



July  
Twenty Twenty-Three

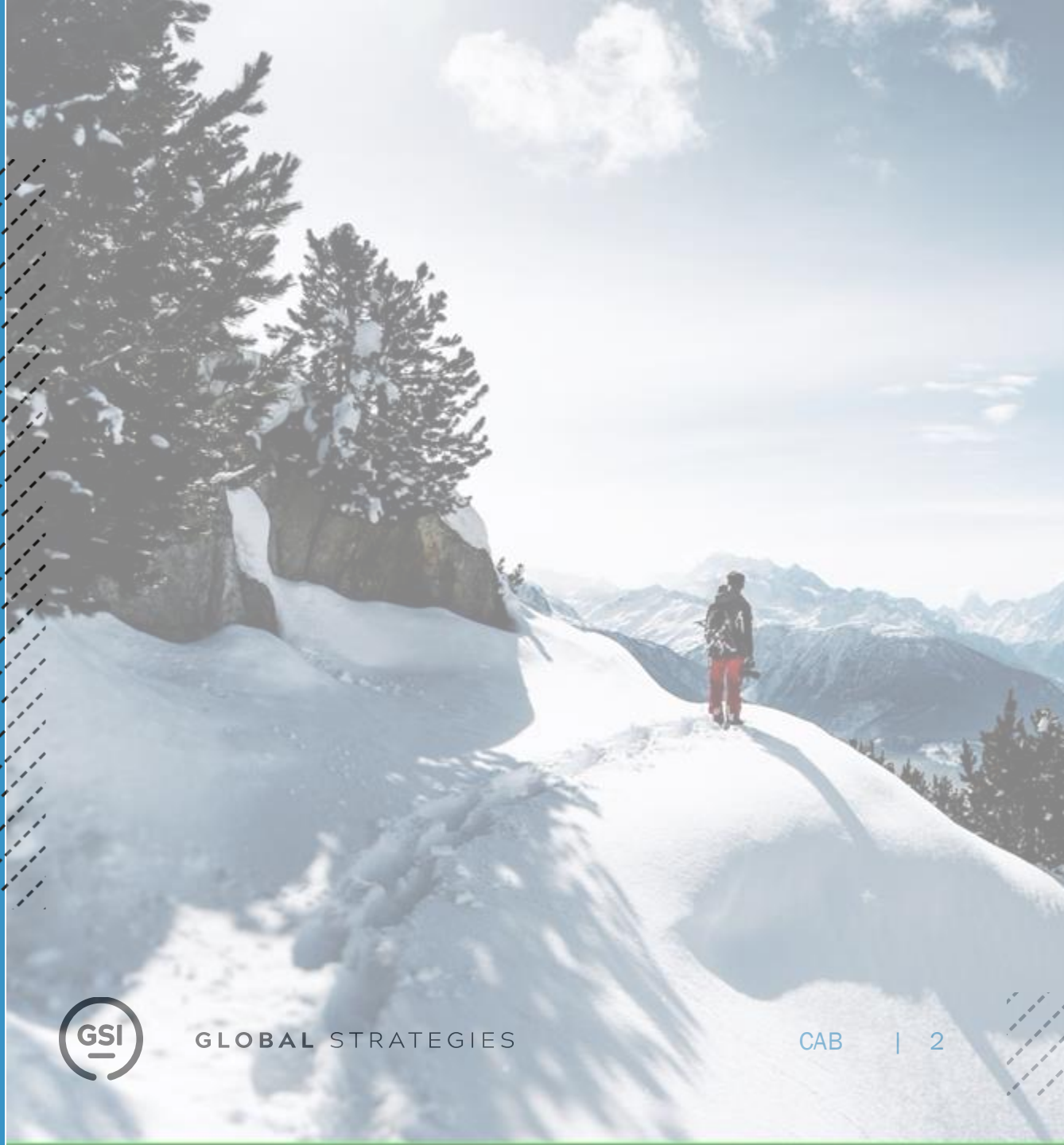
# IDENTIFYING AND MEETING CONTENT NEEDS WITH ESSENTIAL FOOTPRINT CONTENT

**CAB**  
Global Strategies

Tom Pritchard and Carly Schoonhoven

# Essential Footprint Content Overview

- Creating and optimizing content is a critical part of SEO
- With multiple stakeholders involved, identifying and prioritizing content across an entire organization can be difficult
- Essential Footprint Content:
  1. Identifies business critical content at scale
  2. Streamlines the development and performance measurement of that content



# What is Essential Footprint Content?

## EF CONTENT...

- Aligns to audience interest
- Supports business needs and core competencies
- Evergreen in nature



# Essential Footprint Content Examples

## Blog

The screenshot shows the Purina website's blog section. At the top, there's a navigation bar with 'Dogs', 'Cats', and 'Why Purina' menus, and a search bar. Below the navigation, a category tag 'PUPPY FEEDING' is visible. The main heading of the article is 'How Much Should I Feed My Puppy? A Complete Puppy Feeding Guide with Chart'. Below the text is a photograph of a light-colored puppy eating from a yellow bowl.

