

Start Here

The (non-obvious) 10-Step Prioritized
Framework for Digital Marketing

Wine & Web no.124

Post: The Networks

Facebook (image!)

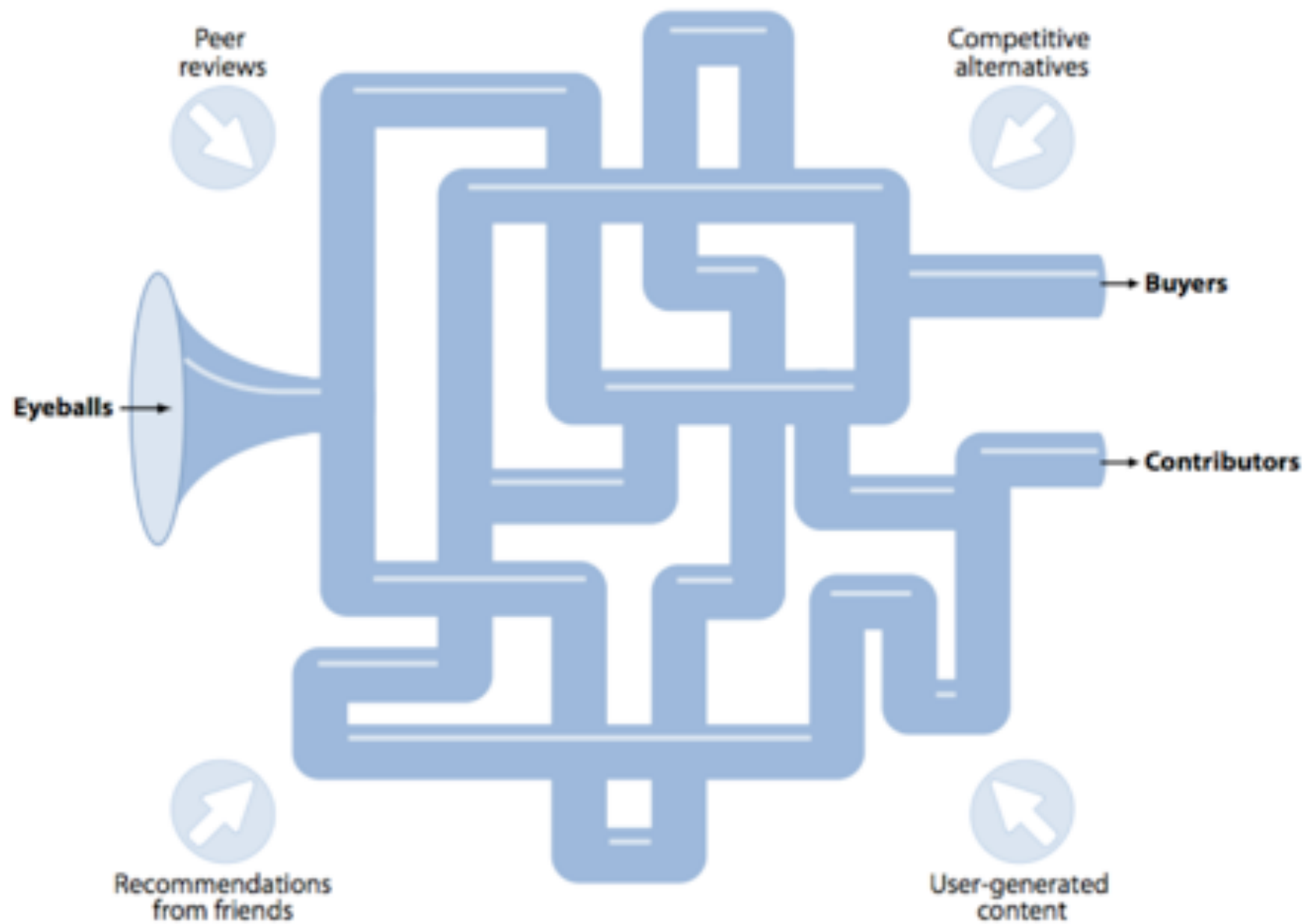
- Tag People
- Groups
- Comments

Google+ (image!)

- Formatting
- Mention People
- Comments

Other Networks

- LinkedIn: Status, Groups
- and...



