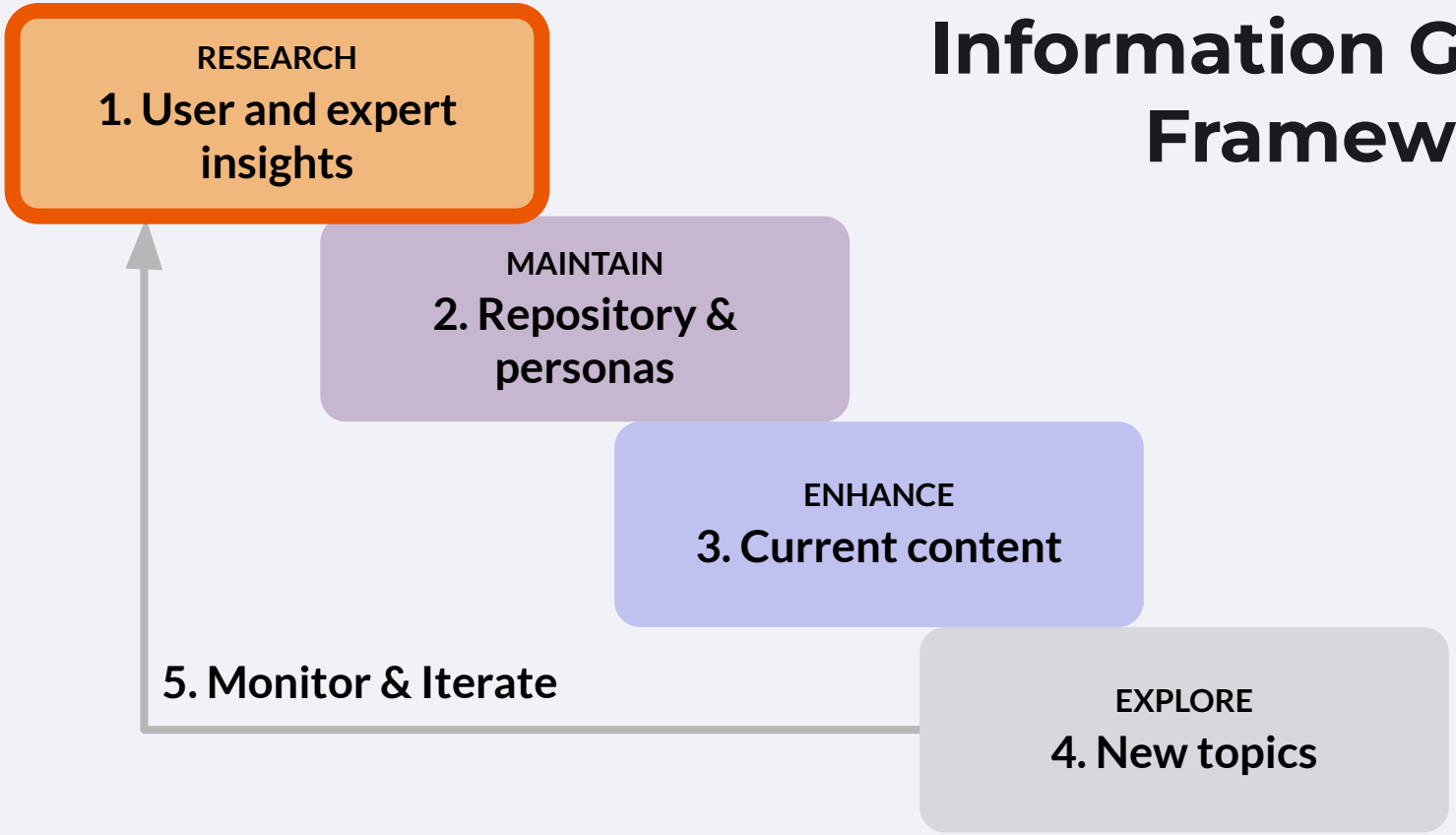


"What new, original information am I bringing to the discussion?"

"What proprietary data do I have that no one else does?"



Information Gain Framework



How to get insights?

Primary Research

- User interviews
- First-hand experience
- Surveys
- Focus Groups

Secondary Research

- Reviews
- Forums
- Closed-community questions, discussions
- Academic papers
- Government Data
- SME interviews

Internal Insights

- Internal staff interviews
- Customer service, sales and testimonial data
- Internal subject matter expert interviews

Common Information Gaps

SPECIFIC
Problems

FORMAT
Different Modals

PERSONAL
Differing Opinions

GEOGRAPHIC
Local Needs

NEW
Trends & Seasons

MISUNDERSTOOD
Keywords

Common Information Gaps

"I can't find any information on my specific problem..."

FORMAT
Different Modals

PERSONAL
Differing Opinions

GEOGRAPHIC
Local Needs

NEW
Trends & Seasons

MISUNDERSTOOD
Keywords

Common Information Gaps

SPECIFIC
Problems

"Is there a video I can just watch?"

PERSONAL
Differing Opinions

GEOGRAPHIC
Local Needs

NEW
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MISUNDERSTOOD
Keywords

Common Information Gaps

SPECIFIC
Problems

FORMAT
Different Modals

“Is A or B actually right?”

GEOGRAPHIC
Local Needs

NEW
Trends & Seasons

MISUNDERSTOOD
Keywords

Common Information Gaps

SPECIFIC
Problems

FORMAT
Different Modals

PERSONAL
Differing Opinions

“I only want to find services in my suburb.”

NEW
Trends & Seasons

MISUNDERSTOOD
Keywords

Common Information Gaps

SPECIFIC
Problems

FORMAT
Different Modals

PERSONAL
Differing Opinions

GEOGRAPHIC
Local Needs

“I don’t understand XYZ new TikTok trend, someone explain!”

MISUNDERSTOOD
Keywords

Common Information Gaps

SPECIFIC
Problems

FORMAT
Different Modals

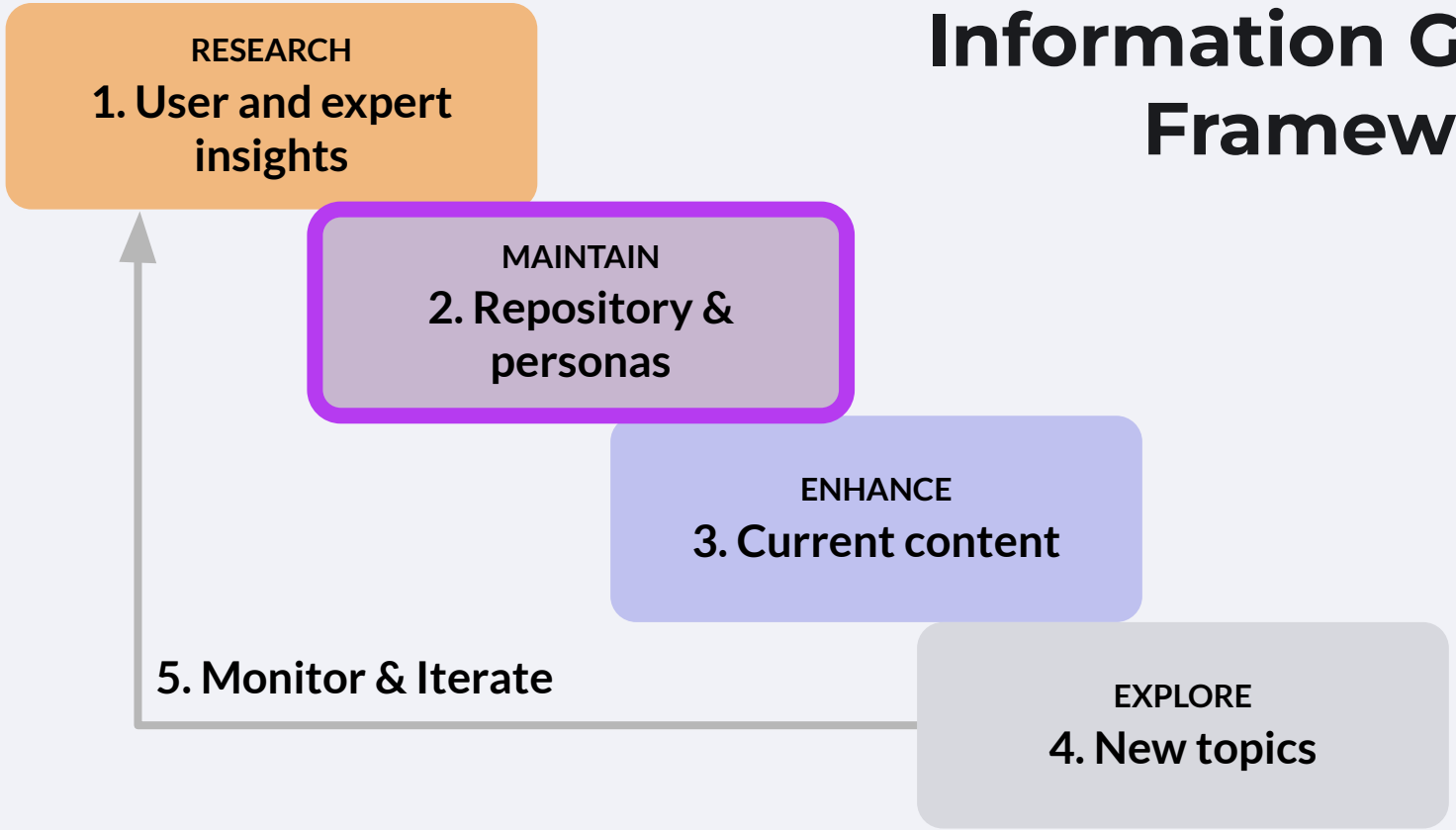
PERSONAL
Differing Opinions

GEOGRAPHIC
Local Needs

NEW
Trends & Seasons

“That isn’t what I meant.”

Information Gain Framework



Sw!tch Key Digital

"I need to lose weight for my health"

Goals

- Lose 10+kgs
- Incorporate new changes that stick without disrupting his day to day life and commitments

"How am I supposed to fit that into my schedule?"
"I'm too tired for that, that's too much"

Painpoints

- The number of weight loss programs and resources are overwhelming
- Finding the right program that fits Edward's lifestyle and be effective for his goals

BEGINNER

Edward Miller, 37

The Determined Beginner

Has a family with 2 kids and no longer feels like he is in his prime with some health issues coming up

About

Edward is determined to lose weight as it has been affecting his health and his doctor is recommending him to make some healthy lifestyle changes.

As a beginner, he is spending a lot of time researching trying to incorporate these new habits into his everyday life.

Behaviours

- Constantly looking up resources for weight loss, healthy eating and fitness
- Trying weight loss programs
- Wanting to find a workout plan that works for him

Personality

Regumented — Chaotic

Confident — Anxious

Hardworking — Lazy

Motivations

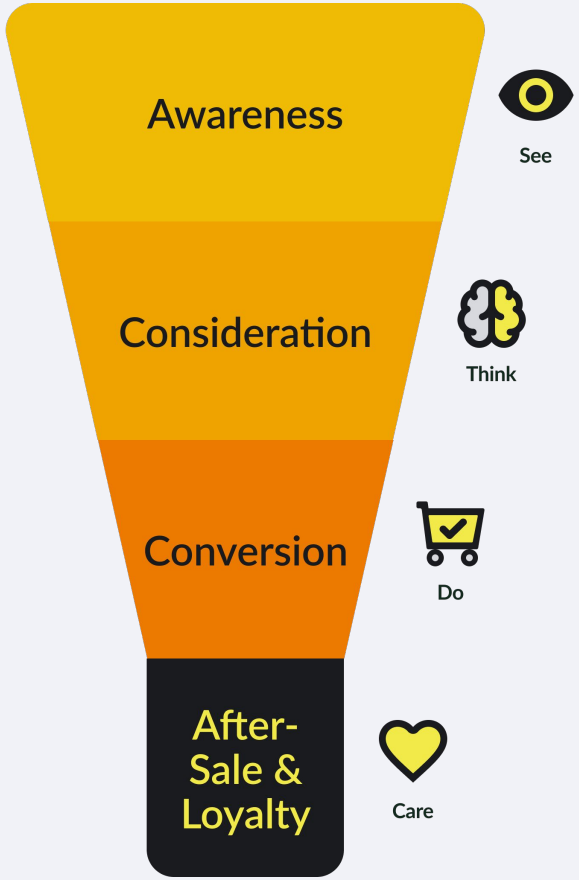
Health

Family

Cost

Key Questions

- What exercises should I do to lose weight?
- What is a easy meal plan that will help me lose weight?
- What foods should I eat for weight loss
- How can I achieve sustainable weight loss?
- How much of a calorie deficit do I need?
- What's a good weight loss diet for me?
- What's a good workout plan that will help me lose weight?



