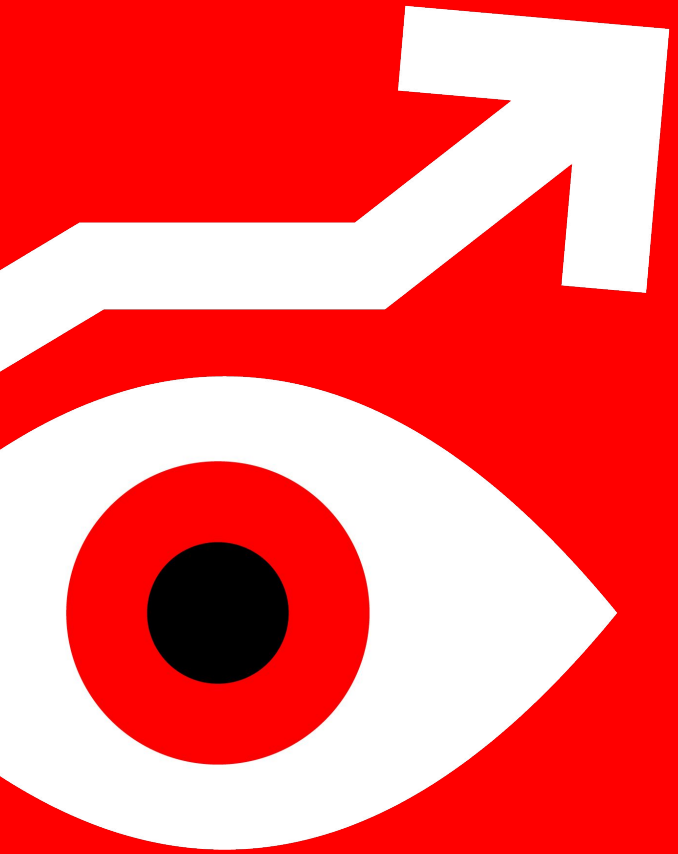


CHIANG MAI SEO CONFERENCE 2024

November 21st, 2024

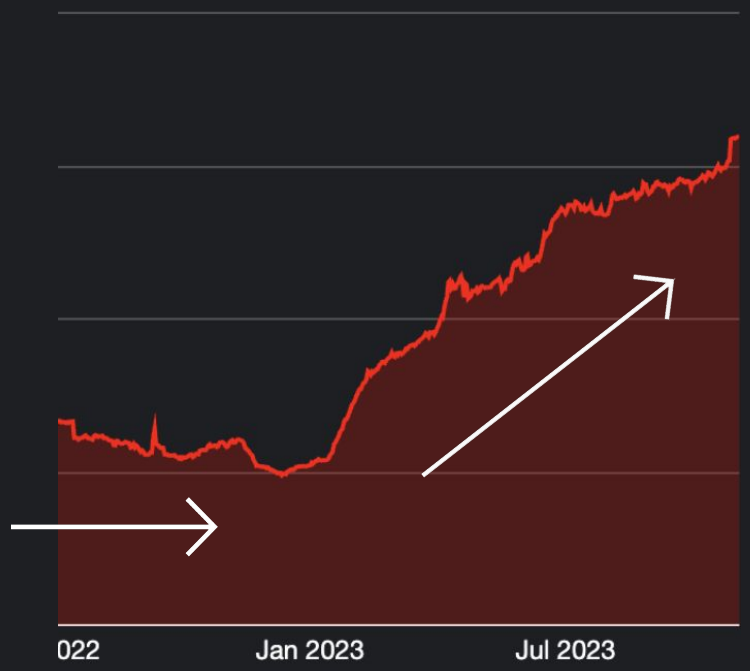
Data-Driven Lessons From 12+ Years of Content-Led SEO

Ross Hudgens, Founder/CEO

siegemedia

We've been doing content marketing at Siege Media for over 12 years.

STASH
INTUIT
Quicken Loans
zendesk
asana
HubSpot
INTUIT mint
INTUIT turbotax
INTUIT quickbooks
VARONIS
zapier
Clearbit
hippo
Lemonade
homebuyer
INTUIT quickbooks
norton
Y Combinator
THE zebra
Capital One
Lexington Law
DRATA
sinch
nextiva
airbnb
Shutterfly
instacart
kraken
Casper
audible an amazon company
WILLIAMS SONOMA CALIFORNIA
servicenow
zoom
TransUnion
Tripadvisor
Angi
healthline
SpareFoot
KURU
Newsweek
norton
INTUIT turbotax
adidas
neighborly
purple
Skyscanner

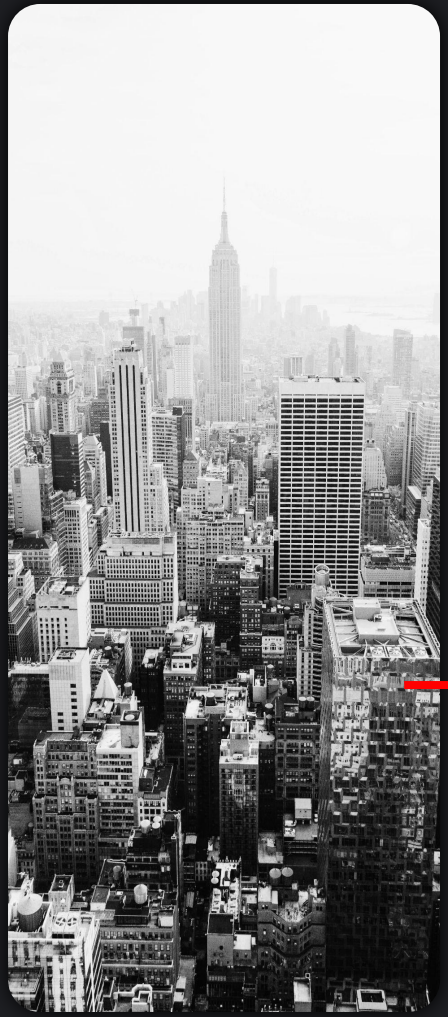


Over the years, we've learned a few lessons (the hard way) about what makes successful marketing.