Google



**Thank You
Page**



Google

Homepage

**Service
Page**

**Call to
Action**

**Contact
Page**

**Thank You
Page**



Google

Homepage

**Service
Page**

**Call to
Action**

**Contact
Page**

**Thank You
Page**



Google

Homepage

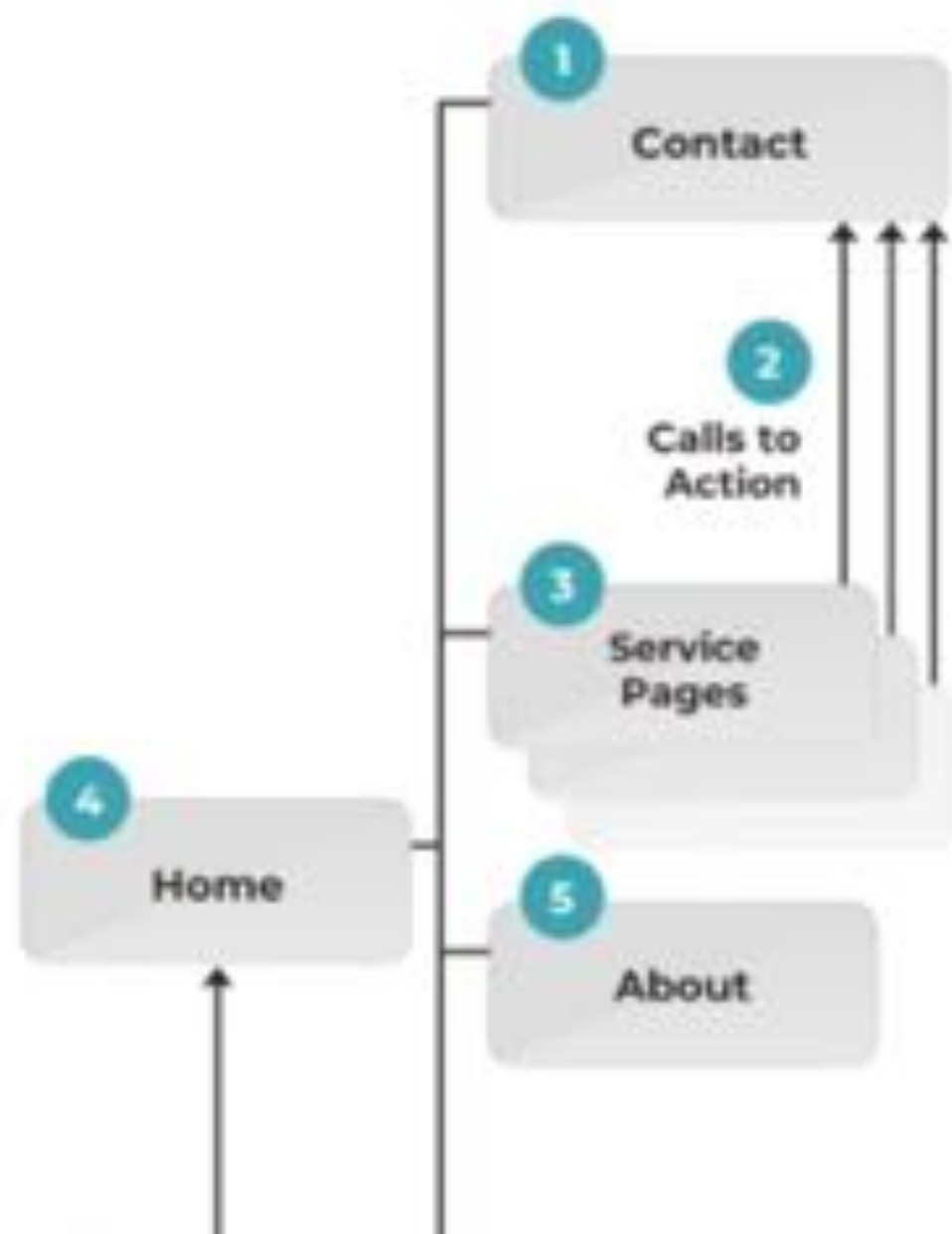
**Service
Page**

**Call to
Action**

**Contact
Page**

**Thank You
Page**





1. Contact Page/Form

This is where the magic happens.
Add evidence, remove friction.

2. Calls to Action

The buttons that get them there.
Make the language specific, detailed.

3. Service Pages

Answer top sales questions, add evidence.

4. Home

Communicate quickly and clearly,
easy navigation.

5. About

The story, the values, the people, video.

1. The Contact Page

Contact Us

Tens of thousands of people use our products every day. If you're considering moving to the cloud or just want more information, we're here to help. Simply fill out the form or call us at 878-557-7161.

Tell us about yourself and how we can help.



What can we do for you?

- ☐ Schedule a demo
- ☐ Learn more about Blacksmith products
- ☐ Other

Anything Else We Need to Know?

We can't wait to chat with you. You'll be hearing from us soon.

Contact Us

Tens of thousands of people use our products every day. If you're considering moving to the cloud or just want more information, we're here to help. Simply fill out the form or call us at 878-107-7161.

Tell us about

Name*

Phone Number

Job Title

What can we do for you?

- ☐ Schedule a demo
- ☐ Learn more about Blacksmith products
- ☐ Other

Anything Else We Need to Know?

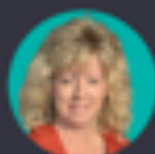
Additional Comments

We can't wait to chat with you. You'll be hearing from us soon.

Tens of thousands of people use our products every day. If you're considering moving to the cloud or just want more information, we're here to help.

Get a Quick Demo

You are about to learn how **20,000+ CPO pros manage \$10B in trade spend**. Just share a bit about yourself and we'll be in touch within 24 hours.



Shelley Fox
 Director of PreSales

Great Companies Use Our Trade Solutions

IMPOSSIBLE

Kellogg's

Welch's



First name*

Last name*

Work Email*

Phone number

Company*

Job Title

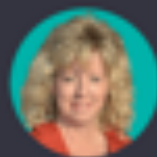
Solutions Interest

What else should we know?

[Request a Demo >](#)

Get a Quick Demo

You are about to learn how **20,000+ CPG pros manage \$10B in trade spend**. Just share a bit about yourself and we'll be in touch within 24 hours.



Shelley Fox
Director of PreSales

First name*

Last name*

Work Email*

Phone number

Company*

Job Title

You are about to learn how **20,000+ CPG pros manage \$10B in trade spend**. Just share a bit about yourself and we'll be in touch within 24 hours.

Great Companies Use Our Trade Solutions

IMPOSSIBLE

Kellogg's

Welch's

General Mills

Ocean Spray

Tyson

[Request a Demo +](#)

BEFORE

Tens of thousands of people



AFTER

20,000+ CPG pros

BEFORE

Tens of thousands of people

use our products every day.



AFTER

20,000+ CPG pros

manage \$10B in trade spend.

BEFORE

Tens of thousands of people



AFTER

20,000+ CPG pros

use our products every day.



manage \$10B in trade spend.

We can't wait to chat with you.



Shelley Fow

BEFORE

Tens of thousands of people

use our products every day.

We can't wait to chat with you.

You'll be hearing from us soon.



AFTER

20,000+ CPG pros

manage \$10B in trade spend.



Shelley Fow

will be in touch within 24 hours

Working? Check the Funnel Visualization Report

Contact Lead

This Goal was completed in 51 sessions | 6.04% funnel conversion rate



Thank you page →

2 Goal details

Destination

Equals to ☐ Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional

☒ ON \$USD

Assign a monetary value to the conversion. [Learn more about Goal Values](#). For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. [Learn more about Ecommerce Transactions](#).