Customer Journey Funnel

Build Your Information Gain Repository

Jumpstart your repository with one of these collaborative tools!

Collaboration tools:	Confluence, Sharepoint, Google Workspace, etc.
Database tools:	Notion, Airtable, etc.
User-research tools:	Dovetail, EnjoyHQ, etc.
Whiteboarding tools:	FigJam, Miro, etc.

Two repositories you should maintain

Reports, Raw Data & Recordings Library

Centralises all research outputs for comprehensive documentation.

Information Gain Insight Database

Focuses on synthesized findings, making insights easily searchable and actionable.

What kind of metrics do artists want?

All Projects Channels Contacts

Relevance | Product | All contributors | Created anytime | Add filter | Reset | Found 32 results

Summary of 32 results across 8 projects

Artists express a desire for more detailed insights into their audience demographics, including age, gender, and location, to refine their marketing strategies and tour planning effectively.[1][3][5]

Feedback indicates that musicians want a deeper understanding of listener behavior, such as track skipping rates and replay frequency.[2][4][5]

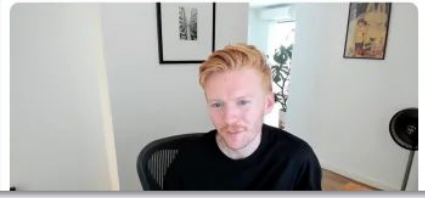
Create insight

Customer interviews

Managers in Music 2024

Managers need more visibility on their artist streams

3 days ago



Product survey | Q3 2024

Participant #12

Feature request 28

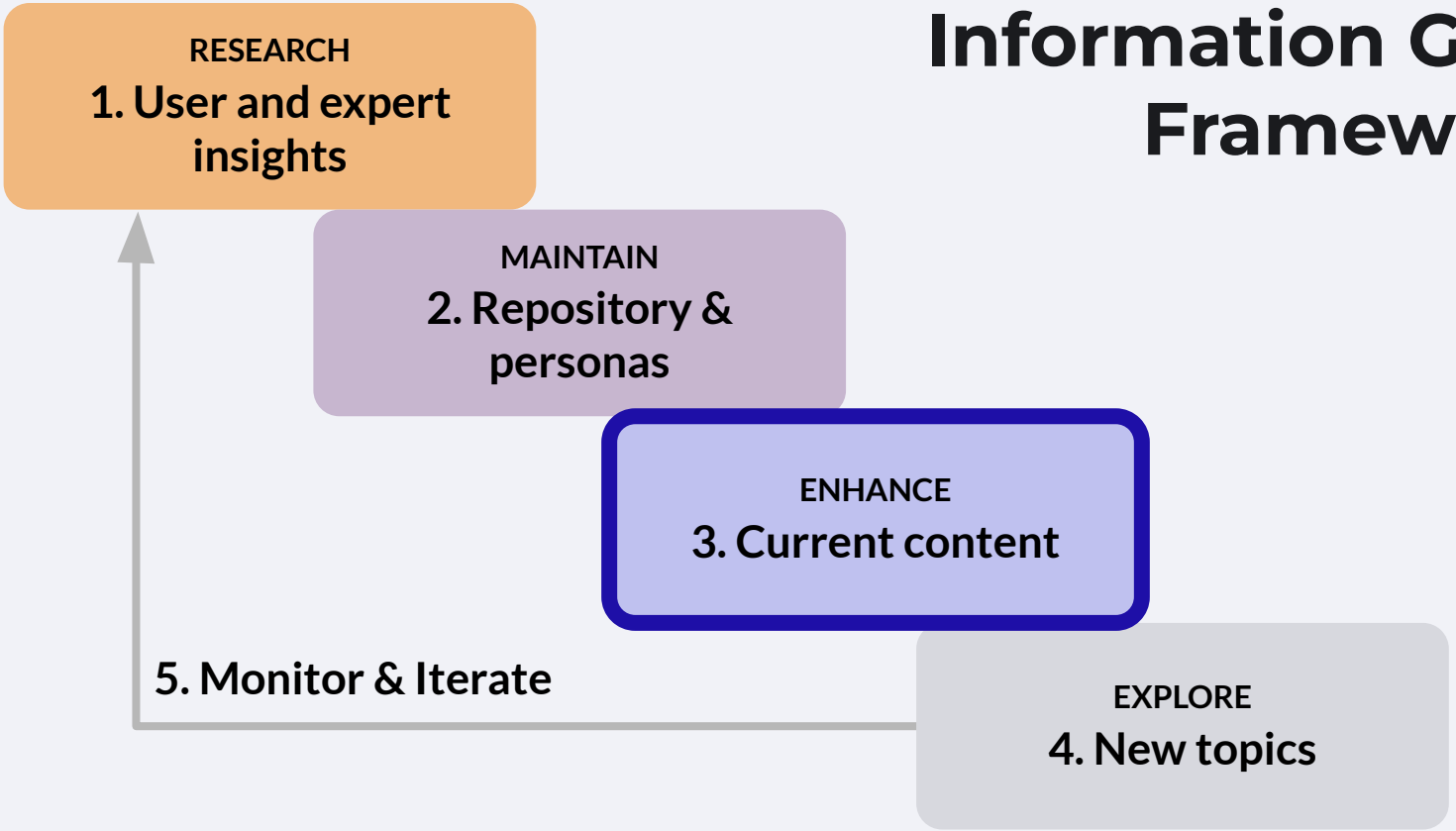
3 days ago

Upcoming Artists 2023

Recommendations for improving accessibility

Source: Dovetail

Information Gain Framework

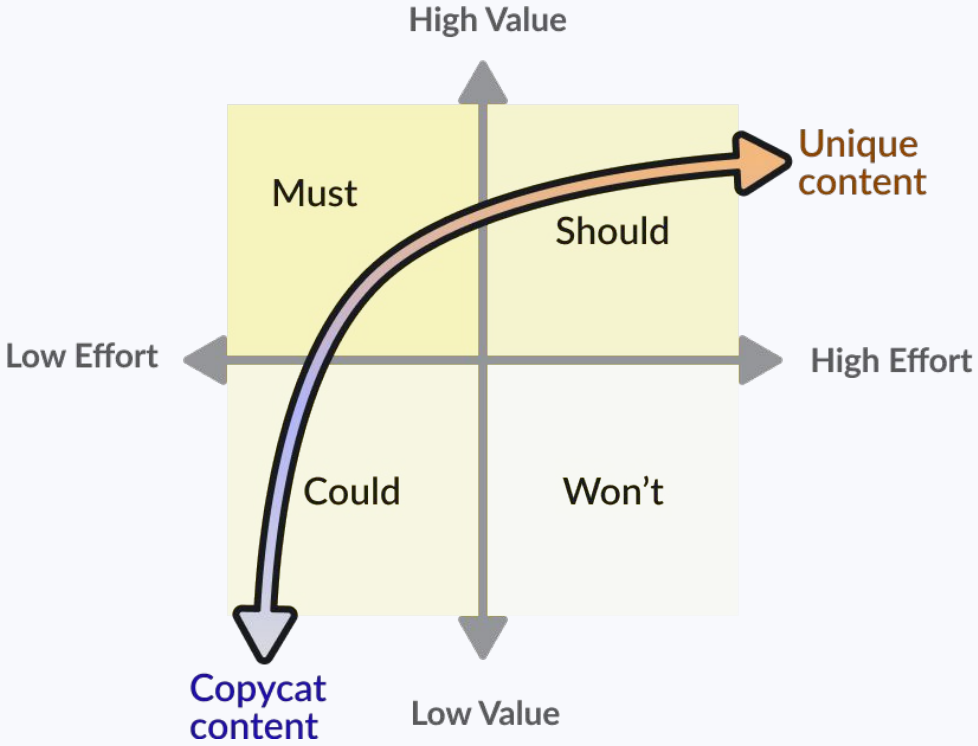


Refresh existing content by adding in information gain

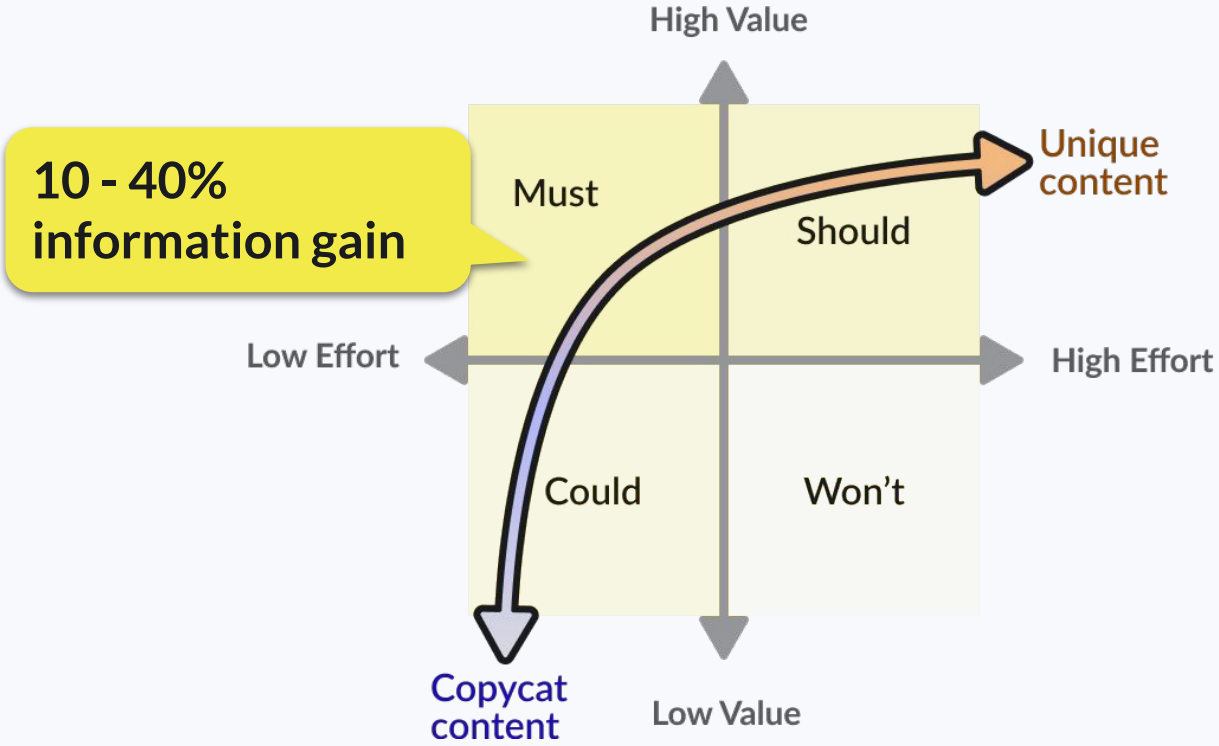
When updating older articles, enhance them with insights from your information repository. This could involve:

- Adding quotes for credibility
- Incorporating real-life examples
- Embedding relevant video clips
- Referencing customer research data