## Hub

The screenshot shows an IBM Hub page for 'Cloud security solutions'. The header includes the IBM logo and navigation links for 'Products', 'Solutions', 'Consulting', 'Support', and 'More'. The main heading is 'Cloud security solutions'. Below it, a sub-heading reads 'Move confidently to hybrid multicloud and integrate security into every phase of your cloud journey'. There are two buttons: 'IBM Security® X-Force® Cloud Threat Landscape Report' and 'Subscribe for updates'. A diagram illustrates a person interacting with a cloud environment. At the bottom, there's a section titled 'Reliable and innovative security' with a sub-heading 'Overview' and a paragraph of introductory text.

## Brand

The screenshot shows an Intel brand page for 'Intel Xeon Scalable Processors'. The header features the text '4th Gen Intel® Xeon® Scalable Processors' and a sub-heading '4th Gen Intel® Xeon® Scalable processors have the most built-in accelerators of any CPU on the market to improve performance for the fastest-growing workloads.' Below this, there's a section titled 'Intel® Xeon® Scalable Processors' with a sub-heading '4th Gen Intel® Xeon® Scalable processors feature built-in accelerators and advanced security technologies for the most in-demand workload requirements -- all while offering the greatest cloud choice and application portability.' A list of processor types is shown: 'Intel® Xeon® Platinum Processors', 'Intel® Xeon® Gold Processors', 'Intel® Xeon® Silver Processors', and 'Intel® Xeon® Bronze Processors', each with a brief description. Below this is a section titled 'Built-in Acceleration for the Fastest-Growing Workloads' with a sub-heading 'Intel® Accelerator Engines are purpose-built integrated accelerators on Intel® Xeon® Scalable processors that deliver performance and power efficiency advantages across today's fastest-growing workloads.' A grid of six accelerator engines is displayed: 'Intel® AI Engines', 'Intel® Analytics Engines', 'Intel® HPC Engines', 'Intel® Network Engines', 'Intel® Security Engines', and 'Intel® Storage Engines'.