I'd love to share those insights... **so you don't need to experience the same problems.**

Contents

- Content Strategy Lessons
- Keyword Research Lessons
- Content Creation Lessons
- Content Distribution Lessons

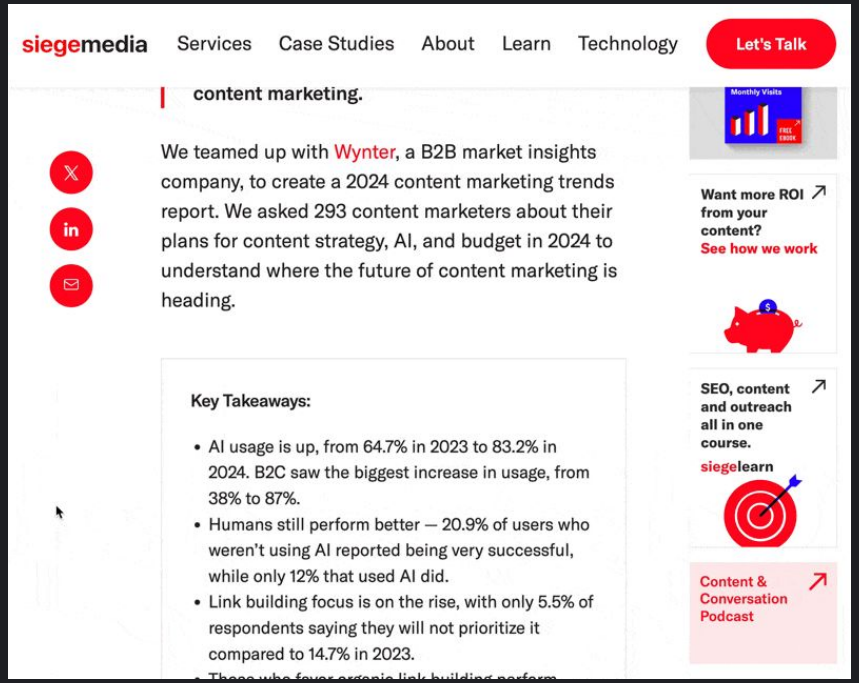


1.