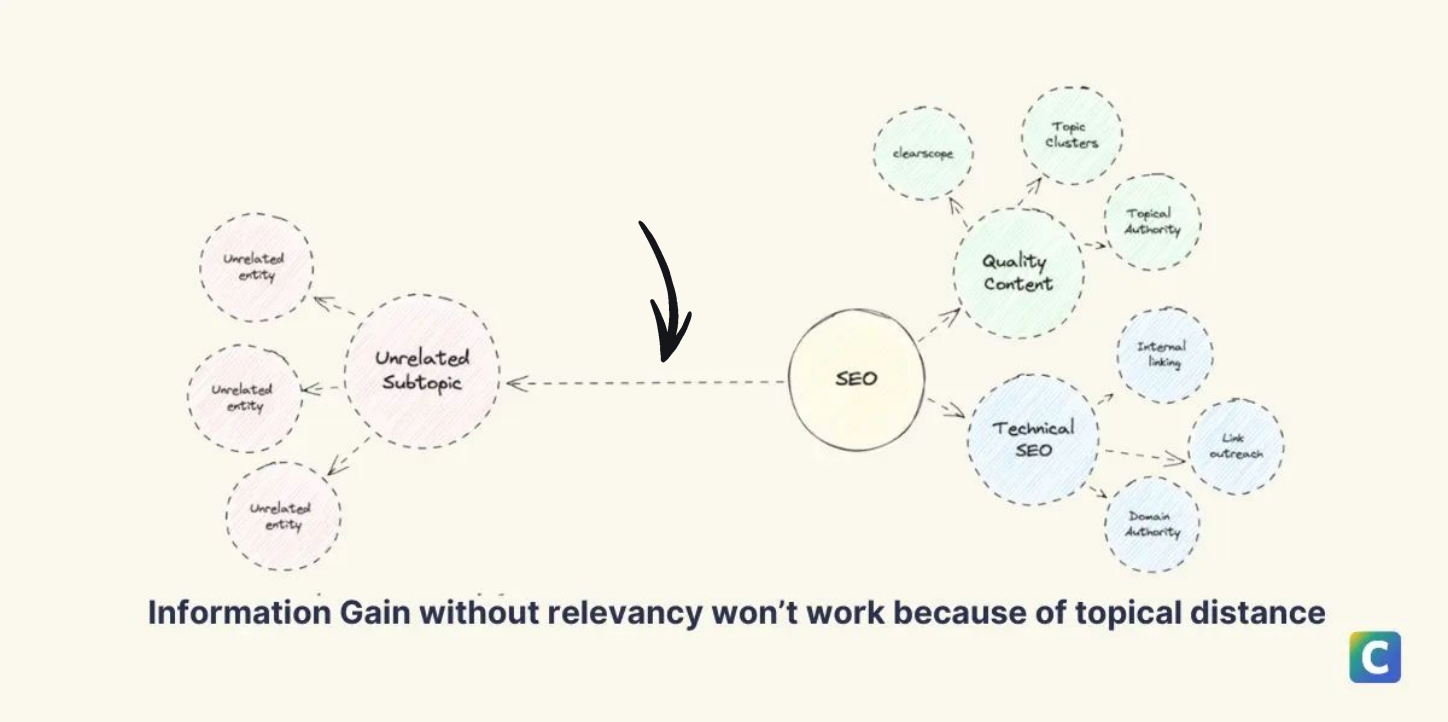
Balance your content



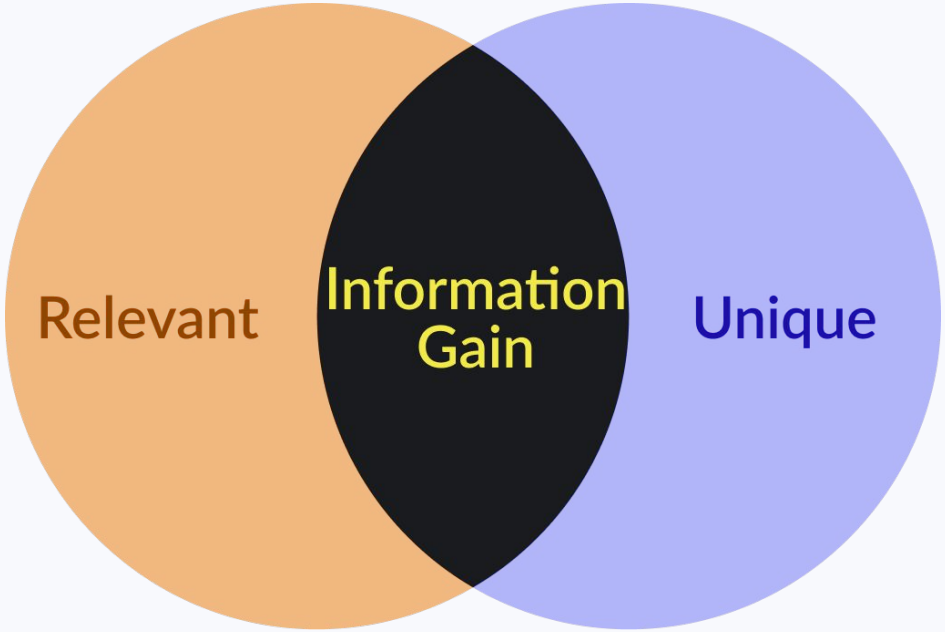
Balance your content



Information gain must be relevant

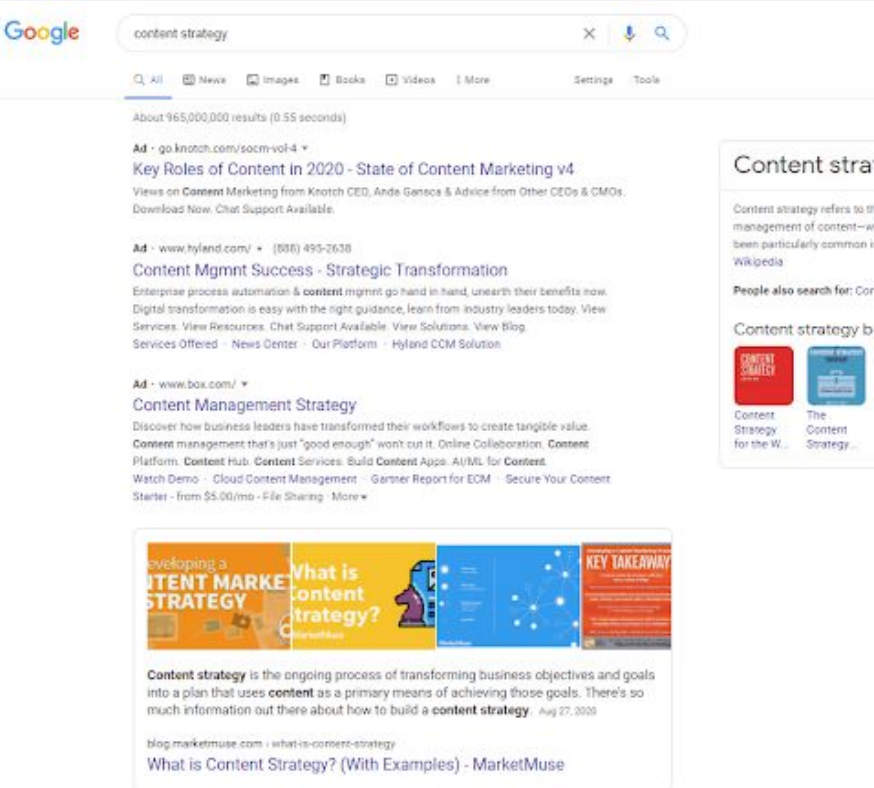


Blending unique, insightful information with relevance to user search intent

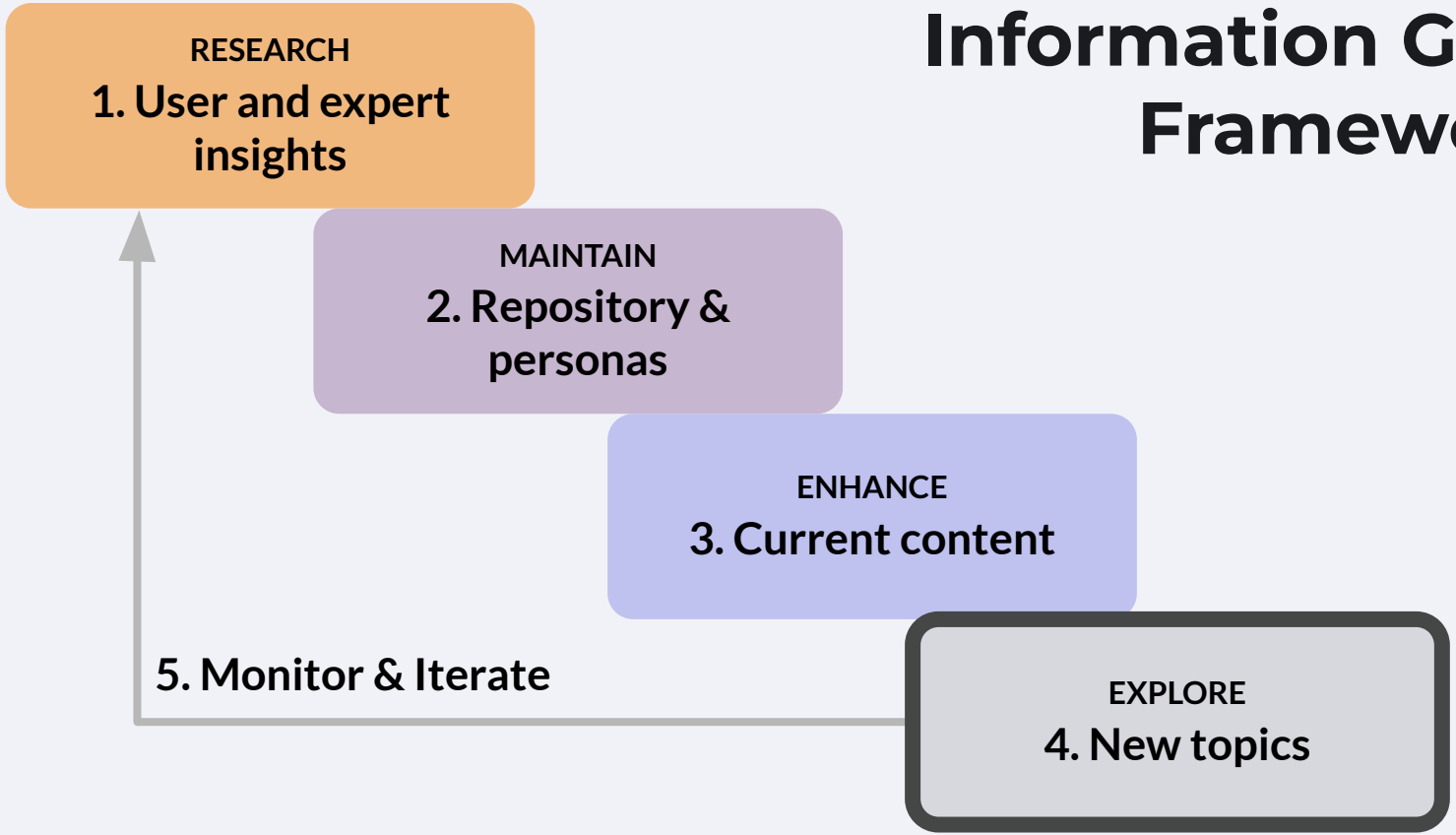


Understand “must-have” related topics about a core topic

Target related topics that aren't being covered by your competitors



Information Gain Framework

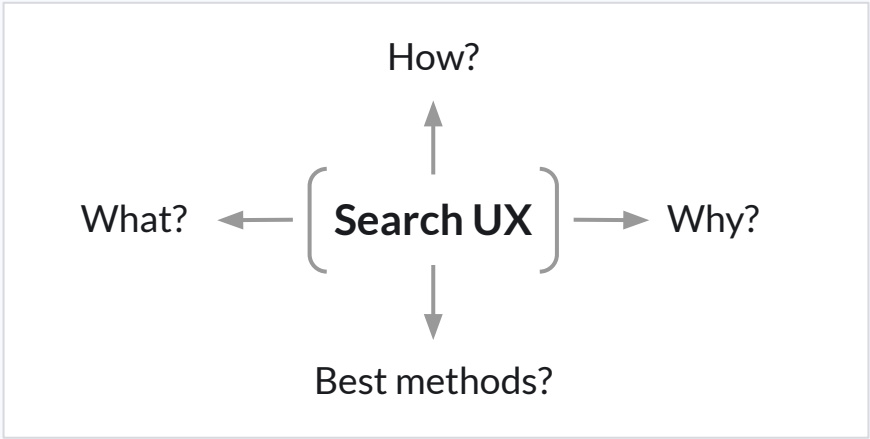


Topic Pillar Clusters

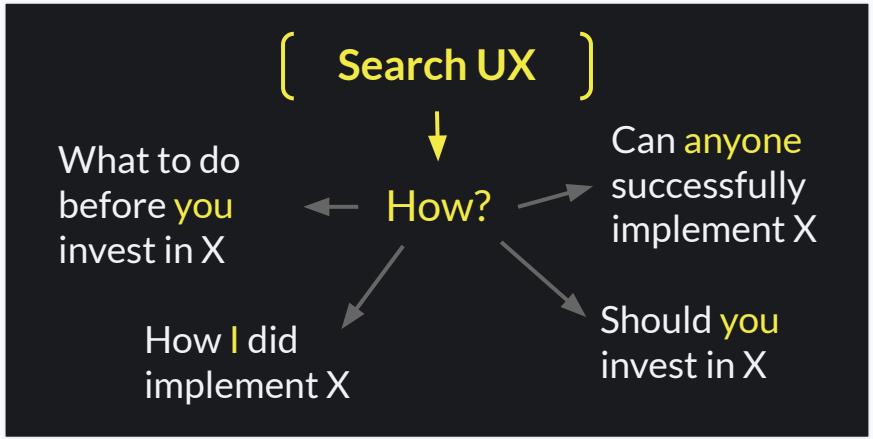
→

Funnel Driven Topics

Topic Pillar Clusters



Funnel Driven Topics



Source: Bernard Huang, Clearscope

Traditional

<title> Search UX **best practices**

<h2> **What is** search UX?

<h2> **5 common** search UX best practices

<h3> 1. Search box design and placement

<h3> 2. Facet and filter options

Funnel Driven

<title>What **I learned** about search UX best practices (and how you can apply them too)

<h2> **My initial** struggles with search UX

<h2> The changes **I made** and why

<h2> What **worked for me** and **what I would** do differently

11_6_2024-heatmap-search ux best pr...
Spreadsheet

Read first row of the CSV, find and read all the article links within the first row. Next read the rest of the CSV for "search ux best practices", it shows a heatmap of each competitor and how often they have mentioned related terms to the topic. The higher the number, the more the related terms have been mentioned in that url/competitor article.

Based on what you read in this niche, create a detailed content plan (that targets information gaps) with article suggestions for each stage of the sales funnel: Top of Funnel (TOFU), Middle of Funnel (MOFU), and Bottom of Funnel (BOFU). Overall, about half of the topics needs to be focusing on first-hand experiences and the other half on expert perspectives to provide relevant and original content. All topics should be in either first or second person. Ensure each funnel segment has at least three topic ideas designed to engage readers through the awareness, consideration, and decision stages.

Define the target personas for this niche outlining characteristics such as demographics, interests, pain points, and motivations. Ensure the personas are given a human name and an exact age and occupation. List this section out as a Target Persona section. Next, tailor the article topics and associated media formats to resonate specifically with these personas. For each article, suggest focus of the article, reference

Content Plan for Sales Funnel Stages

Target Personas

1. **Name:** Sarah Tan
   - **Age:** 34
   - **Occupation:** E-commerce Manager
   - **Demographics:** Based in a large metropolitan area, interested in technology and digital marketing
   - **Pain Points:** Struggles with optimizing search experience for improved conversion rates
   - **Motivations:** Aims to enhance user experience on her company's website to increase sales and engagement
2. **Name:** Jake Peters
   - **Age:** 29
   - **Occupation:** UX Designer
   - **Demographics:** Tech-savvy, early adopter, always looking for innovative solutions
   - **Pain Points:** Finds it challenging to keep up with emerging UX best practices and design guidelines
   - **Motivations:** Wants to stay competitive and deliver cutting-edge experiences that satisfy users

Article Suggestions for Each Sales Funnel Stage

Top of Funnel (TOFU): Awareness

1. **Topic:** "How to Identify and Solve Common Search UX Issues on E-commerce Sites"
   - **Focus:** Identify and resolve prevalent search UX problems; based on first-hand experiences
   - **Resonates With:** Sarah Tan
   - **Content Gaps Addressed:** Few articles provide practical examples of real-world issues
   - **Must-Have Content:** Example scenarios, quick tips for immediate improvement
   - **Media Formats:** Infographics summarizing problems and solutions, short video case studies