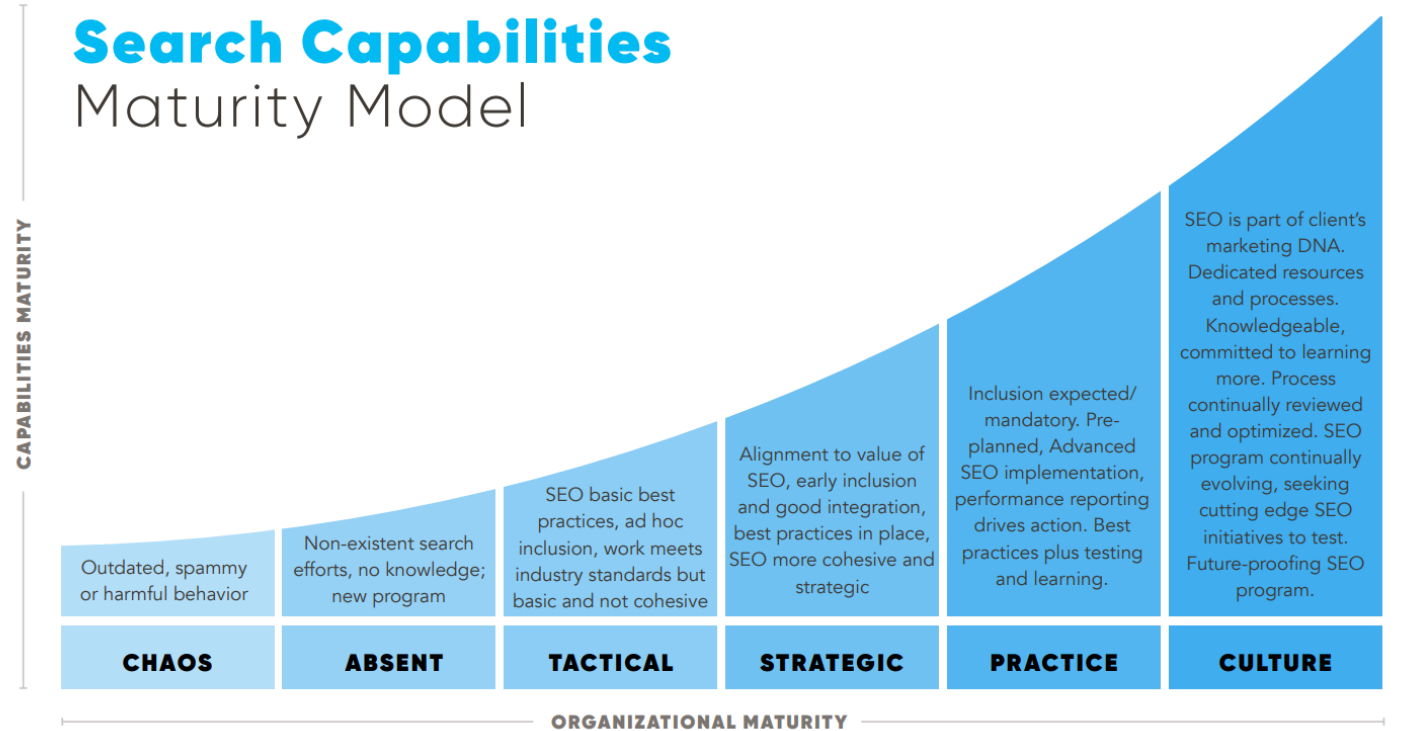




# Common Content Pitfalls

- No cohesive strategy aligned to content goals
- Content driven by short term internal needs
- Not addressing all stages of sales cycle
- Multiple teams creating similar content
- Brand story vs customer first
- Internal jargon vs customer language

## Search Capabilities Maturity Model



<https://www.pageonepower.com/linkarati/seo-maturity-how-to-grow-search-at-your-company>



# Why is Content Strategy Important?

## A Search-First Content Strategy Can Help:

- Identify evergreen content needs
- Build a content roadmap
- Prioritize customer needs
- Align content to different stages of user journey
- Organize topical content together
- Send signals to search engines that you have a robust authoritative content footprint



A **CUSTOMER-FIRST** METHODOLOGY IS  
NEEDED TO IDENTIFY THE  
RIGHT CONTENT OPPORTUNITIES IN  
ORDER TO BUILD A COHESIVE USER  
EXPERIENCE



# It All Starts with Customer Intent Modeling (CIM)

## CIM Objectives

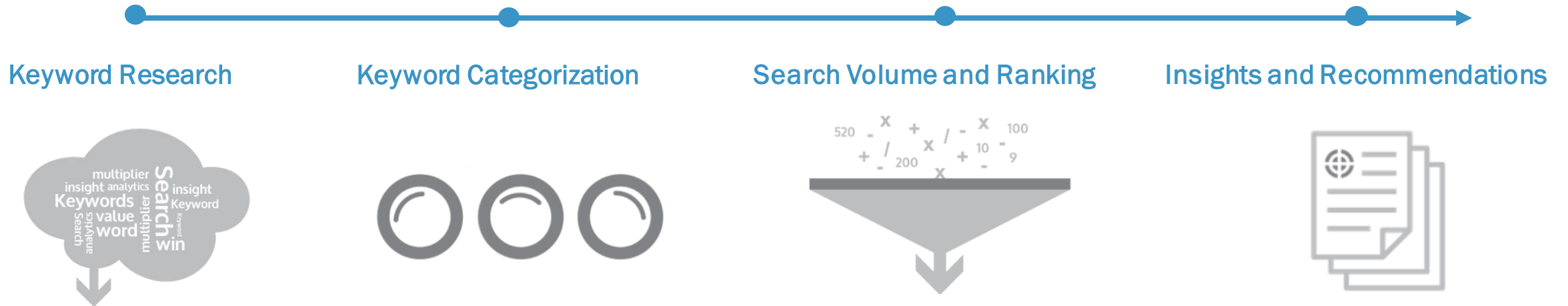
- Understand search behavior
- Identify content gaps and optimization opportunities
- Align content to customer language
- Inform content and channel strategy





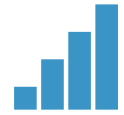
# How does CIM Contribute to Content Strategy?

Customer Intent Modeling (CIM), provides detailed analysis of the digital landscape as well as opportunity within that landscape



# Identifying Content Opportunities

- CIM research allows us to surface all the content opportunities that exist within a given landscape by providing...



Market Interest



Competitive Analysis



Intent



Relevance



# Scaling CIM-based Content Creation Across the Organization

## CHALLENGE

- Maintain cohesiveness between CIM projects
- Track performance of recommendations
- Ensure created content matches intent

How can we create a framework that will enable us to identify the content needs to meet interest across the topics critical to the business and then systematically make sure those needs are well met?