Funnel optional

☒ ON

Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	<input type="text" value="Contact Us Page"/>	<input type="text" value="/contact/"/>	<input checked="" type="checkbox"/> YES <input type="checkbox"/>
<input type="button" value="+ Add another Step"/>			

Contact page →

2. Calls to Action

Get in touch

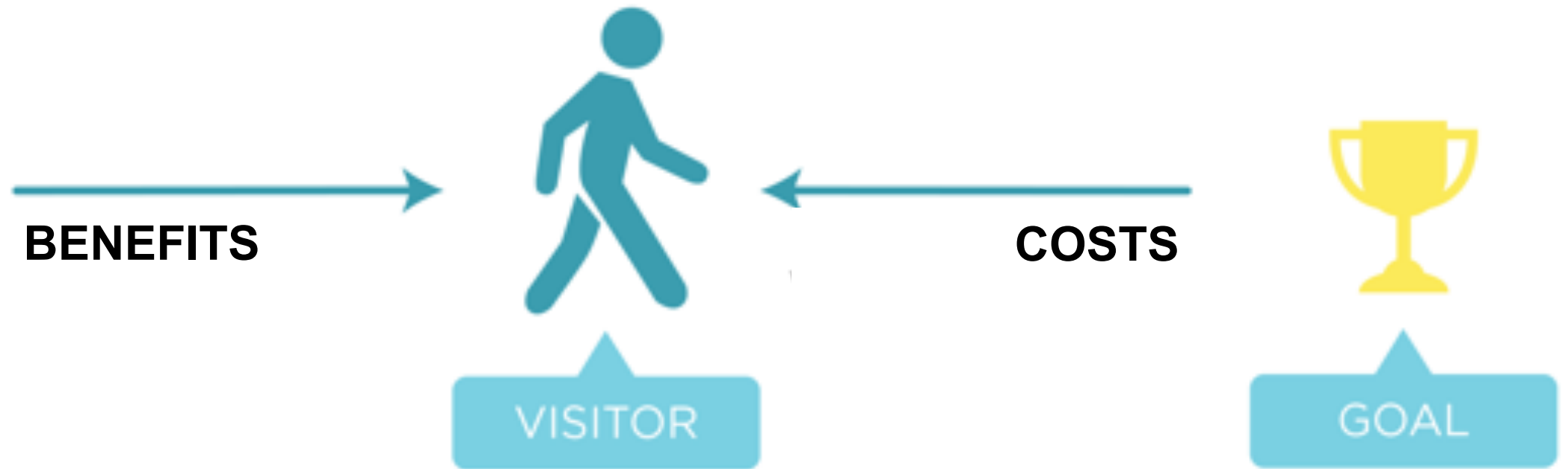
CONTACT ▶



Ask me anything!

GET IN TOUCH ▶







Do this thing »

Do this thing »

Do this valuable thing »

Do this thing »

Do this valuable thing »

Do this easy thing »

Contact Us

Contact Us

Check Availability and Waitlist

Contact Us

Check Availability and Waitlist

Schedule a time to chat with an associate

Contact Us

Check Availability and Waitlist

Schedule a time to chat with an associate

Usually, we can find a time within 24 hours

Easy

Schedule a Call with a Conversion Expert ▶

Reduces the perceived cost of clicking

This click doesn't commit you to anything. It's just a call.

Valuable

Increase Leads without Increasing Traffic ▶

Increases the perceived benefit of clicking

This click can make a big difference. It's important.

Neither

Contact Us ▶

Doesn't indicate value or ease. Not a call to action.

3. Service Pages



Dave, Systems Engineer

Buys technology for his financial firm.

Triggers Recently hacked

Decision Stage Narrowing the options

Q's and Objections Is this cloud-based? Does it integrate with X?
What are the service level agreements?

How we can help? Show uptime statistics.
Schedule a demo.

IT Manager

TOP QUESTIONS AND ANSWERS

What does your service do? How does it work?

Our service is designed to help businesses streamline their IT operations, reduce costs, and improve efficiency. We offer a range of services including cloud migration, network optimization, and cybersecurity solutions. Our team of experts will work with you to understand your specific needs and provide a tailored solution that fits your budget and timeline.

Why do I need this? How can this improve my business/application/data?

Implementing our service can significantly improve your business by enhancing data security, increasing system uptime, and optimizing resource usage. It allows you to focus on your core business activities while we handle the complex IT infrastructure. Additionally, our solutions are scalable, meaning they can grow with your business as your needs evolve.

Which option is best for me (cloud, software, hardware)?

The best option for you depends on your specific requirements, budget, and current IT setup. We offer a variety of options including cloud-based solutions, on-premise software, and hybrid hardware setups. Our consultants will conduct a thorough assessment of your business to recommend the most suitable configuration for your needs.

How much does this cost?

Our pricing is flexible and tailored to your business size and requirements. We offer a range of service levels from basic support to full-time dedicated management. A detailed cost breakdown will be provided during our initial consultation, ensuring you understand all associated costs and potential savings.

How long does this take to implement?

Implementation time varies depending on the scope of the project and the complexity of your existing IT environment. Most projects are completed within a few weeks, with ongoing support and optimization included in our service.

RECOMMENDED SUPPORTING ELEMENTS*

Graphics

- Infographic: Service Overview
- Infographic: Key Benefits
- Infographic: Client Testimonials
- Infographic: Pricing Tiers
- Infographic: Contact Information

Capability Charts

- Comparison Chart: Cloud vs. On-Premise
- Comparison Chart: Software vs. Hardware

Price Charts

Testimonials

Stats

- Service Uptime: 99.99%
- Client Satisfaction: 95%
- Cost Savings: Up to 20%
- Implementation Time: 2-4 Weeks
- Support Response Time: 1 Hour
- Security Incidents: 0 in 12 Months
- System Downtime: 0.01%
- Client Retention: 98%
- Service Area: 10+ Countries
- Team Size: 50+ Experts

KEY PAGES

Products

Case Studies

Resources

Industries

When evaluating
options, what was most
important to you?



Marketing



Client

When evaluating options, what was most important to you?



Marketing

Security was the top priority, then scalability.



Client

When evaluating options, what was most important to you?