Content Strategy Lessons

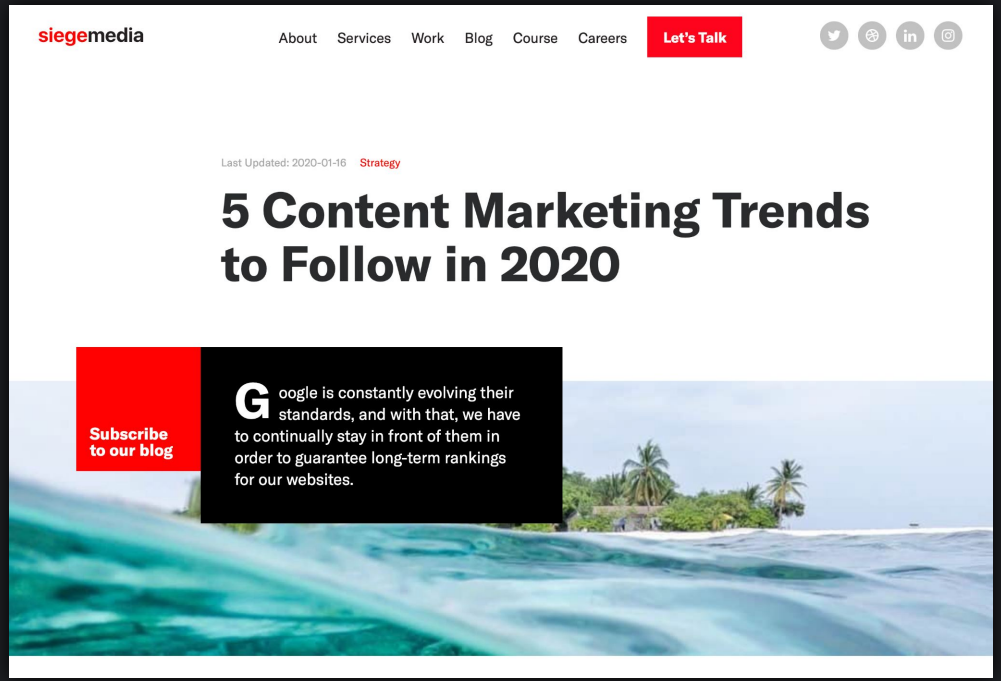
User Experience & Internal Linking

sm



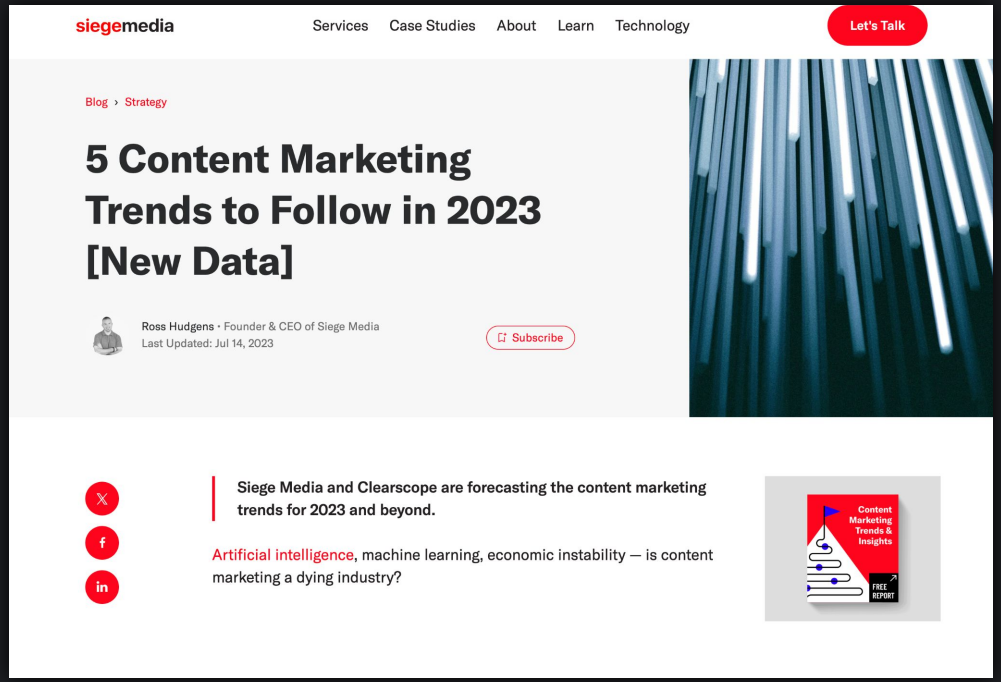
Sticky top navigations drive a **39%** increase in goal conversions, **12%** increase in page sessions, and **11%** increase in average session duration.

Small hero images improve time on site by 7.62%.



Hero treatment **before**

Small hero images improve time on site by 7.62%.



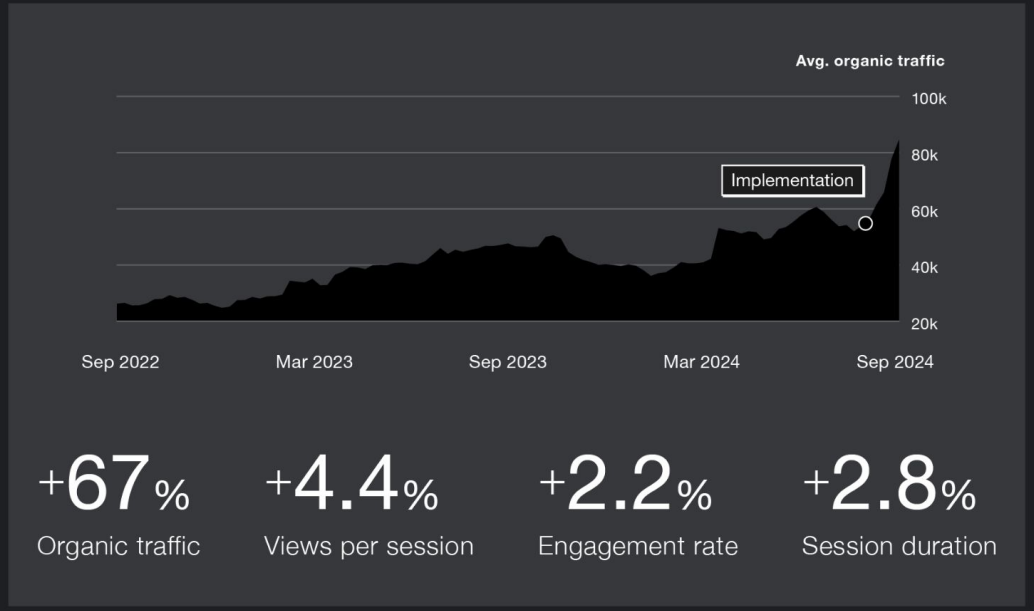
Hero treatment **after**

Small hero images improve time on site by 7.62%.

Organic traffic up **10%** 60 days after change

SEO CASE STUDY

How 6 Related Post Links Can Improve Traffic



Strategy January 26, 2024 • 18 min read
18 B2B SaaS Marketing Strategies for 2024

Strategy January 29, 2024 • 16 min read
SaaS Content Marketing: 9 Steps To Kickstart Your Strategy

Agencies July 11, 2024 • 7 min read
The 10 Best SaaS Marketing Agencies in 2024

Strategy September 6, 2023 • 16 min read
21 Must-Try SaaS Marketing Strategies for Scaling Your Business

SEO April 23, 2024 • 11 min read
SaaS SEO: How To Drive Exponential Growth

Promotion December 12, 2023 • 10 min read
Why We Stopped (Most) Manual Link Building After 1M+ Emails

Blog Engagement Benchmarks

Performance	Views Per User	Engagement Time
High performing	2.30	2:00
Average	1.49	1:03
Low performing	1.13	0:45

Industry Averages	Views Per User	Engagement Time
Health	1.61	1:17
SaaS	1.59	1:03
Fintech	1.34	1:02
E-com/Consumer	1.41	0:59

nextiva

Products | Solutions | Platform | Resources | Pricing | Sales (800) 799-0600 | Support (800) 285-7995 | Support | Get started