# THE ESSENTIAL FOOTPRINT

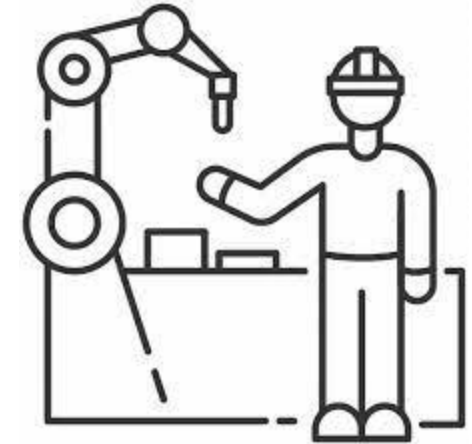
*Quantifying the Value and Opportunity of CIM Driven Content*



# Scaling Content Production

Blending machine and human intelligence to:

- ✓ Identify foundational content needs by topic
- ✓ Govern topic, audience, & page targets
- ✓ Evangelize content strategy through engaging form factors





# Arriving at the Essential Footprint

## MARKET RESEARCH



### Deliverable: CIM Research

- Size market interest & growth
  - Identify opportunity
  - Competitive analysis
- Ranking content analysis



## CONTENT PRIORITIZATION



### Deliverable: Content Architecture

- Identify existing quality content
  - Identify content gaps
- Organize content by topic
- Prioritize content based on data



## NEW PAGE CREATION



### Deliverable: Content Briefs

- Description of page goals
- Outline of page contents
- Meta data recommendations
- Linking recommendations



# CIM Research

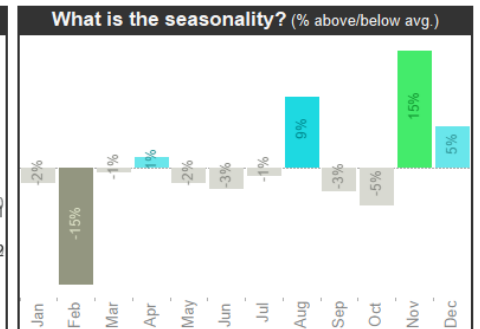
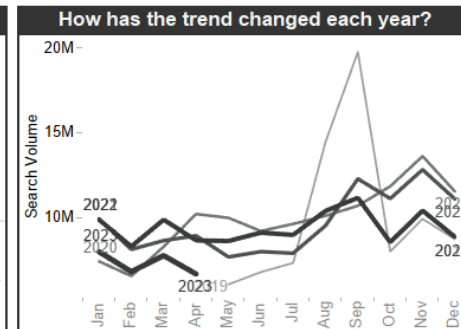
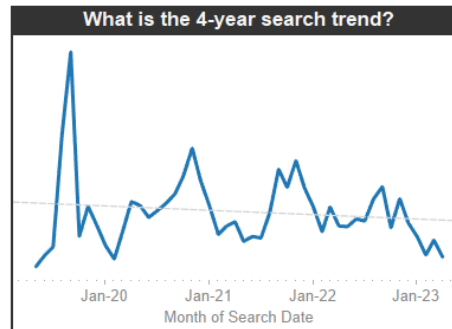
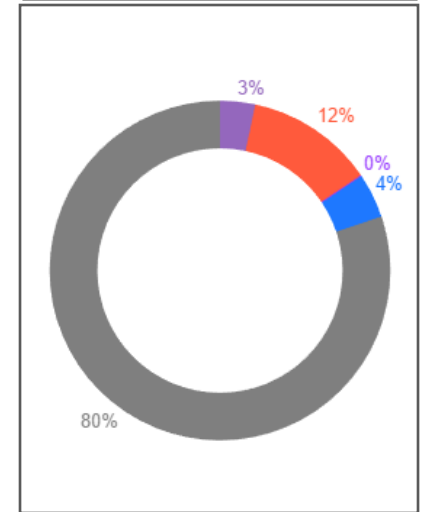


- Size market interest & growth
- Identify seasonality
- Identify content opportunities
- Conduct competitive analysis
- Analyze ranking content

**What topic has the most search? Most growth?**

	Searches - Annual	Growth - YoY
Topic 1	2,330K	27%
Topic 2	1,558K	1%
Topic 3	1,401K	-27%
Topic 4	615K	36%
Topic 5	507K	21%
Topic 6	352K	5%
Topic 7	274K	7%
Topic 8	259K	7%
Topic 9	244K	27%
Topic 10	241K	-32%
Topic 11	216K	-14%
Topic 12	205K	0%
Topic 13	203K	-20%
Topic 14	188K	-35%