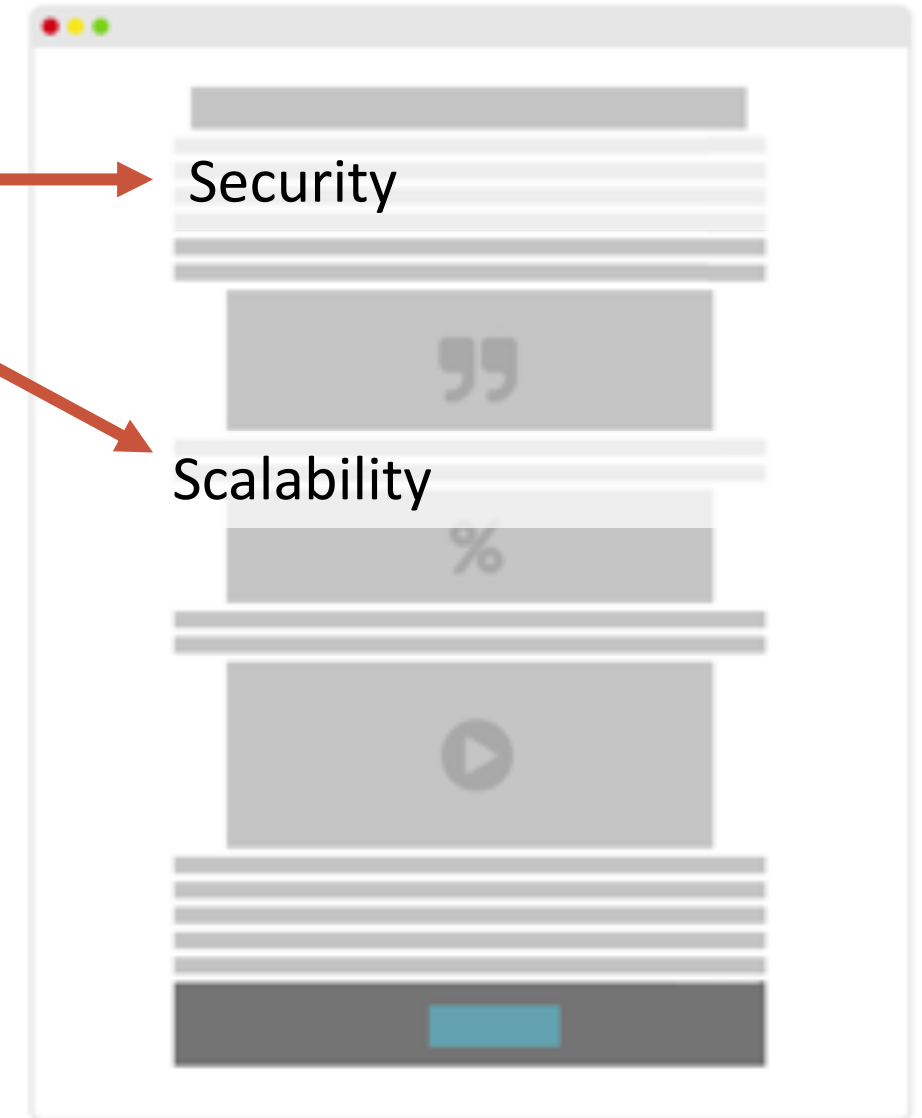


Marketing

Security was the top priority, then scalability.



Client



Causes of User Failure



source: [NN Group](#)

What was the biggest challenge you were hoping to solve?

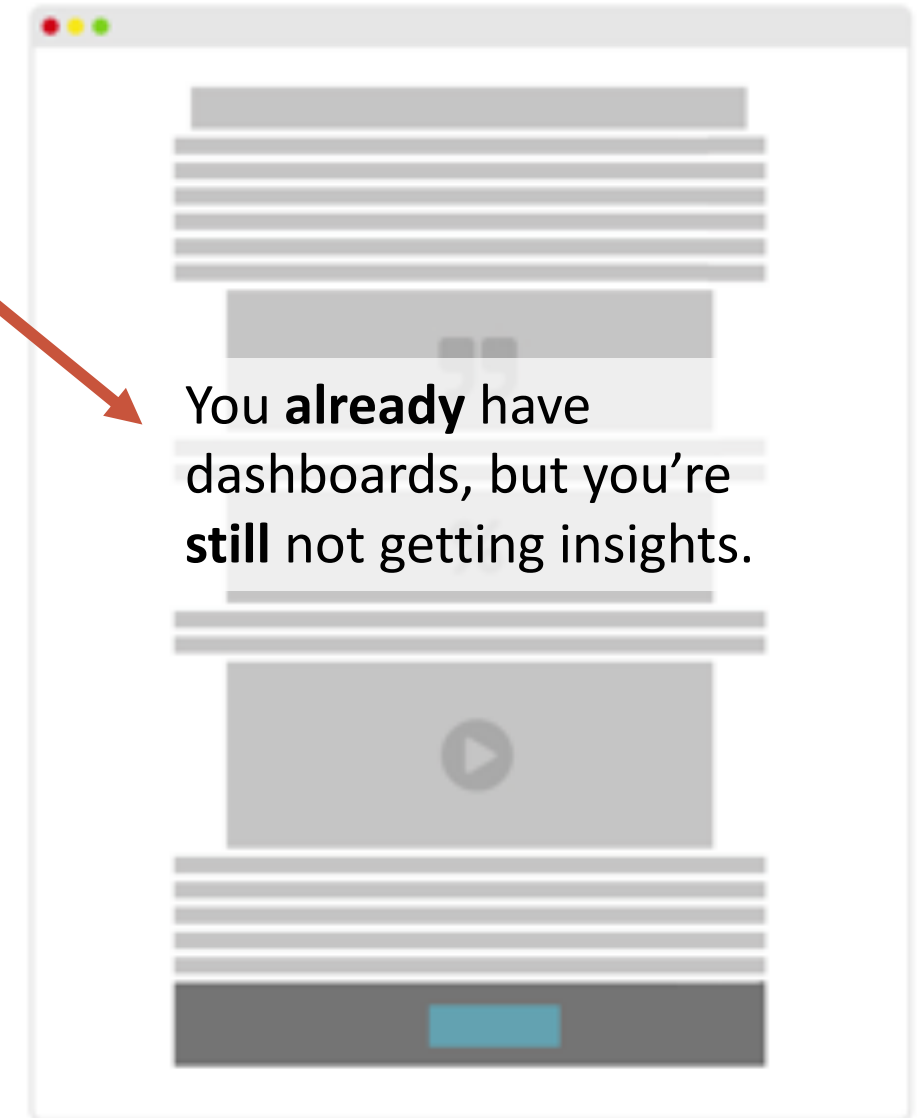


Marketing

I wanted better insights, not just dashboards



Client



What can you do now
that you couldn't do
before?