2. **Topic:** "The Ultimate Guide to Understanding Your Users' Search Behavior"
   - **Focus:** Educate on user search behavior insights; expert perspective
   - **Resonates With:** Both Sarah and Jake
   - **Content Gaps Addressed:** Limited comprehensive guides on behavior analytics
   - **Must-Have Content:** Data-driven insights, common behavioral patterns
   - **Media Formats:** Interactive quiz for assessing current knowledge, downloadable PDF summary
3. **Topic:** "Top UX Trends in 2024: What They Mean for On-Site Search"
   - **Focus:** Overview of 2024 UX trends; expert perspective
   - **Resonates With:** Jake Peters
   - **Content Gaps Addressed:** Few resources on emerging trends' impact on search UX
   - **Must-Have Content:** Industry insights, practical applications

Interview Test Plan

Introductory Questions

1. What led you to explore better search experiences for your platform?
2. Can you describe a recent experience where you felt your search functionality was lacking?
3. How do you currently gather user feedback on your search experience?

Intermediate Questions

1. What specific challenges have you faced in improving your site's search functionality?
2. How do you measure the success of search changes or optimizations?
3. What strategies have you tried for personalization or customization in search UX?

Advanced Questions

1. Can you share any data or insights on how your users interact with search features?
2. What resources or tools have you found helpful for keeping up with UX best practices?
3. What key features would make a search solution ideal for your team?

Subject Matter Expert (SME) Interview Questions

Types of SMEs:

1. UX Researchers
2. Data Analysts specializing in user behavior

Mad Hatter's Prompt

Read first row of the CSV, find and read all the article links within the first row. Next read the rest of the CSV for **"search ux best practices"**, it shows a heatmap of each competitor and how often they have mentioned related terms to the topic. The higher the number, the more the related terms have been mentioned in that url/competitor article.

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Next, develop a full interview test plan aimed at understanding these target personas, beginning with broad, open-ended questions to explore their general experiences and challenges, then moving toward more specific, niche questions. Please include the introductory, intermediate and advanced questions in the general interview structure and include at least 3 questions per section. Note that these interview plans are designed to help me identify content gaps and gather information that would add value to the suggested articles. Outline relevant minimum 4 types of subject matter experts (SMEs) in the field and provide at least 3 specific, open-ended questions per SME that would elicit valuable insights, helping to uncover fresh, nuanced perspectives for this topic.

Ensure all interview questions are crafted in accordance with UX best practices, emphasizing non-leading, open-ended phrasing to promote honest, unbiased responses that can guide content creation and highlight areas for deeper exploration.

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Full Funnel Content plan

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Defining personas and article focuses

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Interview questions for gathering information gain insights

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Information gain inventory inspiration

Data-Driven Insights

- Original research
- Surveys
- CSAT
- Data visualizations
- Trend analysis
- Predictive modeling

Expert Knowledge

- Industry roundups
- Expert quotes & interviews
- Thought leadership
- Case studies
- Webinars
- Insider tips

Visual Elements

- Custom images
- Graphics & animations
- Infographics
- Screenshots
- Explanatory videos
- Before-and-afters
- Flowcharts