**Are you or competitors ranking?**  
(by selected volume-count)

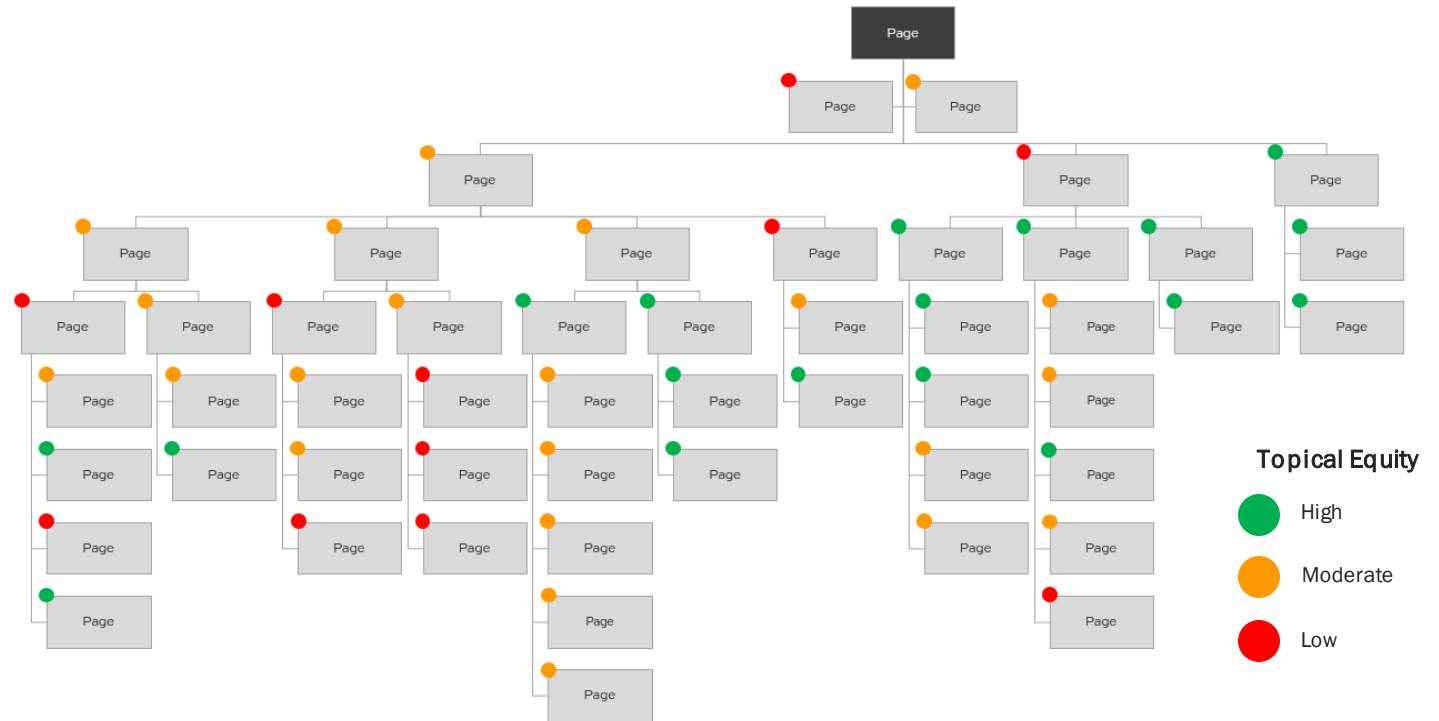


# Content Architecture



A visual representation of:

- What content exists and performs well today
- What content exists but needs to be optimized
- What new pages to create based on CIM research and business priorities
- A loose site hierarchy and linking strategy





# Content Briefs



A paint-by-numbers guide for content writers that includes:

- Template Type
- URL
- Stage of Funnel
- Audience
- Primary Keyword(s)
- Content Length
- Media type inclusions
- Page Title
- Meta Description
- H1
- H2s (content section)
- Internal Links
- FAQ Content/Schema Rich Content

Page Title - Content Strategy Development	
Page recommendation overview providing guidance on page goals, tone, target keyword, and competition.	
Template Type	Blog
Essential Footprint Page	Yes
Recommended URL	<a href="https://www.yoursite.com/blog/developing-content-strategy/">https://www.yoursite.com/blog/developing-content-strategy/</a>
Keywords - include new primary keyword to page	
Primary Keyword	Average Monthly Searches
content strategy development	320
Close Variant Keywords	Average Monthly Searches
keyword 2	100
keyword 3	70
Supporting keywords - top ranking content includes these words	
supporting keyword	supporting keyword
supporting keyword	supporting keyword
supporting keyword	supporting keyword
supporting keyword	supporting keyword
Title and Meta Tags - primary keyword must be represented in these tags	
Page Title - Suggestion	How to Develop a Content Strategy   Brand Name
Meta Description - Suggestion	Content strategy development involves content ideation, content development and publication, editorial calendar planning, process and system creation and oversight.
Heading Tags	
h1	How to Develop a Content Strategy
h2	Section 1
h2	Section 2
h2	Section 3
h3	Sub-Section 3
h2	Section 4



# Measuring Success

The Essential Footprint Dashboard is a custom solution visualizing our progress and illustrating performance.