Blog | Business Communication | Customer Experience | Leadership | Marketing & Sales | Nextiva News | Productivity | VoIP

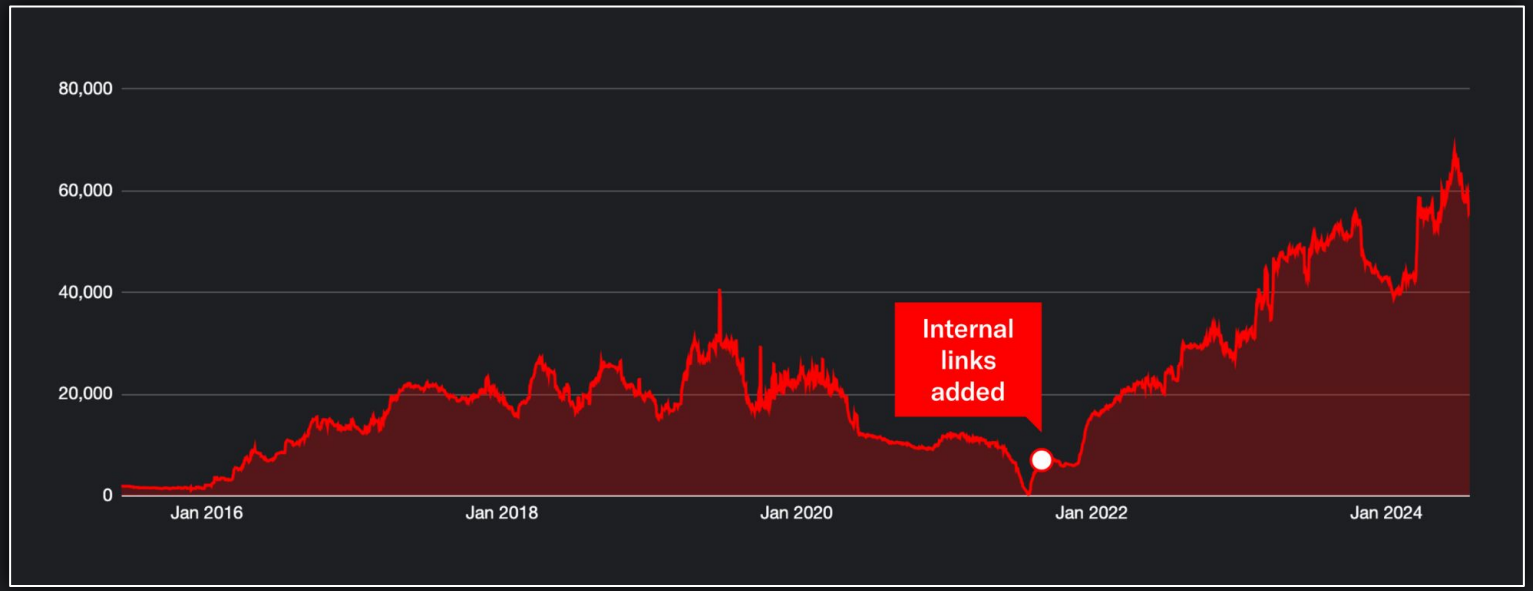
Customer Experience June 27, 2024

10 Best Social Media Customer Service Software in 2024

Social media customer service software helps you deliver exceptional customer experiences across social media channels. Here's how.

Author
Ken McMahon

Sites with 2%+ of their internal links pointing to content sections perform better on average.



Learn

kraken

Explore | Prices | Why Kraken? | Learn | Support

kraken

Take your crypto trading to the next level.

Create account

Sign in

Features

NFT Marketplace
Margin Trading
Futures Trading
OTC Trading
Institutions
API Trading
Staking Rewards
All features

Browse Prices

Bitcoin Price
Ethereum Price
Dogecoin Price
XRP Price
Cardano Price
Solana Price
Litecoin Price
All crypto prices

Buying Guides

Buy Bitcoin
Buy Ethereum
Buy Dogecoin
Buy XRP
Buy Cardano
Buy Solana
Buy Litecoin
All crypto guides

Company

Kraken Security
Kraken Careers
Kraken Blog
Kraken Labs
Press Room
Affiliate Program
Asset Listings
Kraken Status
Support Center

Popular Markets

BTC to USD
ETH to USD
DOGE to USD
XRP to USD
ADA to USD
SOL to USD
LTC to USD
All crypto markets

Crypto Education

What is cryptocurrency?
Types of cryptocurrency
What is a blockchain?
What is Bitcoin?
What is Ethereum?
What is an NFT?
What is a DAO?
Learn crypto