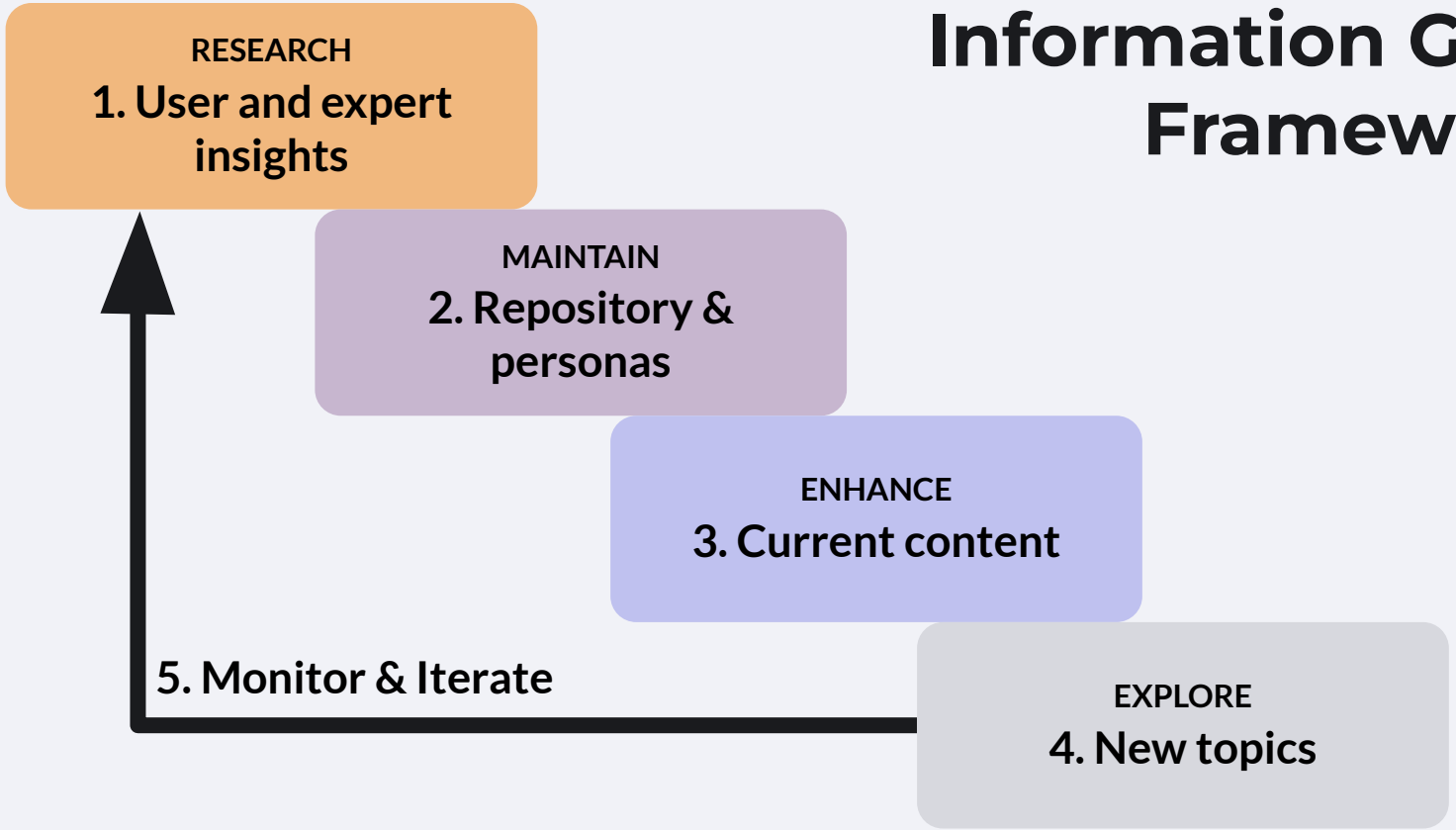
Interactive Features

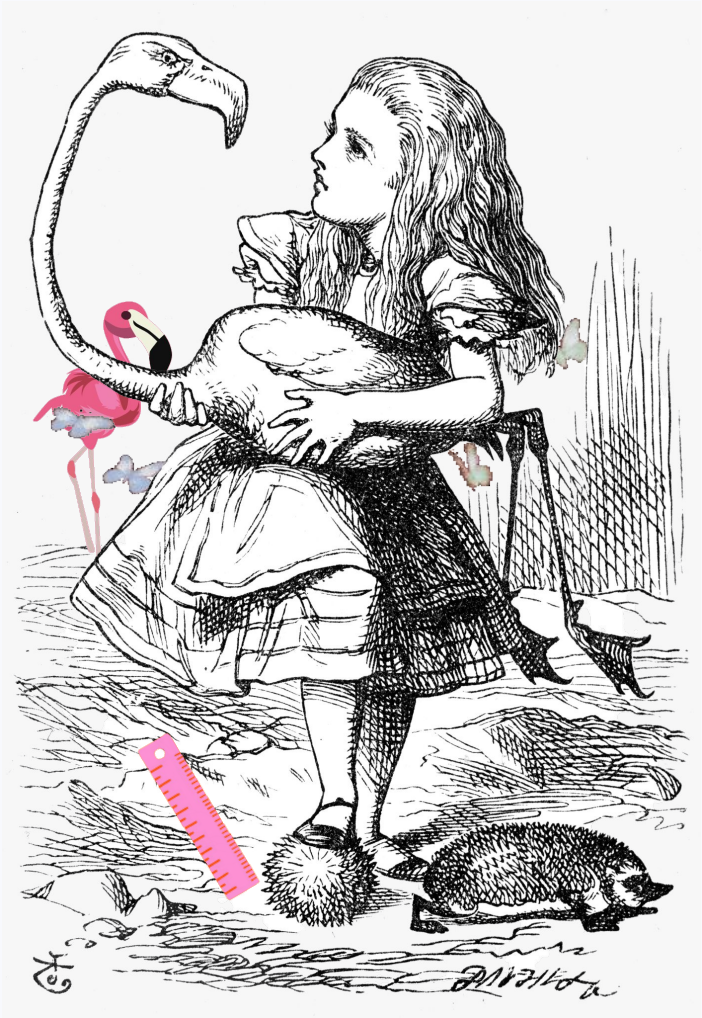
- Calculators
- Tools
- Quizzes
- Templates
- Worksheets
- Polls
- Forums

Tools

- Checklists
- Worksheets
- Repositories
- Templates
- Scripts or formulas
- Resource lists

Information Gain Framework





Information Gain Metrics

- Track engagement metrics like time on page, scroll depth, heatmap behaviour, bounce rate and shares and comments.
- Measure content effectiveness to conversions through form starts, form submissions, phone calls, newsletter sign-ups
- Measure SEO performance through ranking changes, traffic changes, backlink growth and CTR
- Gather user feedback through surveys, interviews, reviews and comments.
- Monitor social media mentions and engagement, brand searches and sentiment analysis of reviews and comments

Build a multidisciplinary team

To beat the competition, you need a skilled team (and leverage generative AI for speed)

SEO Specialist

To optimise for users and search engines (and LLMs)

Writer/Editor

To craft compelling narratives that resonate with the audience

Subject Matter Expert

To provide informed insights and navigate regulatory environments

UX/UI Designer

To conduct user research and produce compelling experiences

Regularly check in with your competitors' content standards

The required effort is relative to your competition.

Make information gain part of your content briefs

Plan for it: Incorporate information gain into your initial content strategy.

Brief for it: Include a dedicated section in every content brief.

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Brief for it: Include a dedicated section in every content brief.

Benefit from it:

- Improved idea generation
- Early identification of potential challenges
- Team alignment on unique value proposition

Test, monitor and iterate

Holistic Testing Approach

Test your information gain content across a variety of platforms, formats and perspectives to see what truly resonates and gets the most engagement.

Multi-Platform Experimentation

From social media to email newsletters, from blog posts to videos, experiment with different platforms to see where each type of information gain content performs best.

Audience Segmentation

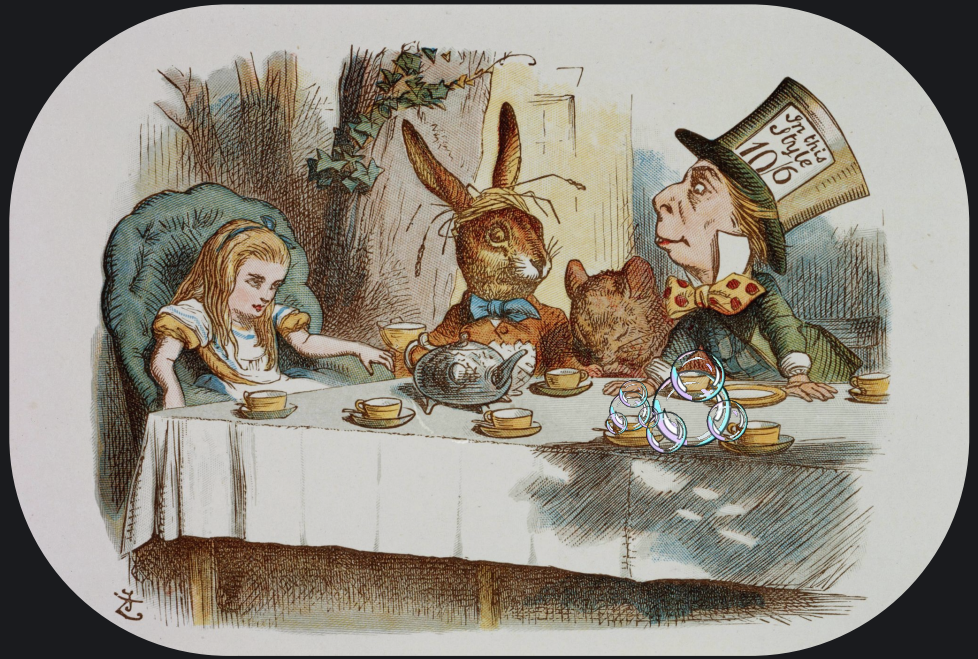
Segment your audience and test different types of information gain content to see what resonates with each group.

Ongoing Research

Information Gain is a continuous process. Regularly update your research and content to maintain relevance and authority.

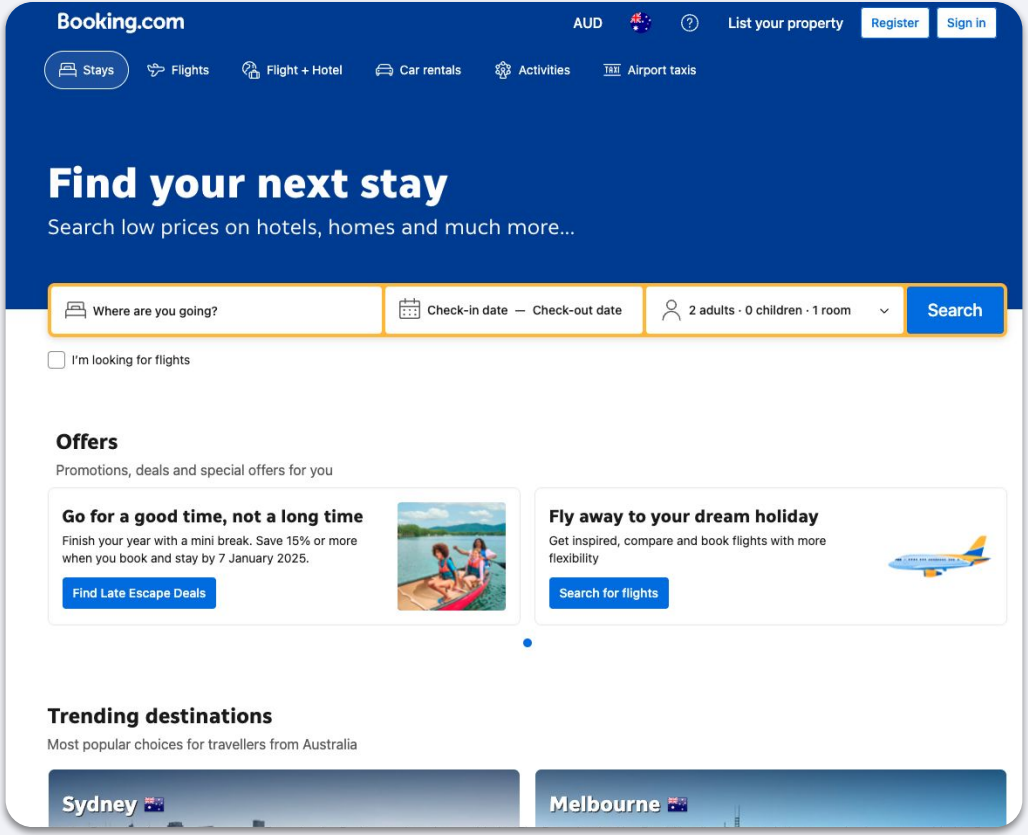
Information Gain Optimisation Strategies