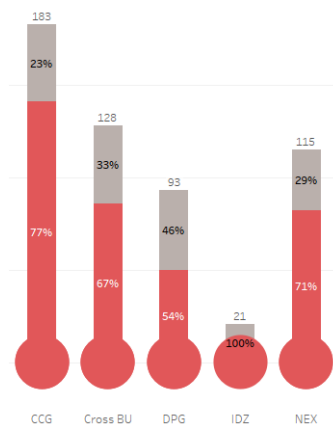
It quantifies what we've accomplished, what's left to do and where we still have room to improve.

# Data Included

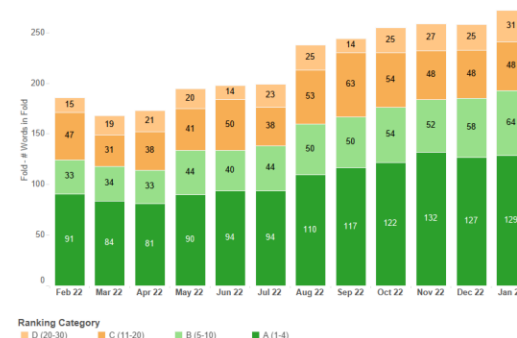
- Pages Created/Awaiting Creation
- Ranking for target keywords
- Potential Impact (Traffic, Conversions, etc)

# THE ESSENTIAL FOOTPRINT DASHBOARD

Pages Created For Essential Footprint



Keyword Count by Ranking Category



Month:	Jan '23
# of Keywords	327
# Ranking Keywords	271
# of Non-Ranking KWs	56

Keywords Brand is NOT Ranking for in the Current Month

Topic	Keyword	Searches (Avg Monthly)	Position - Best Client	Position - Client Last Rank Date	Position - Best Ever Client	Position - Best Competitor
AllAnalytics	what is big data	9,900	Null	Null	Null	Null
	data lake vs data warehouse	6,600	Null	Null	Null	Null
	ai software	1,600	Null	12/1/2022	12.00	19.00
Business	ai in banking	480	Null	11/1/2022	19.00	Null
	ai resources	50	Null	Null	Null	Null
Cloud Computing	it security	3,600	Null	Null	Null	1.00
	should i upgrade my computer	30	Null	Null	Null	Null
	what is cloud computing	14,800	Null	Null	Null	Null
	cloud security	5,400	Null	Null	Null	Null
Edge Computing	cloud migration	2,400	Null	Null	Null	Null
	cloud management	600	Null	10/1/2022	17.00	Null
	what is private cloud	720	Null	3/1/2022	18.00	Null
	what is public cloud	720	Null	5/1/2022	18.00	Null
	cloud management platform	590	Null	12/1/2022	18.00	Null
Education	private cloud solutions	390	Null	12/1/2022	14.00	Null
	cloud edge	1,900	Null	11/1/2022	22.00	Null
	active learning	49,500	Null	Null	Null	Null
Education	electric circuit	9,900	Null	Null	Null	25.00
	stem education	8,100	Null	Null	Null	Null
	education technology	6,600	Null	11/1/2022	14.00	Null
	virtual classroom	2,900	Null	Null	Null	Null
computer course	1,300	Null	Null	Null	Null	Null