Community

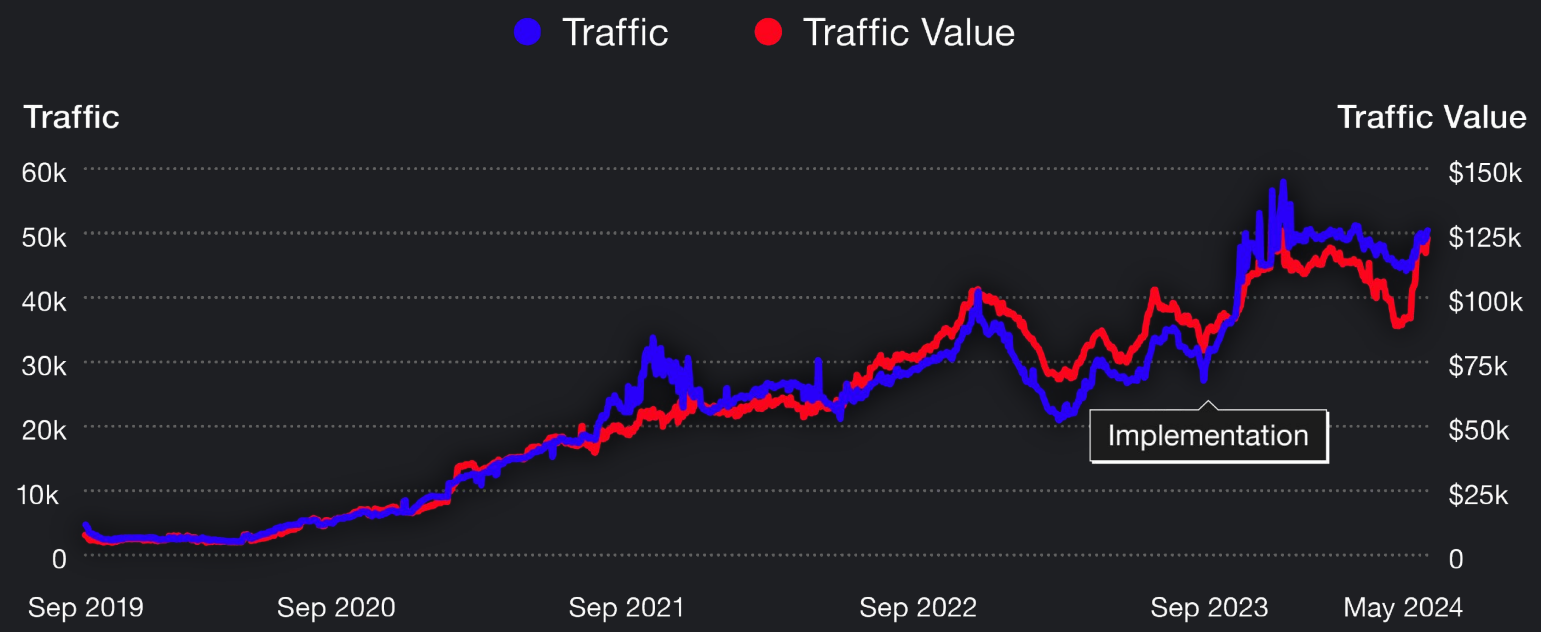
Crypto Education

What is cryptocurrency?
Types of cryptocurrency
What is a blockchain?
What is Bitcoin?
What is Ethereum?
What is an NFT?
What is a DAO?
Learn crypto

Community

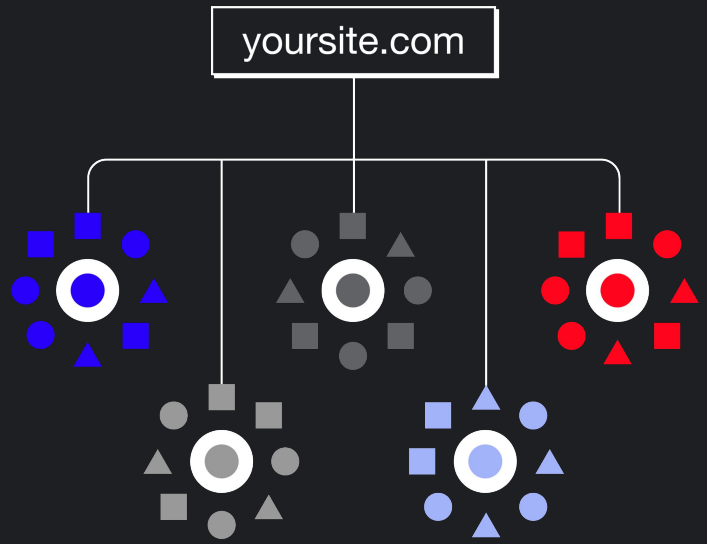
sm

Strong internal linking logic drives SEO performance.



Example Internal Linking Logic

Category Name	Tag 1	Tag 2 (Sub-Category)
AI	Primary	Lead Generation
Business Education	Primary	Sales Tips
Business Solutions	Primary	Sales Operations
Chat	Primary	Customer Experience
Client Spotlight	Primary	Tools
Company News	Primary	Customer Service



Example Internal Linking Logic

Best Crypto Exchanges & Apps: Top Picks for 2024

by Andy Rosen

Looking to buy and sell cryptocurrencies like Bitcoin? You likely want a crypto exchange. The list below includes our picks for the best crypto exchanges, apps and platforms.

Read more

Coinbase vs. Robinhood: 2024 Comparison

by Andy Rosen

When it comes to buying cryptocurrencies, Coinbase has the upper hand for a few reasons.