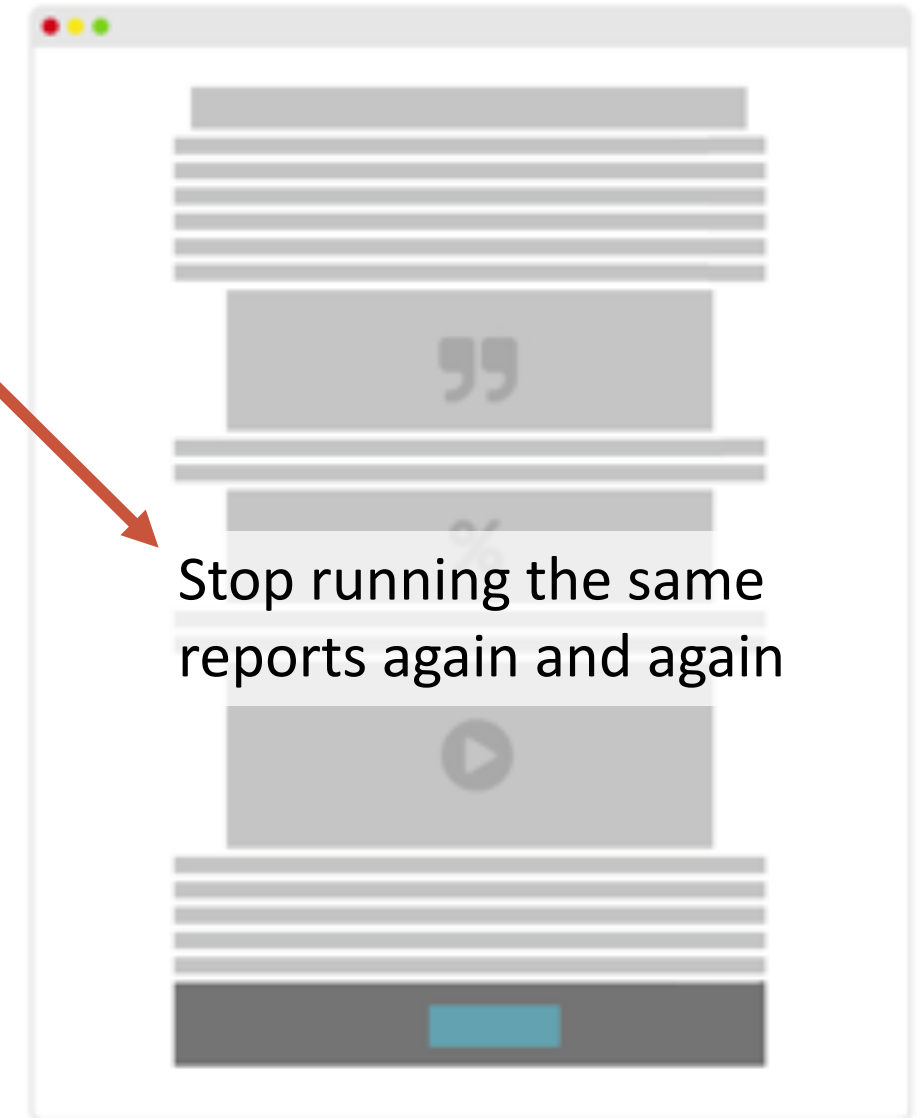


Marketing

Now I don't have
to run that report
every time



Client



What questions are you sick
and tired of answering?



Marketing

“What if I want to
cancel my contract?”



Sales



Feedback from our clients

Our customers span many industries and use Eagle to streamline workflows, captivate customers, and enrich their employees.

Eagle 3D Streaming is the leader in pixel and 3D streaming. They have the most reliable pixel streaming on the planet.



John Doe

Director of Operations, Rawlings Company

Largest text is vague

Feedback from our clients

Our customers span many industries and use Eagle to streamline workflows, captivate customers, and enrich their employees.

They're on a separate page

Eagle 3D Streaming is the leader in pixel and 3D streaming.
They have the most reliable pixel streaming on the planet.