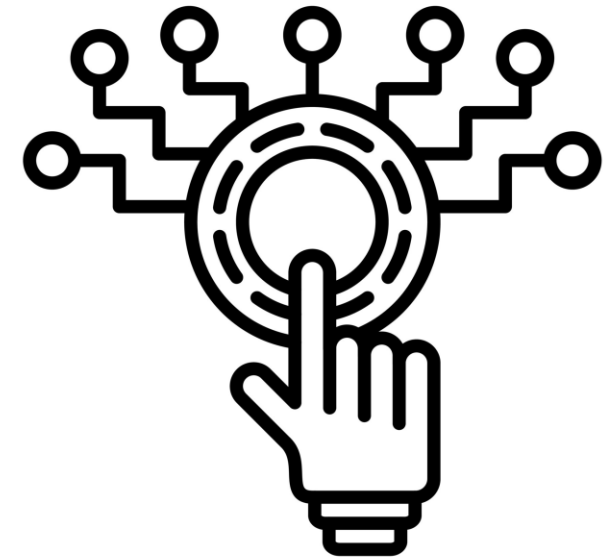
Root-Resource Keyword Ranking

Category	Topic	Keyword	URL	Root-Resource	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22
CCG	Business	business pc performance		Null			23		
		choosing a small business compu..		Resource	2	1	1	2	2
		computer upgrade		Null	22	19	17	14	14
		desktops for business		Root	14	12	12	11	14
				Null				25	
		device as a service daas		Resource	8	6	7	7	6
				Null				18	10
		enterprise computer		Root	16	13	14	6	8
		enterprise pc imaging		Null	6	18	5	6	10
				Root	7	3	25		
		future of it		Root	1	1	1	1	2
		hardware security		Root	5	8	6	9	9
		hardware security features		Resource	2	2	2	2	3
				Null		4	3	5	7
how to fix pc lag		Null		20	19	10	12		
how to setup a new computer		Resource	11	12	10	10	11		
intel amt		Null	1	1	1	1	1		



# Requirements for Activation

- ✓ Buy-in from key marketing stakeholders
- ✓ CIM research for priority topical landscapes
- ✓ Content creation team (writers, publishers, development)
- ✓ Process for reviewing content prior to publishing and tracking pages as they go live



# RESULTS

*Essential Footprint Content Performance*

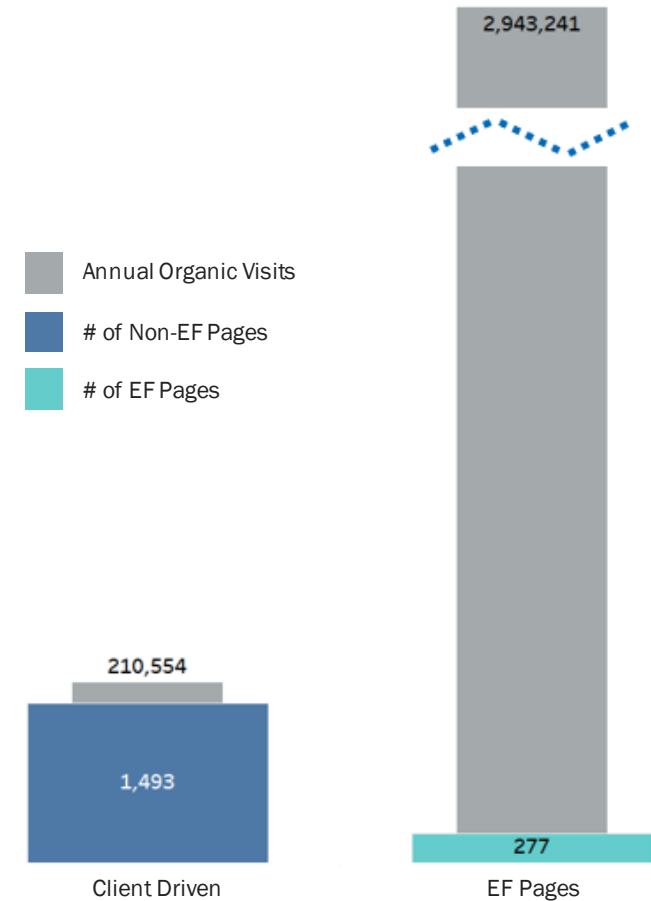




# Results

- In 2022, GSI led the creation of nearly 100 pages across different business units for a tech B2B brand
- The pages represented only 20% of total pages within the portion of the site they lived in, while making up 90+% of total organic search traffic
- They outperformed other pages in their same site section by an average of 12x based on traffic
- Essential Footprint pages also typically outperformed other pages for customer satisfaction as measured by a third-party agency