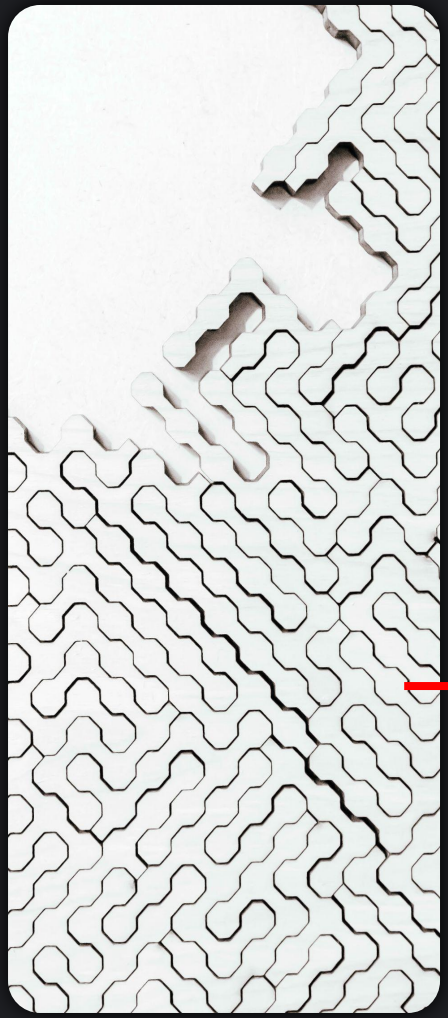
Read more

9 Best Crypto Wallets of 2024

by Andy Rosen, Sam Taube

Crypto.com DeFi Wallet and Ledger are some of the best crypto wallets of 2024. Wallets give you control over your digital assets.

Read more



2.

Keyword Research Lessons

Topic Selection and Data Analysis

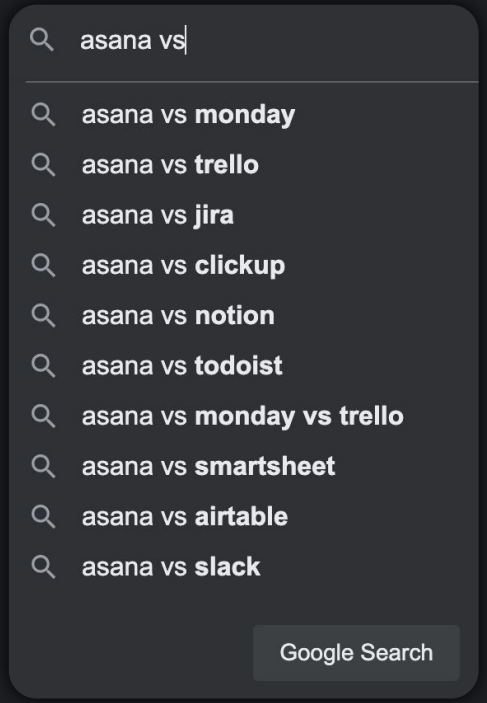
sm

Tried and true **keyword frameworks** overwrite zero search volume.

	Landing Page	Acquisition			Conversions All Goals		
		Users	New Users	Sessions	Goal Conversion Rate	Goal Completions	Goal Value
		286 % of Total: 0.09% (336,339)	207 % of Total: 0.06% (333,759)	320 % of Total: 0.07% (433,742)	20.00% Avg for View: 12.08% (65.59%)	64 % of Total: 0.12% (52,389)	$195,368.00 % of Total: 0.20% ($99,051,752.00)
☐	1. [illegible]	140 (48.61%)	77 (37.20%)	147 (45.94%)	22.45%	33 (51.56%)	$166,948.00 (85.45%)
☐	2. [illegible]	83 (28.82%)	68 (32.85%)	88 (27.50%)	35.23%	31 (48.44%)	$28,420.00 (14.55%)

Goal Value
$195,368.00 % of Total: 0.20% ($99,051,752.00)
$166,948.00 (85.45%)
$28,420.00 (14.55%)

Example Keyword Frameworks



- PRODUCT cost
- PRODUCT vs PRODUCT
- KEYWORD template
- INDUSTRY JARGON
- COMPETITOR vs you
- COMPETITOR alternatives
- What is INDUSTRY JARGON

Start with a keyword research tool and you'll find high difficulty terms that don't convert.

Start with audience research and you'll find low difficulty terms that do.

Organic Link Score	Linking Root Domains
90	324
88	**419**
88	179
86	278
85	244
85	232

The best measure of organic link intent? **Average links to page one results for TOFU topics.**

Combine this with Keysearch KWD to get an ideal strategy.

Keyword	Relevancy Score	Page Traffic Value
content marketing	3.00	$19,052
link building	3.00	$79,967
backlinks	3.00	$41,943
long tail keywords	3.00	$6,378
seo tools	3.00	$36,771
email signature	**1.00**	$155,458

Traffic value **has to be adjusted for company relevancy** (relevancy score), or it can be strongly misguided.

$$\frac{\text{Traffic cost* of \#1 ranking page for topic}}{\text{Difficulty}} \times \text{Relevancy Score} = \boxed{\text{KOB Score}}$$

*Search traffic*CPC for those keywords

Keyword	Refresh Frequency
content marketing	Please Check SERP: Landing Page May Be Required
link building	Every Six Months
backlinks	Annually
long tail keywords	Annually
seo tools	Every Six Months
email signature	Please Check SERP: Landing Page May Be Required

