



CONTENT MARKETING

How We Drive Rankings and Traffic With Content



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INTRODUCTION

Ranking with Content Marketing

Research shows that 75% of all clicks on search engine results pages go to organic results. Organic search engine optimisation drives traffic and boosts rankings. When it comes to driving SEO, content stands at the centre.

Content marketing is the foundation of every successful SEO campaign. A high website ranking on Google is not about peppering your pages with one or two keywords. Google's algorithms focus on quality content that engages its audience, builds trust, and establishes authority. Our publishing house's content marketing strategies are built around these concepts.

Google uses Latent Semantic Indexing (LSI) to determine whether to rank a page for a keyword or not. LSI allows Google to associate related words to a specific topic instead of simply relying on the appearance of specific keywords or phrases. For example, Google can associate the phrases "golf bags" and "golf equipment" with the main keyword "golf clubs". By inserting these related keywords in your pages, your website will be more relevant to users. In turn, Google will see your website as authoritative and index you appropriately at the top of the SERPs.

Content creation using LSI requires more than just basic keyword research and writing. Our journalists and marketers combine creative writing skills with proven marketing strategies to develop content that impresses human audiences and search engines alike.

OUR WRITING AND MARKETING BLEND

There is a big difference between being a good writer and being a good content marketer. A combination of writing and marketing skills is required to produce quality content for websites and online campaigns.

Setting Solid Foundations through Writing

The first step to becoming an effective content marketer is by developing good writing skills. Readers will not buy into your ideas if you do not know how to write well, no matter how much effort you put into marketing them.

With knowledge on how to write creatively, our publishing house produces original content that informs and engages. Their extensive storytelling skills help them write professional content for specific audiences with ease.

Achieving Business Goals with Marketing

Knowledge on the basics of marketing allows our writers to hone their writing style based on industry standards and ethics. Their knowledge in marketing allows them to develop and use content in business context so you can gain more leads and sell your brand more effectively.

With their background in writing and marketing, our content team knows how to produce content that effectively targets specific niches, including:



Arts & Entertainment
Beauty & Personal Care
Business
Education
Family & Community
Finance
Health
Dental Care
Urgent Care

Home & Garden
Hotels & Restaurants
Industrial
Law
Real Estate
Retail
Apparel
Food & Groceries
Occasions & Gifts

Services
Sports & Fitness
Travel & Tourism
Technology
Computers
Consumer Electronics
Internet & Telecoms
Vehicles

Chapter II

OUR 6 TYPES OF CONTENT



ON-PAGE CONTENT

We make sure the content that appears on your website's pages are unique, relevant and informative. Our on-page content aims to create a richer user experience and encourages visitors to bookmark your site and come back for more.



PRESS RELEASE

Press releases allow you to make announcements about new products, services or website features. Our press releases help increase brand awareness through authoritative news and information channels.



DOWNLOADABLE EBOOKS, GUIDES, INFOGRAPHICS & WHITE PAPERS

These types of content provide in-depth information about industry-related topics. Definitive guides, eBooks, infographics and white papers can serve as materials that will turn your visitors into loyal customers.



ENEWSLETTERS

Electronic newsletters are publications that reach out to your readers directly via e-mail. Our newsletters contain company news, product or service announcements, summaries or new content on your blog.



VIDEOS AND WEBINARS

With the rising popularity of video streaming websites and scripts, educational videos and webinars are becoming a valuable way of communicating with your users. The creative and engaging videos we produce will remind your audience that you are a reliable information resource.



INFORMATIVE BLOGS POSTS OR MAGAZINE ARTICLES

We develop, write and publish informative articles on internal or external blogs and online magazine sites. Our articles establish a good reputation for your brand by giving it a voice and personality.

Our packages do not restrict your content to only one or two types. Cross-marketing through different media and channels extends your brand's reach, improves your link profile and helps you understand your market's behaviour better.

TURNING CONTENT MARKETING INTO CONTEXT MARKETING

Search engine algorithms now mimic user experience better than ever. Keyword-based content is no longer good enough to give your website the online visibility it needs. Including your target audience in our publishing house's content development process is the key to "context" marketing.

We implement six key steps to apply context marketing to your campaign.

1

WE PRIORITISE YOUR OBJECTIVES

Determine what your long-term goals are for creating content. Do you want to make a sale, inform and educate, or start conversations? With a well-defined objective, we will develop a content marketing strategy that suits your business' specific goals.

2

WE LEARN MORE ABOUT YOUR MARKET

We refine our approach to content marketing by learning more about your audience. We determine what they want to find, how we can reach out to them effectively and how we can convince them to take action. We create content for people instead of search engines, helping you nurture long-lasting relationships with your target market.

3

WE CHOOSE THE RIGHT MEDIUM

One of our most important tasks as your publishing house is to decide when, where and how to publish your content. We determine what type of content will communicate your message and attract more leads effectively, then publish it on a channel your target market can access easily.

4

WE HONE YOUR CONTENT USING TOPIC MODELLING

We apply topic modelling concepts to keyword selection and content creation processes. This allows us to create outlines for focused, relevant pieces of content that meet Google's LSI requirements and provide a clear message to your audience.

5

WE ESTABLISH YOUR AUTHORITY

You can only establish your authority in an industry by gaining your audience's trust. We help you achieve this by producing valuable content and developing relationships with both your readers and third-party publishers. We only publish external content in established online magazines that will give you more exposure and cement your authority in your niche.

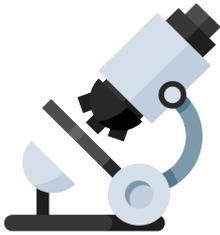
6

WE MONITOR YOUR ROI

Your investments and what you stand to regain through your content marketing strategy depend on your initial goals. We monitor your website's traffic and other web analytics, including the number of times your content is shared. This allows us to realign our strategies as needed and determine what kind of returns to expect and focus on next.

OUR PUBLISHING PROCESS

We have fine-tuned our processes to make sure our publishing house produces only the best for your site. Our content team collaborates with SEO teams to develop relevant topics, create great content and distribute content to the right audience through the most effective channels.



1. KEYWORD RESEARCH AND SELECTION

We do not stop at creating a list of high-traffic keywords to add to your content. We use topic modelling in our keyword selection process to choose and group the best search terms so our team produces relevant, targeted content.



2. CONTENT IDEATION

We go through a brainstorming process of identifying the most relevant topics based on the keyword maps and groups, and then decide which ones your brand's target audience will resonate with the most. Our goal is to educate, inform or entertain your audience.



3. CONTENT CREATION

While the quantity of content produced can certainly boost your traffic, we are very much focused on the quality of the content as well. Our writers coordinate with our designers for content that requires fresh designs and layouts, such as eBooks, whitepapers or infographics.



4. CONTENT EDITING

Each piece of content will be reviewed by editors for quality analysis. We have experienced editors on our team to guide our writers and ensure the content our teams produce is ready for publishing.



5. CONTENT APPROVAL

When we finish fine-tuning your content, we send it to you for approval. We make any revisions you deem necessary before proceeding to publishing.



6. PUBLISHING

We only publish content after making sure everything is polished. On-page content, internal blogs or anything that has gone through the approval process will be sent to you for upload, or we can do it for you.

Chapter V

CONCLUSION

With the implementation of a good content strategy, you will see an increase in organic traffic to your website. Quality content requires dedication and focus; there are no shortcuts.