1. Content
2. UX/UI

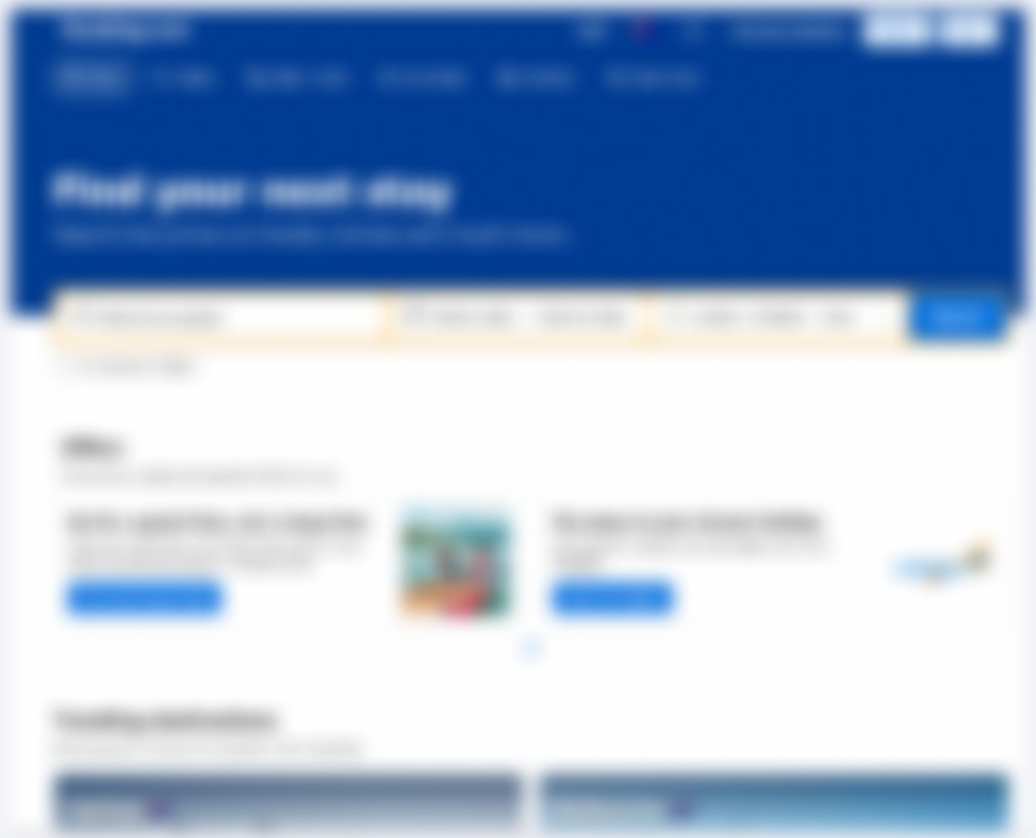


Design for Information Gain

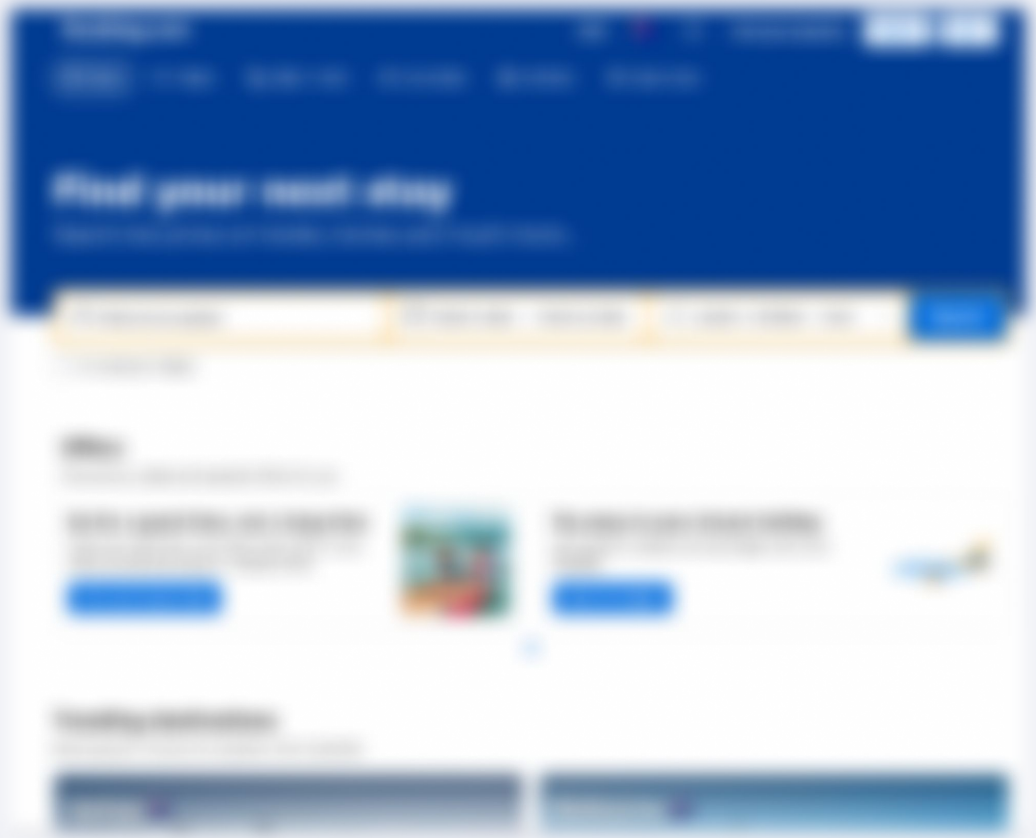
Use visual hierarchy to guide users



Use the squint test



Can you still see the visual hierarchy?



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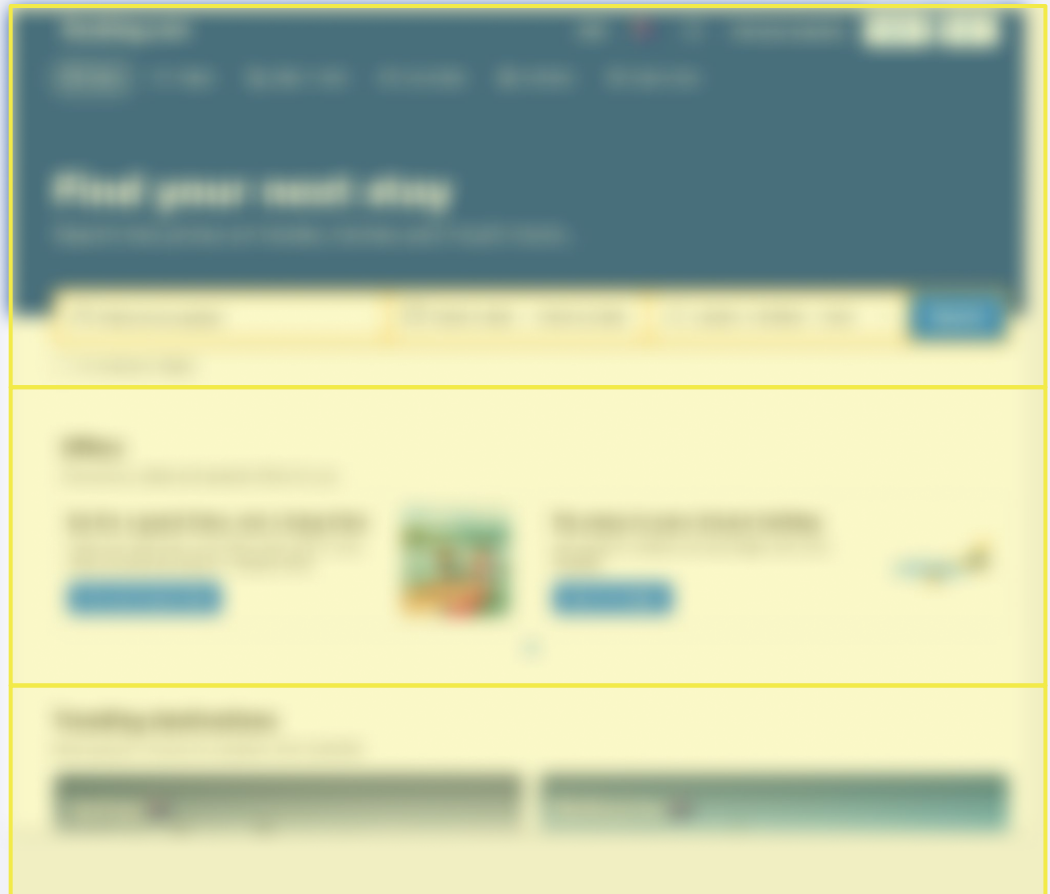

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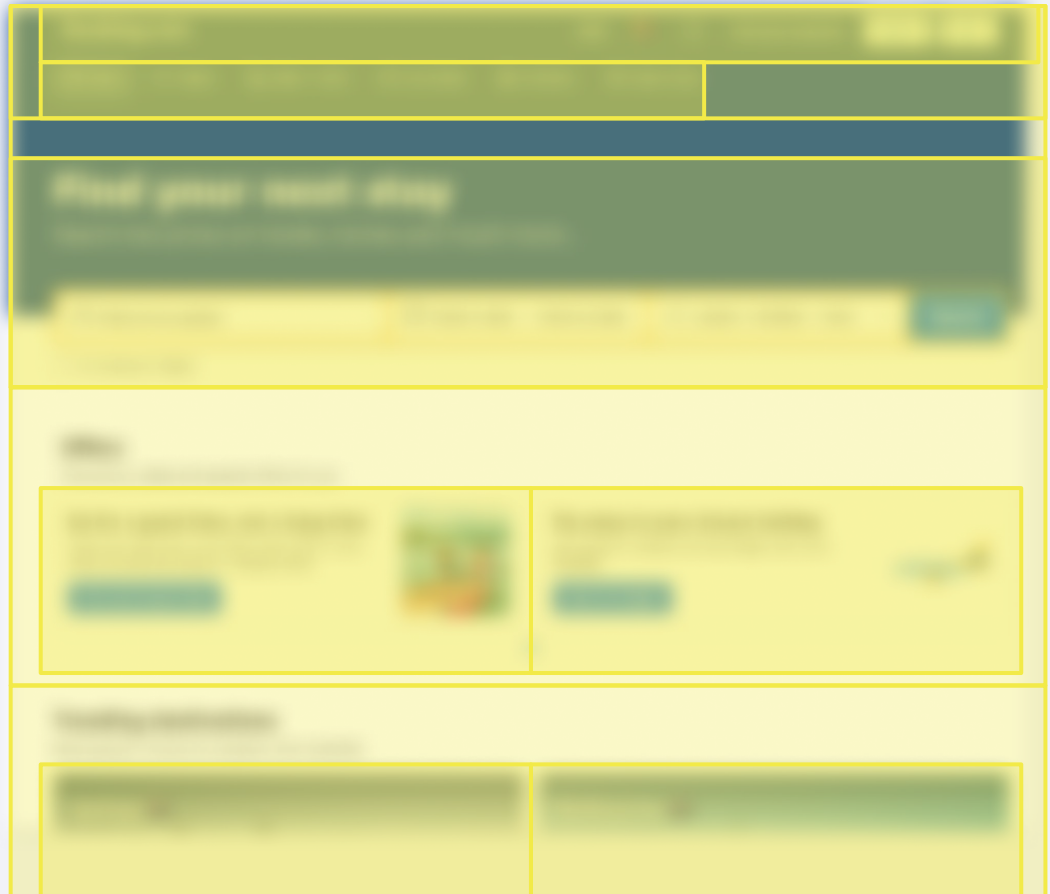

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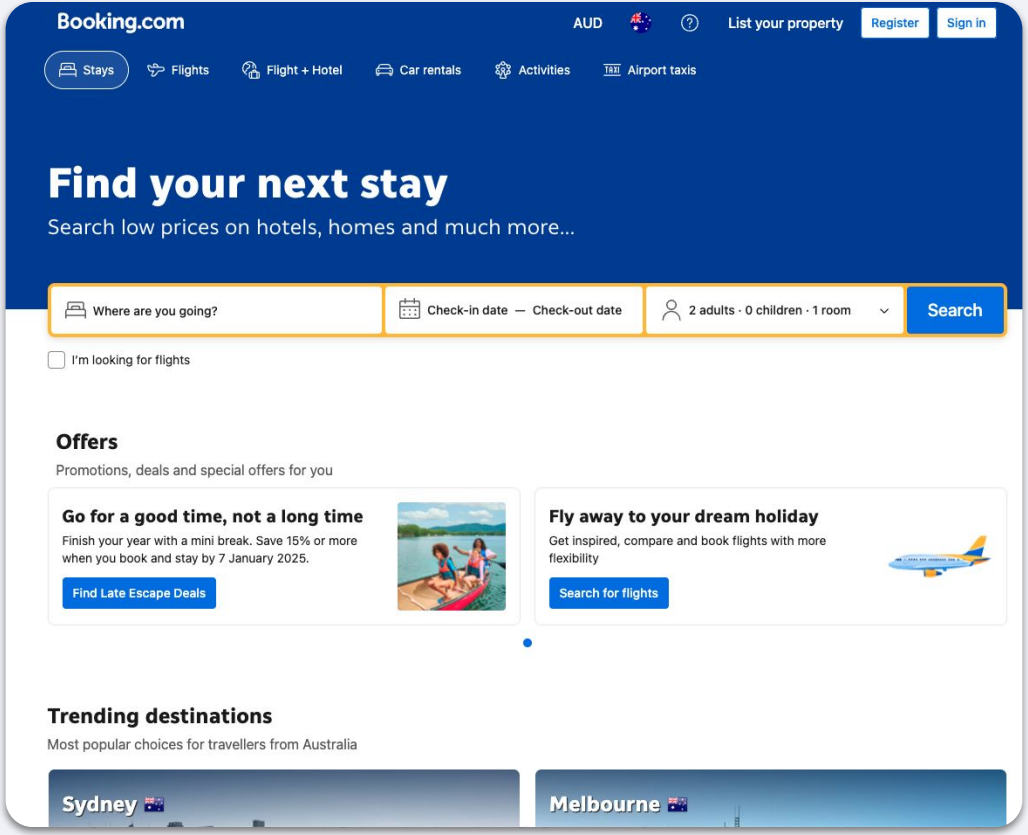
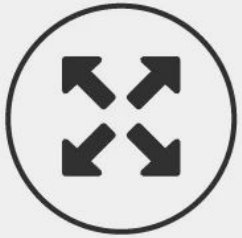