***Refresh frequency* needs to be considered** when planning content to determine true potential ROI.

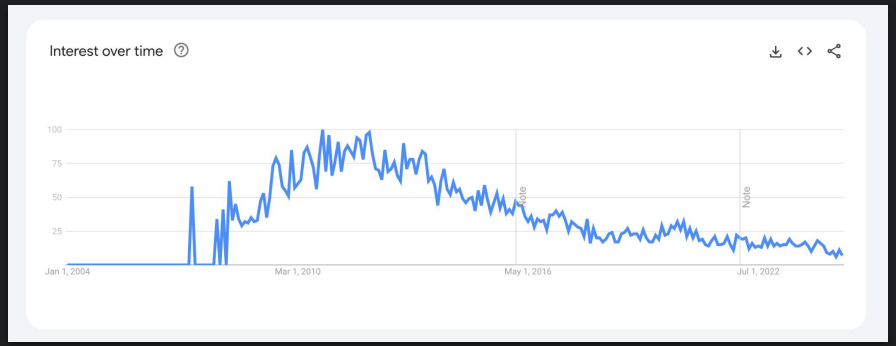
$$\frac{\text{Traffic cost* of \#1 ranking page for topic}}{\text{Difficulty}} \times \text{Relevancy Score} \div \text{Refresh Frequency/Year} = \boxed{\text{KOB Score}}$$

*Search traffic*CPC for those keywords

sm

how to promote your blog

Search term



***Trend data* needs to be considered** when considering the future expected value of a given topic.

3.

Content Creation Lessons

Building More Performative Content

sm

In our analysis, content that references first party data generates **83% more traffic value, 51% more traffic** and **34% more links**.

→

1. 80% of companies plan to increase their level of investment in CX. (Zendesk)

→

60% of consumers have purchased from a brand based on the service they expect to receive.

Original survey/data study

CX trends interactive

SEO content

Customer service statistics

SEO content

Customer experience: a guide

Businesses that incorporate link building into their content marketing strategy is on the rise, with 95% of respondents to our trends report noting they are prioritizing link building in 2024, up from 85.3% in 2023.

To make sure your site has a fighting chance to rank and secure valuable clicks, you need to develop a link building plan of action.

After perfecting our link building strategy for a while, we've now found our sweet spot.

Why is customer experience important?

The importance of CX

Good experiences foster brand loyalty and retention.	**Bad** experiences directly result in lost business.
60% of consumers have purchased from a brand based on the service they expect to receive.	**73%** of consumers will switch to a competitor after multiple bad experiences with a brand.

Source: Zendesk CX Trends Report

According to MozCast, search results show images 24.4% of the time.

This means blog posts deserve unique graphic design every 1 in 4+ posts in order to reliably rank.

The Attention, Proof, Preview, Benefit (APPB) intro copy formula is ideal for SEO performance.

This post will show you how to scale your content marketing.

(Step-by-step.)

Our team has published and updated over 300 articles in the first half of 2024.

That's about 50 per month.

Plus: we've maintained our content quality while increasing our organic traffic sessions by 30% year-on-year.

sm

The Attention, Proof, Preview, Benefit (APPB)

intro copy formula is ideal for SEO performance.

And most importantly: This strategy has helped us boost our revenue by 77%.

You're about to learn precisely how we scaled up.

sm

A brief “What is [blank]?” section.

Clean web design with minimal whitespace.

A “Best for blank]” description

Best Link Building Software

Jane Smith | August 31, 2024

What is link building software?

Link building software helps manage the process of generating hyperlinks for the purpose of improving SEO visibility over time. This often includes management of an email outreach process.

In the SEO world, our content marketing trends report shows that 95% of businesses are prioritizing link building in 2024 and beyond. So, it’s no wonder many companies use software to speed up that process.

1. BuzzStream - Best for Digital PR
2. Ahrefs - Best for Link Analysis
3. Hunter.io - Best for Email Finding
4. Pitchbox - Best for Mass Outreach

Contents

What is Link Building?
Best Link Tools
BuzzStream
Ahrefs
Hunter.io
Pitchbox
Google
ChatGPT
Connectively
Check My Links

SHARE THIS POST

High performing “**best X software**” pages have **engagement time of 1:05**, and **average pages/visit of 1.29**.

sm

Google Doc Default

Lorem Ipsum Dolor
In autem minima ad numquam iste ad consequatur molestiae eos repudiandae illum ab similique commodi ut voluptas.

Vel natus quas non reprehenderit
Qui provident voluptatibus sed architecto omnis et architecto tempora a deleniti debitis et dolores voluptas eum exercitationem libero. Ut recusandae ullam et sunt galisum et consequatur delectus.

Ut consequuntur unde sit magni accusantium rem molestiae voluptas qui nisi ipsum est facere enim.

Et ebitis autem aut provident
Sit consequuntur consequatur quo suscipit earum nam ipsum sunt cum delectus tempore qui debitis nihil id debitis enim.

Aut sint pariatur quo dolores vitae est quasi consequatur
Et neque quisquam est illum repellendus
Ad veniam nobis non dolorum dicta

Lorem ipsum dolor sit amet
Qui provident voluptatibus sed architecto omnis et architecto tempora a deleniti debitis et dolores voluptas eum exercitationem libero. Ut recusandae ullam et sunt galisum et consequatur delectus.

Quo dolorum vitae nam unde quia aut quae obcaecati qui nulla culpa quo inventore quod et eligendi voluptatem.

Ideal Blog Format

Lorem Ipsum Dolor

In autem minima ad numquam iste ad consequatur molestiae eos repudiandae illum ab similique commodi ut voluptas.

Vel natus quas non reprehenderit

Qui provident voluptatibus sed architecto omnis et architecto tempora a deleniti debitis et dolores voluptas eum exercitationem libero. Ut recusandae ullam et sunt galisum et consequatur delectus.

Ut consequuntur unde sit magni accusantium rem molestiae voluptas qui nisi ipsum est facere enim.

Et ebitis autem aut provident

Sit consequuntur consequatur quo suscipit earum nam ipsum sunt cum delectus tempore qui debitis nihil id debitis enim.