Testimonial is vague,
boring and fake



John Doe

Director of Operations, Rawlings Company

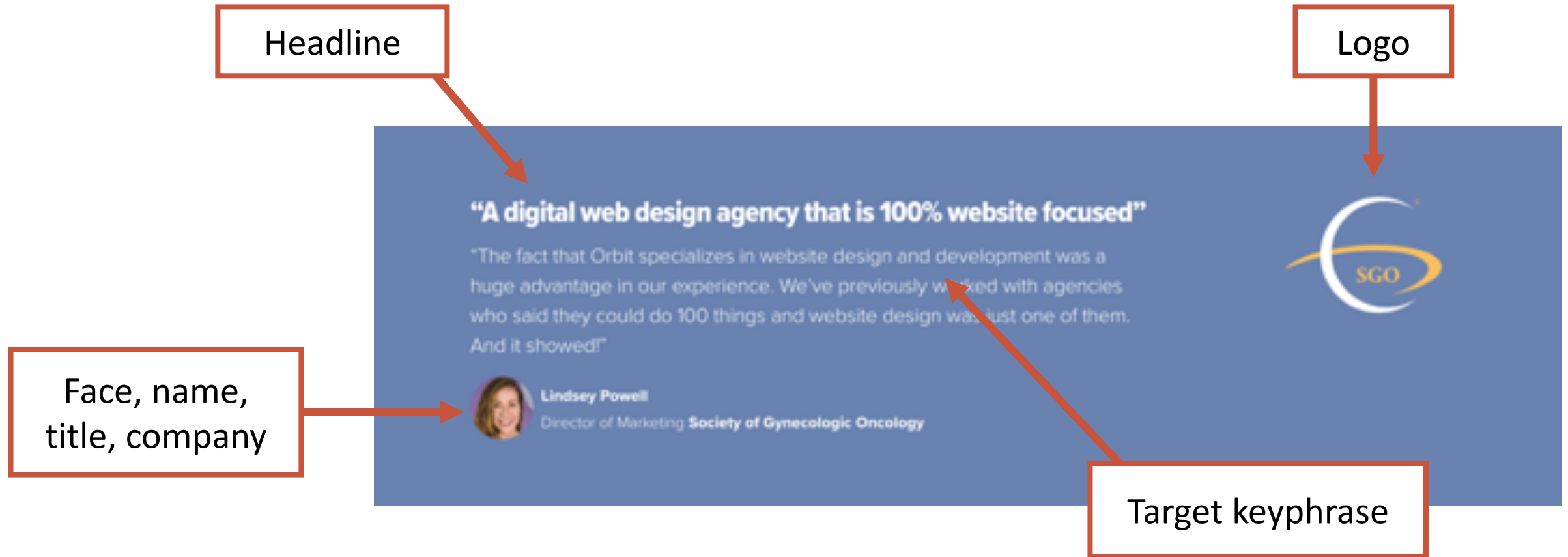
Not a real person

...on a rarely visited

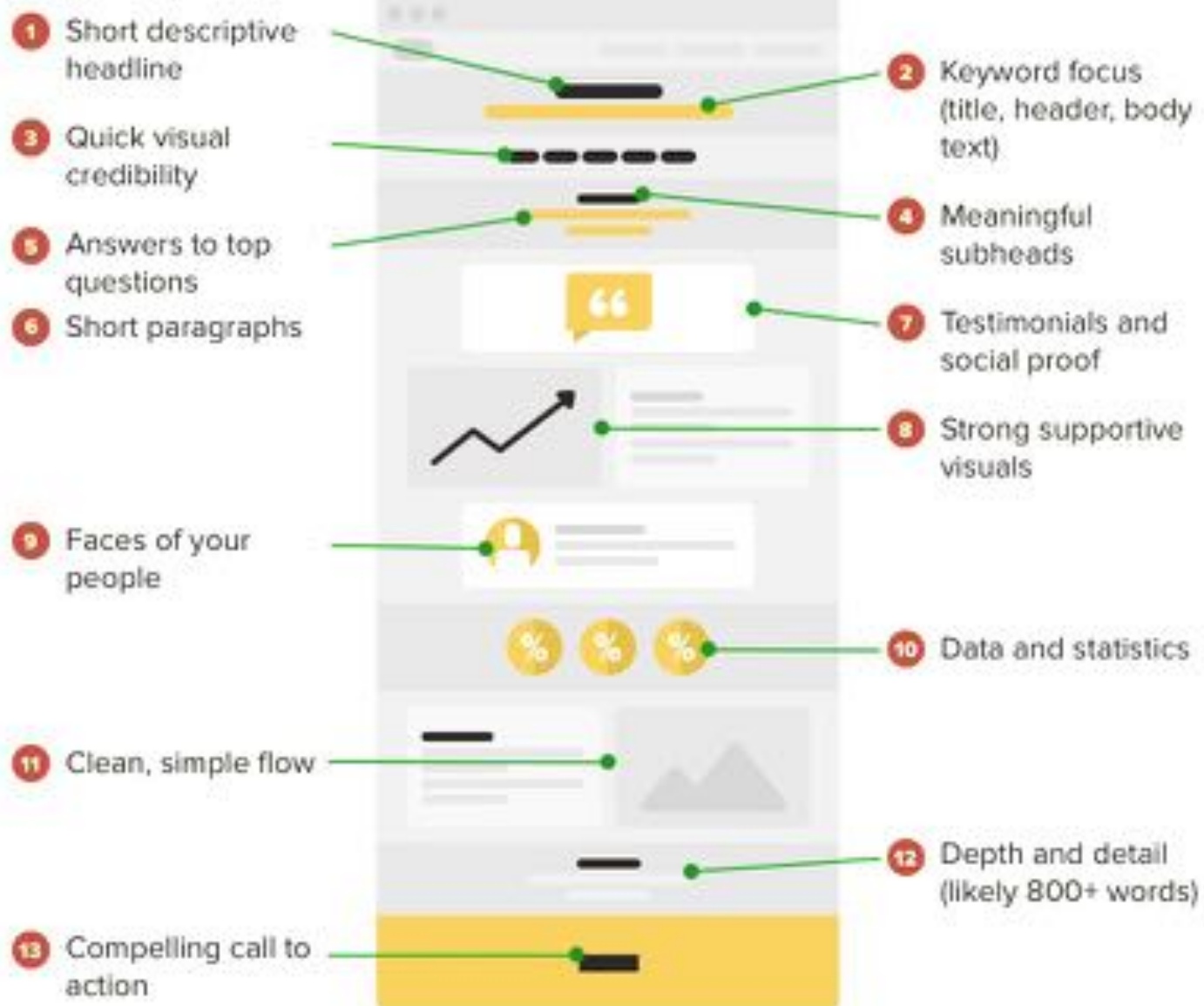
Rank	Page URL	Visits	Percentage	Previous Rank	Previous Percentage
19.	/support/contact-support/	247	(1.32%)	205	(1.33%)
20.	/products/	231	(1.23%)	201	(1.30%)
21.	/support/request-a-demo/	226	(1.20%)	162	(1.05%)
22.	/resources/	222	(1.18%)	118	(0.76%)
23.	/services/	208	(1.11%)	157	(1.02%)
24.	/support/	203	(1.08%)	173	(1.12%)
25.	/news/category/indust			68	(0.44%)
26.	/services/software-tra			159	(1.03%)
27.	/sharebutton.to			59	(0.38%)
28.	/products/			127	(0.82%)
29.	/services/	148	(0.79%)	134	(0.87%)
30.	/resources/quick-tips/	138	(0.73%)	122	(0.79%)
31.	/about-us/testimonials/	132	(0.70%)	127	(0.82%)

The testimonials page is the 31st most popular page on this website.