Visual Design Principles



Size

Color

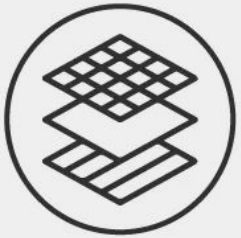
Contrast

Alignment

Repetition

Proximity

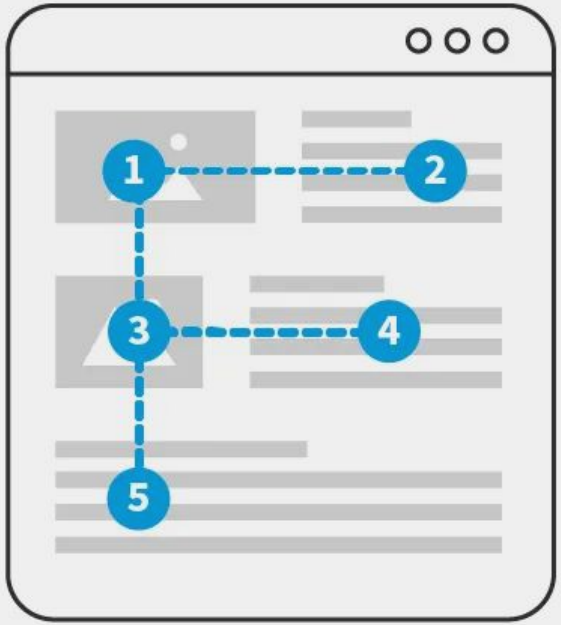
Whitespace



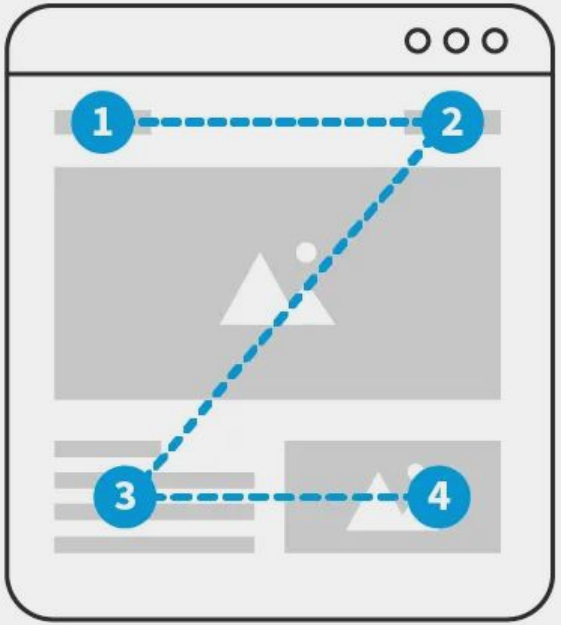
Texture and Style

Interaction Design Foundation
interaction-design.org

F-Pattern



Z-Pattern



Interaction Design Foundation
interaction-design.org

Left-to-right reading cultures only

Information architecture

Card Sorting

Involve users in a card sorting exercise to understand their mental models.

User Testing

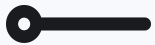
Thoroughly test your IA before finalizing it to identify and address potential usability issues.

Cognitive Load

Limit options at each level to no more than 7 to avoid overwhelming users.

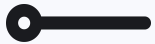
Deep Hierarchies

For hierarchies with more than 4 levels, consider implementing filtering and sorting mechanisms to enhance user experience.



Card sorting with GPT

Please card sort the following topics into logical groups, considering the perspective of a **[target persona]**. The goal is to create a hierarchical information architecture that is intuitive and easy to navigate.
[topics]

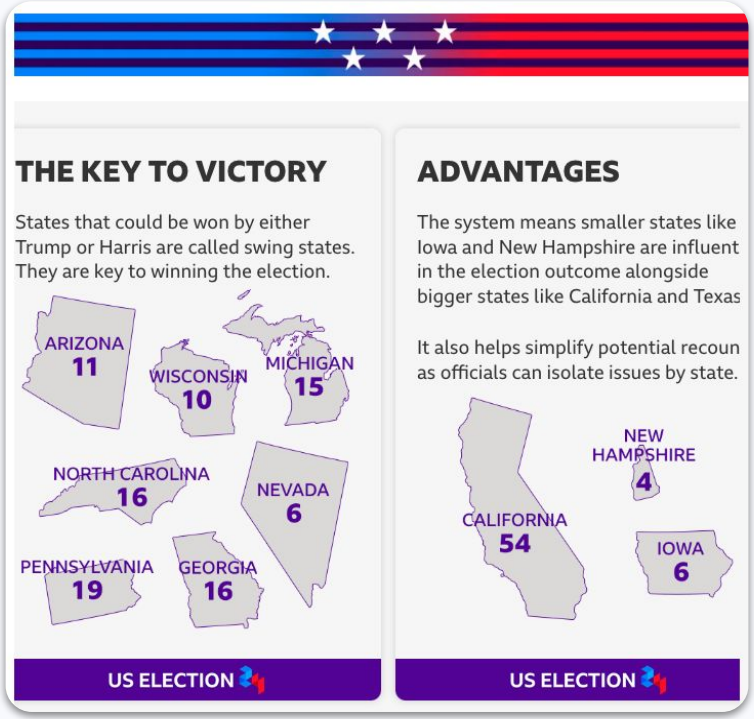


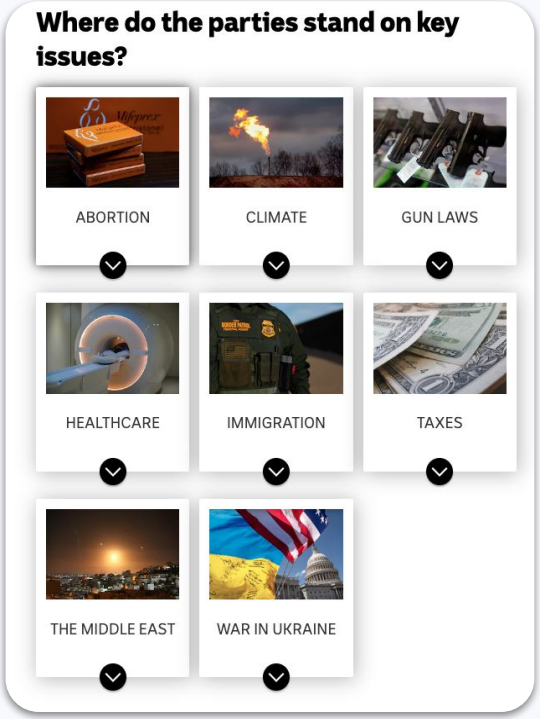
Card sorting with GPT

Persona optional

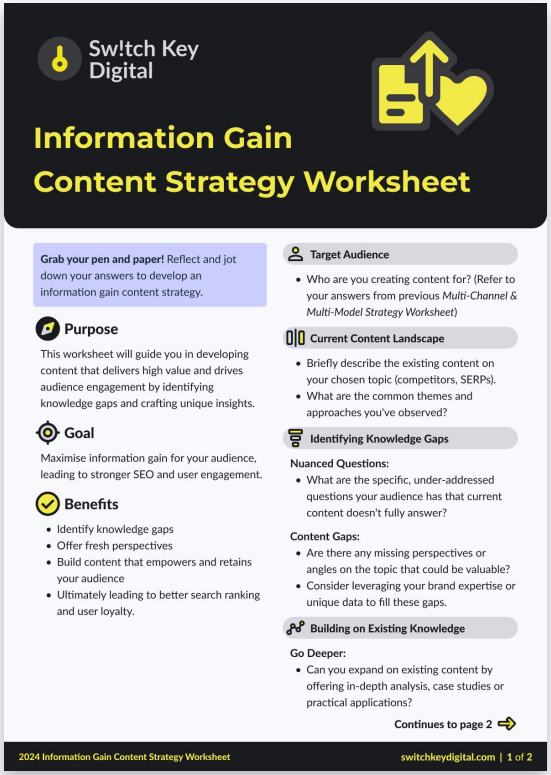
Please card sort the following topics into logical groups, considering the perspective of a **[target persona]**. The goal is to create a hierarchical information architecture that is intuitive and easy to navigate.
[topics]

Design your content, including other modals





Free resource available!



Sw!tch Key Digital

Information Gain Content Strategy Worksheet

Grab your pen and paper! Reflect and jot down your answers to develop an information gain content strategy.

Purpose

This worksheet will guide you in developing content that delivers high value and drives audience engagement by identifying knowledge gaps and crafting unique insights.

Goal

Maximise information gain for your audience, leading to stronger SEO and user engagement.

Benefits

- Identify knowledge gaps
- Offer fresh perspectives
- Build content that empowers and retains your audience
- Ultimately leading to better search ranking and user loyalty.

Target Audience

- Who are you creating content for? (Refer to your answers from previous *Multi-Channel & Multi-Model Strategy Worksheet*)

Current Content Landscape

- Briefly describe the existing content on your chosen topic (competitors, SERPs).
- What are the common themes and approaches you've observed?

Identifying Knowledge Gaps

Nuanced Questions:

- What are the specific, under-addressed questions your audience has that current content doesn't fully answer?

Content Gaps:

- Are there any missing perspectives or angles on the topic that could be valuable?
- Consider leveraging your brand expertise or unique data to fill these gaps.

Building on Existing Knowledge

Go Deeper:

- Can you expand on existing content by offering in-depth analysis, case studies or practical applications?

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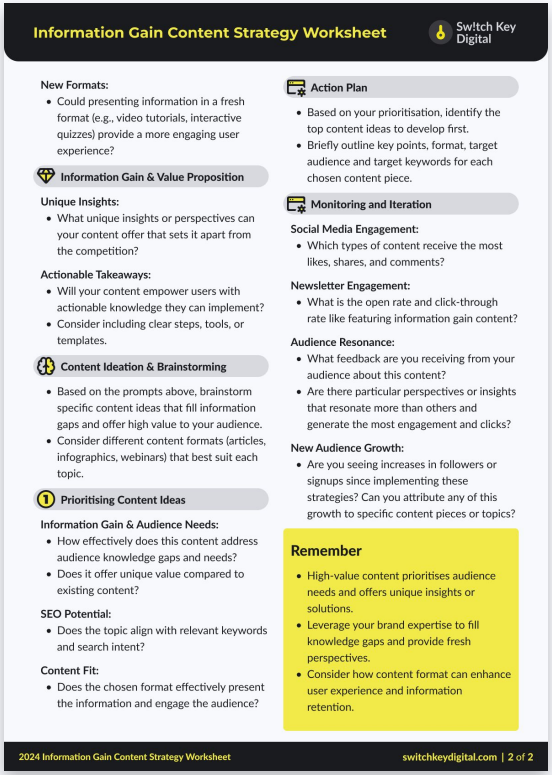


New Formats:

- Could presenting information in a fresh format (e.g., video tutorials, interactive quizzes) provide a more engaging user experience?

Information Gain & Value Proposition

Unique Insights:

- What unique insights or perspectives can your content offer that sets it apart from the competition?

Actionable Takeaways:

- Will your content empower users with actionable knowledge they can implement?
- Consider including clear steps, tools, or templates.

Content Ideation & Brainstorming

- Based on the prompts above, brainstorm specific content ideas that fill information gaps and offer high value to your audience.
- Consider different content formats (articles, infographics, webinars) that best suit each topic.

Prioritising Content Ideas

Information Gain & Audience Needs:

- How effectively does this content address audience knowledge gaps and needs?
- Does it offer unique value compared to existing content?

SEO Potential:

- Does the topic align with relevant keywords and search intent?

Content Fit:

- Does the chosen format effectively present the information and engage the audience?

Action Plan

- Based on your prioritisation, identify the top content ideas to develop first.
- Briefly outline key points, format, target audience and target keywords for each chosen content piece.