- Aut sint pariatur quo dolores vitae est quasi consequatur
- Et neque quisquam est illum repellendus
- Ad veniam nobis non dolorum dicta

Lorem ipsum dolor sit amet

Qui provident voluptatibus sed architecto omnis et architecto tempora a deleniti debitis et dolores voluptas eum exercitationem libero. Ut recusandae ullam et sunt galisum et consequatur delectus.

Quo dolorum vitae nam unde quia aut quae obcaecati qui nulla culpa quo inventore quod et eligendi voluptatem.

Google Doc defaults are bad for content marketing.

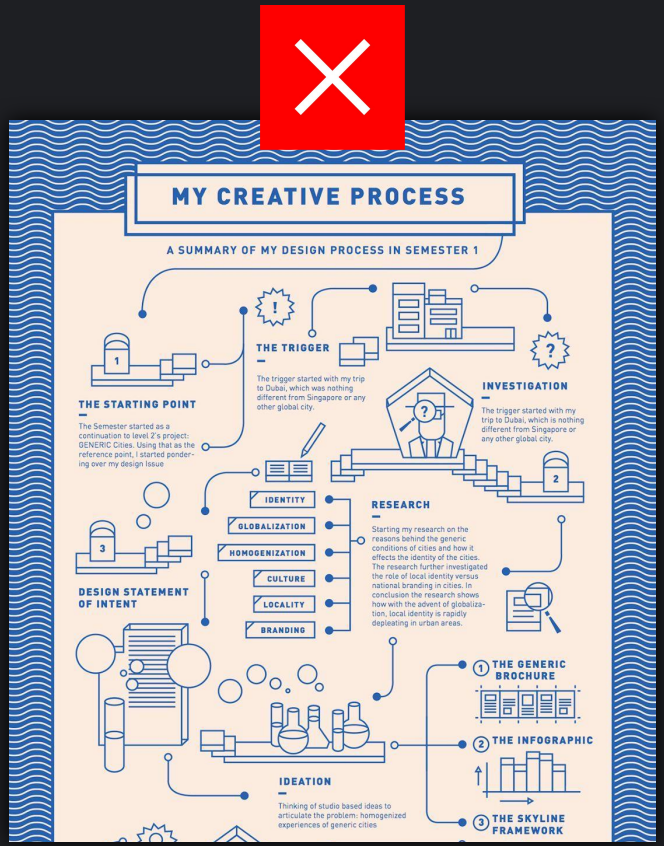
Create a custom template with larger/ideal font and tighter column width to naturally create more readable content.

3.

Content Distribution Lessons

Evolution in Marketing Strategy

sm



Data-backed studies fared 46% better in outreach vs "creative" (ex: infographic / guide / templates) topics in 2024.

We decided to go 100% data-backed for this reason.

Statistics posts serve as a second search engine.

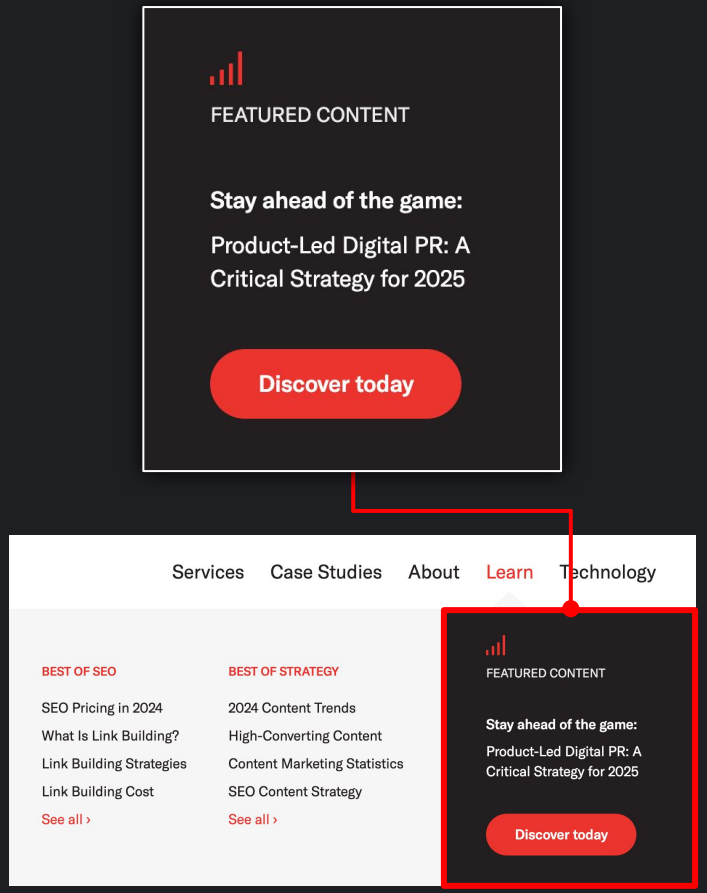
Place yourself first to get more links.

Noteworthy hacking statistics

1. The average cost of a data breach was $4.88 million in 2024, the highest average on record. (IBM)
2. 88 percent of cybersecurity breaches are caused by human error. (Stanford)

16.1k Links

900 Links



Content distribution is often more about *presence in the site architecture*, more than manual outreach.

Make content easy to find in your navigation/hub, and you will often not need outreach.

Thank you.

ross@siegemedia.com // @rosshudgens

siegemedia

hello@siegemedia.com | 512.710.2510