Elements of a great testimonial



Anatomy of the perfect B2B service page

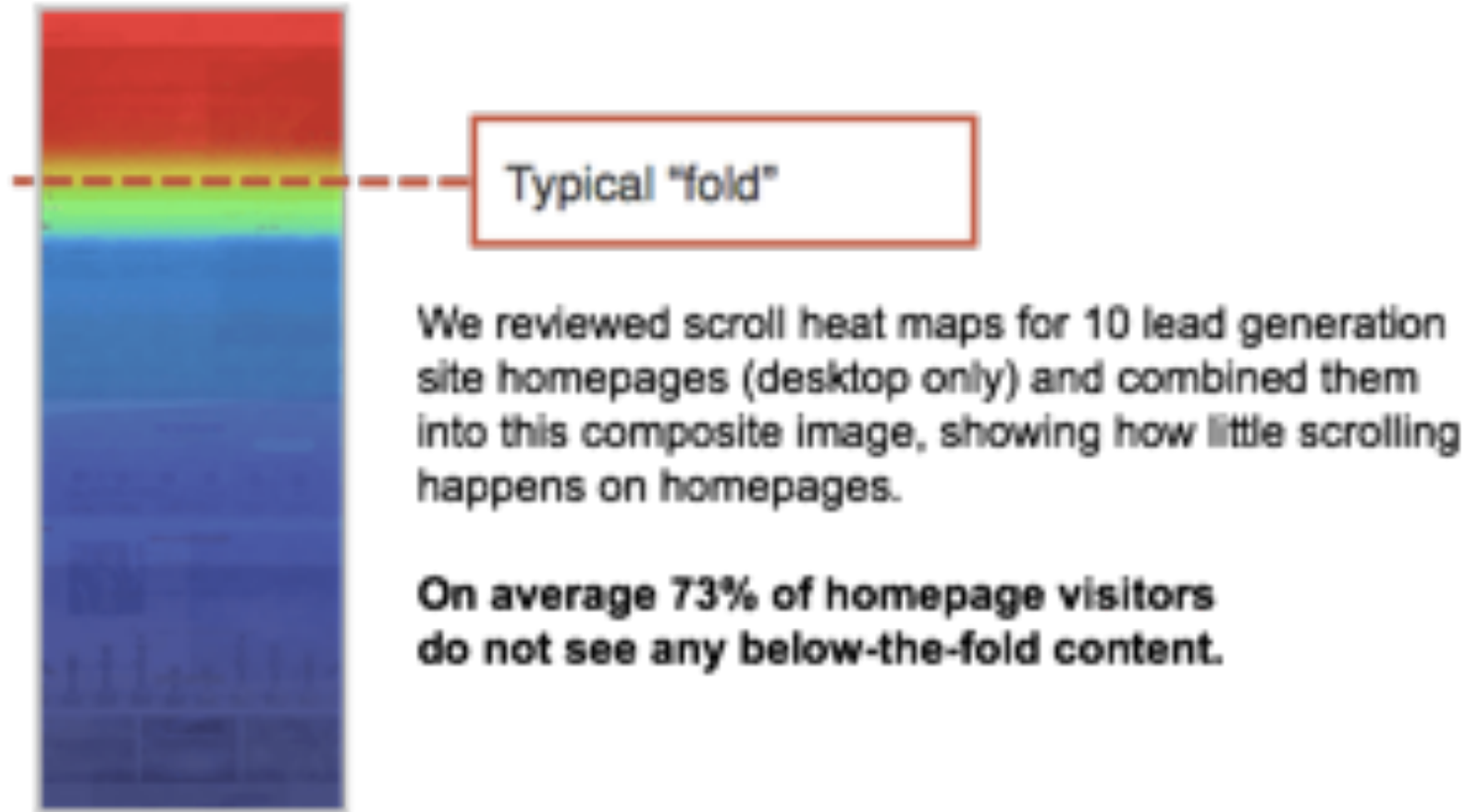


Service Page Checklist

1. Short descriptive headline
2. Keyword focus
3. Quick visual credibility
4. Meaningful subheads
5. Answers to top questions
6. Short paragraphs
7. Testimonials / social proof
8. Strong supportive visuals
9. Faces of your people
10. Data and statistics
11. Clean, simple flow
12. Depth and detail (800+ words)
13. Compelling call to action

4. The Homepage

Most Homepage Visitors Don't Scroll





The Backyard BBQ Test

“So, what do you do for a living?”

Prove impossible wrong



EXPLORE OUR PROJECTS



ABOUT



CAREERS

LOCATIONS

This headline doesn't clearly describe the service

Agility to plan for all futures

Intelligently control your integrated business planning and digital supply chain.

[LEARN MORE](#)[EXPLORE THE POSSIBILITIES](#)

Kinaxis acquires Rubikloud for AI-based retail and CPG demand planning. [Learn more.](#)



What does this company do?

[Answers 50](#) [Tags 0](#) [Word cloud](#)

☐ Select all

Add/edit tags

Help with financial matters and/or issues.

Health service

Any other



What does this company do?

11 Answers 50 Tags 0 Words about

☐ Select all ☐ Search responses

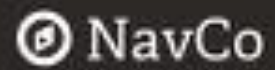
Add/edit tags

Leadership coaching

Coaching



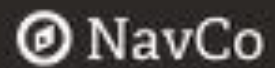
Descriptive Navigation Labels



Products Services About Blog Contact



Generic navigation common to hundreds of millions of websites



About Blog Contact

Compasses Chronometers Charts & Maps



Descriptive navigation that includes relevance to both search engines and visitors



5. The About Page

<input type="checkbox"/>	Page ?		Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
			28,607 % of Total: 100.00% (28,607)	23,492 % of Total: 100.00% (23,492)	00:01:46 Avg for View: 00:01:46 (0.00%)	16,093 % of Total: 100.00% (16,093)	70.82% Avg for View: 70.82% (0.00%)	56.26% Avg for View: 56.26% (0.00%)	\$0.04 % of Total: 100.00% (\$0.04)
<input type="checkbox"/>	1.		8,739 (30.55%)	7,194 (30.62%)	00:02:19	7,145 (44.40%)	75.59%	72.48%	\$0.03 (76.23%)
<input type="checkbox"/>	2.		5,626 (19.67%)	4,858 (20.68%)	00:01:46	4,644 (28.86%)	57.73%	55.76%	<\$0.01 (24.44%)
<input type="checkbox"/>	3.		2,241 (7.83%)	1,777 (7.56%)	00:02:23	697 (4.33%)	72.17%	56.98%	\$0.03 (77.95%)
<input type="checkbox"/>	4.		1,185 (4.14%)	959 (4.08%)	00:02:06	145 (0.90%)	72.41%	43.29%	\$0.02 (58.96%)
<input type="checkbox"/>	5. /about-us	←	1,170 (4.09%)	About: The #5 page			132 (0.82%)	44.70%	24.53% <\$0.01 (24.66%)
<input type="checkbox"/>	6.		706 (2.47%)			86 (0.53%)	65.12%	46.18%	\$0.07 (190.75%)
<input type="checkbox"/>	7.		686 (2.40%)	496 (2.11%)	00:01:54	84 (0.52%)	72.62%	47.23%	<\$0.01 (11.40%)
<input type="checkbox"/>	8.		522 (1.82%)	378 (1.61%)	00:01:01	41 (0.25%)	70.73%	23.95%	\$0.34 (972.23%)
<input type="checkbox"/>	9.		326 (1.14%)	277 (1.18%)	00:01:47	40 (0.25%)	85.00%	39.26%	<\$0.01 (20.41%)
<input type="checkbox"/>	10.		271 (0.95%)	231 (0.98%)	00:01:07	45 (0.28%)	62.22%	29.89%	\$0.00 (0.00%)



Time to fail “The French Test”

we... us... our...