Monitoring and Iteration

Social Media Engagement:

- Which types of content receive the most likes, shares, and comments?

Newsletter Engagement:

- What is the open rate and click-through rate like featuring information gain content?

Audience Resonance:

- What feedback are you receiving from your audience about this content?
- Are there particular perspectives or insights that resonate more than others and generate the most engagement and clicks?

New Audience Growth:

- Are you seeing increases in followers or signups since implementing these strategies? Can you attribute any of this growth to specific content pieces or topics?

Remember

- High-value content prioritises audience needs and offers unique insights or solutions.
- Leverage your brand expertise to fill knowledge gaps and provide fresh perspectives.
- Consider how content format can enhance user experience and information retention.

Key Takeaways

Information Gain SEO:
A Win-Win for Your Brand

IMPROVE

Google Search Visibility

- Attract organic backlinks
- Signal authority and relevance to Google
- Drive higher engagement from searchers

OPTIMISE

Generative AI

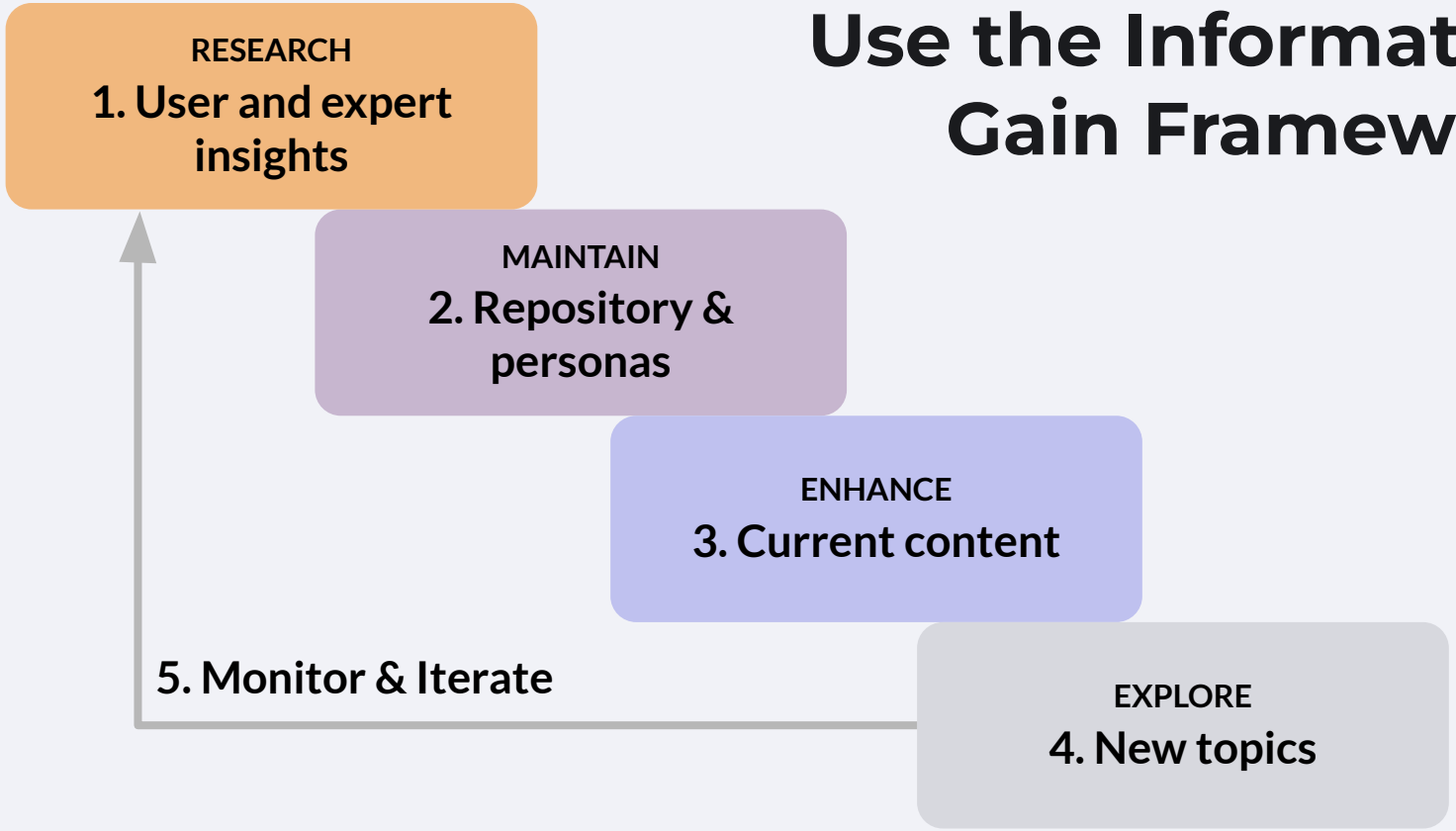
- Minimize copycat content to improve generative visibility
- Build Knowledge Graph authority

CONNECT

Your Target Audience

- Foster brand trust and reputation
- Stand out from the rest with unique insights
- Valuable content = Valuable brand

Use the Information Gain Framework



Build your repositories!

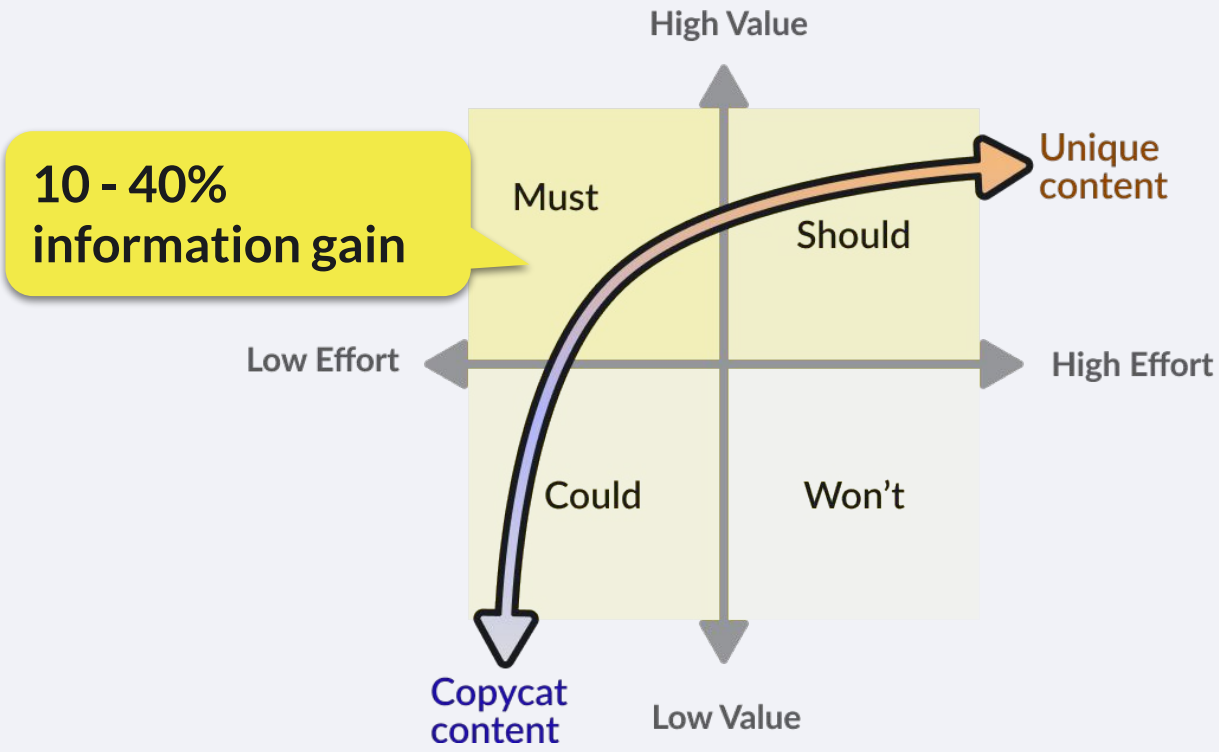
Reports, Raw Data & Recordings Library

Centralises all research outputs for comprehensive documentation.

Information Gain Insight Database

Focuses on synthesized findings, making insights easily searchable and actionable.

Balance your content



Test, monitor and iterate

Holistic Testing Approach

Test your information gain content across a variety of platforms, formats and perspectives to see what truly resonates and gets the most engagement.

Multi-Platform Experimentation

From social media to email newsletters, from blog posts to videos, experiment with different platforms to see where each type of information gain content performs best.

Audience Segmentation

Segment your audience and test different types of information gain content to see what resonates with each group.

Ongoing Research

Information Gain is a continuous process. Regularly update your research and content to maintain relevance and authority.

Guide and engage users

Visual Hierarchy

Use sections, patterns and visual cues to create a clear path.

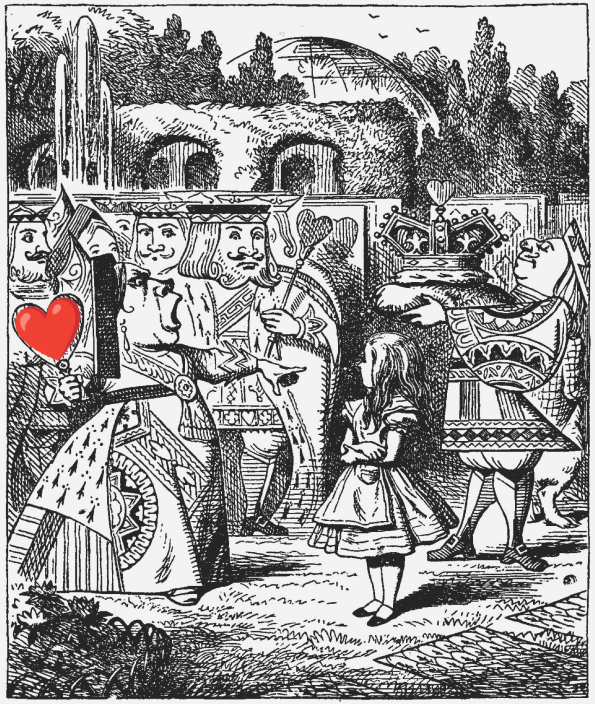
Information Architecture

Organize content logically so users can easily navigate and find what they're looking for.

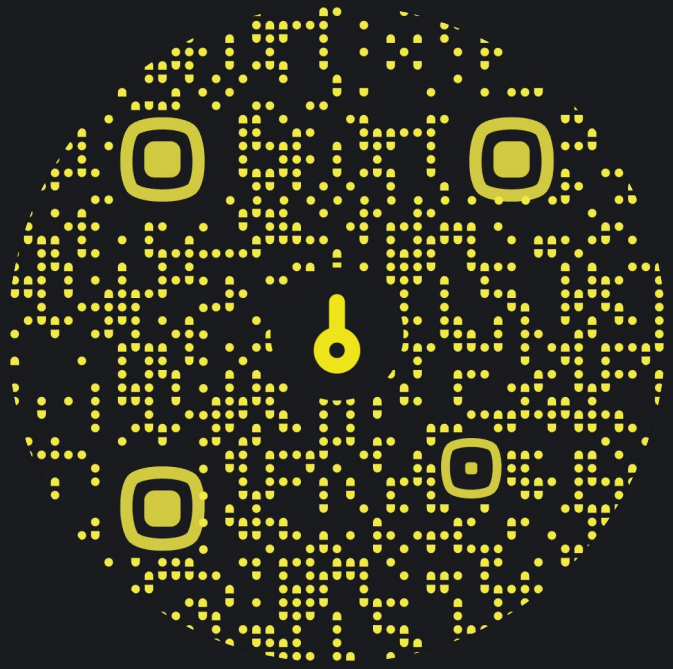
Multi-Modal

Include other modals into your content to improve user engagement and content shareability.

Awaken the full potential of information gain



Off with the Head of Boring Content!



Long Live Information Gain!