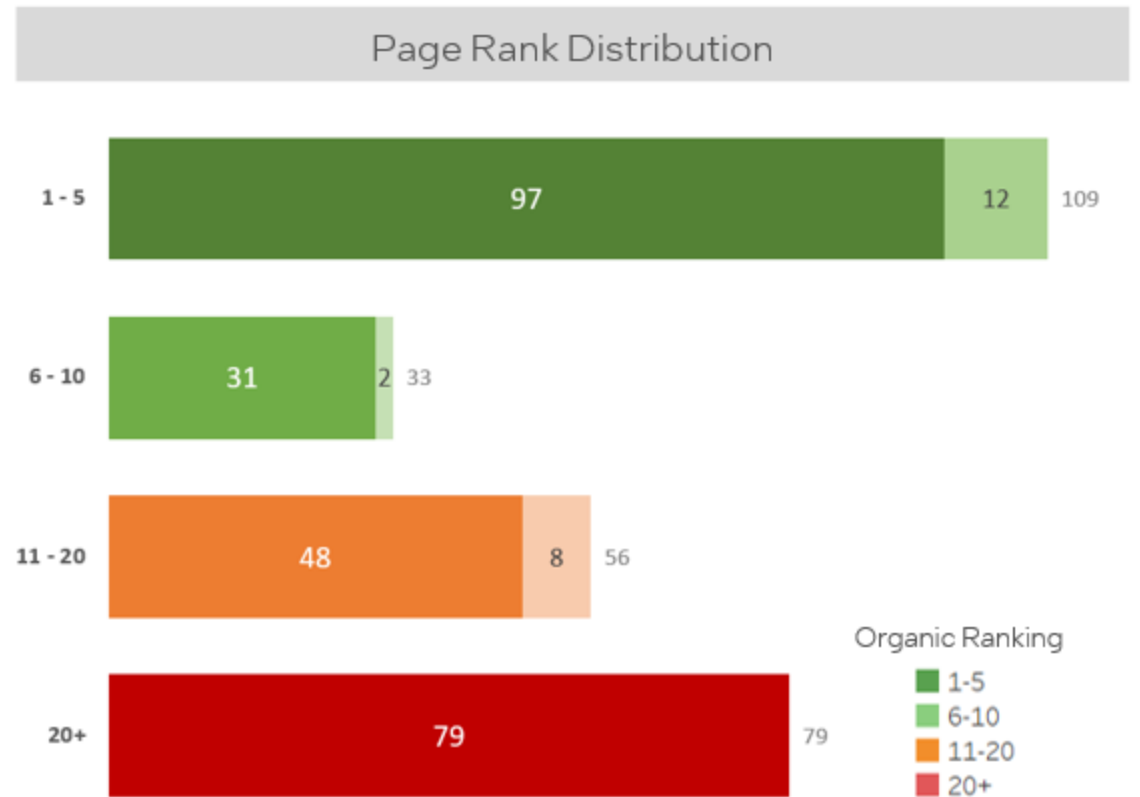
## RESULT



# CIM-Aligned Content Rises to the Top of Organic Search Results

- More than 50% of all Essential Footprint pages rank in the top-10 organic positions for their non-branded target keywords
- 70% of all pages rank in the top-20 organic positions for their target non-branded keywords
- Pages not ranking in the top-20 are revisited for page optimization or shift in target topic

## RESULT



# Starting From Scratch

## CHALLENGE

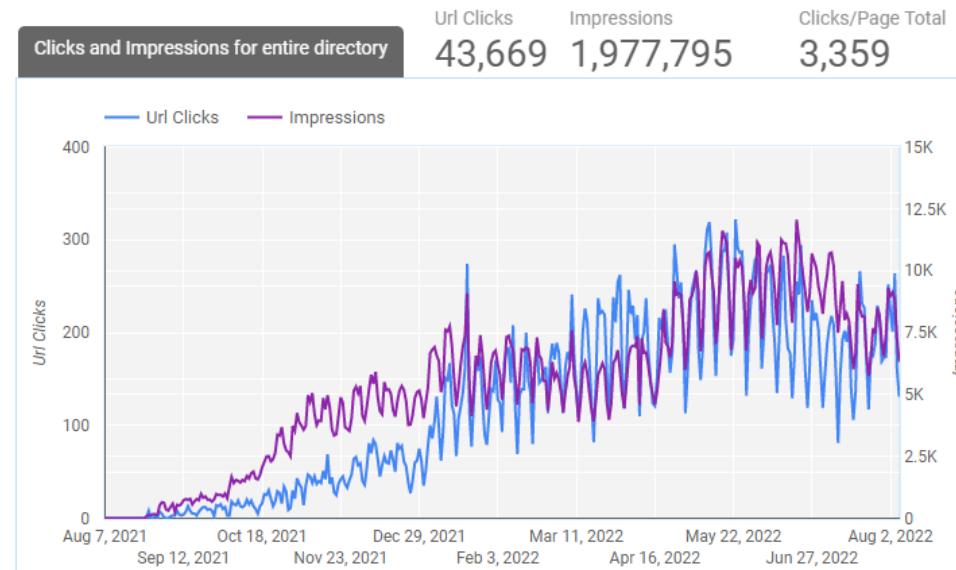
- Company had no organic search visibility for a business-critical topic while competitors did

## SOLUTION

- CIM research was conducted and Essential Footprint content created and published

## RESULTS

- GSI helped develop 10 new web pages targeting highly-searched and highly-relevant topics
- The new directory of content quickly earned organic search visibility and traffic in less than a year







**THANK YOU**