Elements of an effective About Us section

1. The origin story (video)
2. Mission, vision, values
3. Team, people, leadership

6. Your Google “Branded Query” SERP



adler planetarium wedding



[All](#)

[Images](#)

[Shopping](#)

[News](#)

[Videos](#)

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[Settings](#)

[Tools](#)

About 208,000 results (0.62 seconds)



[More images](#)

Adler Planetarium wedding

Adler Planetarium offers both indoor and outdoor ceremony options for up to 325 people and space for up to 600 guests when setup for an indoor seated reception. Your guests can take in the iconic **Chicago** skyline with a cocktail hour or **wedding** ceremony on the Nancy A. Petrovich Skyline Terrace.

[wasabiphotography.com](#) › [wedding-venues](#) › [adler-pla...](#) ▼

[Adler Planetarium Wedding Venue Information \[REAL PHOTOS\]](#)

[Feedback](#)

[www.adlerplanetarium.org](#) › [private-events](#) ▼

Private Events at the Adler Planetarium

With breathtaking skyline views, the **Adler Planetarium** is an iconic Chicago venue ... Named one of The Knot's 2019 picks for 'Best of **Weddings**,' the Adler ...

Oh no! Another website is ranking #1 for their *most popular* branded keyphrase.

The Three Types of Keyphrases

Type of keyphrase	Searcher's intent	Examples
Informational Queries 80% of all searches	KNOW Research / Looking for answers Wants to do it themselves	"Can a microscope see cells?" "Why do microscopes make things look upside down?" "How to replace a microscope lightbulb"
Transactional Queries 10% of all searches	DO Getting ready to buy Has a product/service in mind Choosing between options	"USB microscope" "Best science kits for kids" "Microscope replacement bulbs"
Navigational (Branded) Queries 10% of all searches	GO Knows where they want to go Trying to get somewhere fast	"SciencePlus" "SciencePlus near me"

The Three Types of Keyphrases

Type of keyphrase	Searcher's intent	Examples
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Navigational (Branded) Queries 10% of all searches	GO Knows where they want to go Trying to get somewhere fast	"SciencePlus" "SciencePlus near me"



Google Yourself

A large, rounded rectangular search input field with a thin gray border. On the right side of the field is a small, colorful microphone icon, indicating voice search functionality.

Google Search

I'm Feeling Lucky



aprimo



aprimo **chicago**
aprimo **glassdoor**
aprimo **careers**
aprimo **logo**
aprimo **chicago office**
aprimo **voice**
aprimo **academy**
primo release notes
aprimo **reviews**
aprimo **youtube**

Google Search

I'm Feeling Lucky

Report inappropriate predictions



aprimo vs|



aprimo vs **marketo**

aprimo vs **workfront**

aprimo vs **salesforce**

aprimo vs **percolate**

Google Search

I'm Feeling Lucky

Report inappropriate predictions



aprimo d|



aprimo digital asset management

aprimo developer api

aprimo dam pricing

aprimo demo

aprimo desktop connector

aprimo dam sitecore

aprimo dam sync 2018

aprimo dam saas

aprimo digital asset management review

aprimo deutschland

Google Search

I'm Feeling Lucky

Report inappropriate predictions

About 193,000 results (0.53 seconds)

Aprimo Marketing Solutions | Productivity Management & DAM

 www.aprimo.com/

Aprimo helps marketers turn pain points into advantage points. Contact us today. Close Your Marketing Gaps. Deliver on-time, on-brand. Faster Speed to Market. Get The Aprimo Advantage.

Products

Simplify marketing complexity and increase the value of marketing

Why Aprimo

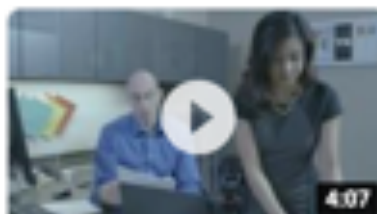
Aprimo helps marketers do what they do best

Videos



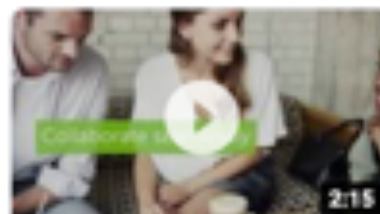
Aprimo Digital Asset Management

Aprimo
YouTube · Sep 28, 2017



Aprimo Marketing Operations

Aprimo
YouTube · Oct 4, 2016



Aprimo Productivity Management

Aprimo
YouTube · Dec 3, 2018





Google

YouTube

Bing

Amazon

eBay

Play Store

Instagram

Twitter

All

aprimo

United States / English



Search for "aprimo" found 243 unique keywords

▼ Keywords

aprimo glassdoor

aprimo careers

aprimo logo

aprimo chicago office

aprimo voice

aprimo academy

aprimo salaries

aprimo blog

aprimo chicago

aprimo adam

aprimo address

aprimo ai

Search Volume

Trend

CPC

Competition

Lots of brand-related searches!



Google

YouTube

Bing

Amazon

eBay

Play Store

Instagram

Twitter

All

aprimo

United States / English



Search for "aprimo" found 243 unique keywords

	Search Volume	Trend	CPC	Competition
Keywords				
aprimo glassdoor	10,000	100%	\$1.00	1.00
aprimo careers	10,000	100%	\$1.00	1.00
aprimo logo				
aprimo chicago office				
aprimo voice				
aprimo academy	10,000	100%	\$1.00	1.00
aprimo salaries	10,000	100%	\$1.00	1.00
aprimo blog	10,000	100%	\$1.00	1.00
aprimo chicago	10,000	100%	\$1.00	1.00
aprimo adam	10,000	100%	\$1.00	1.00
aprimo address	10,000	100%	\$1.00	1.00
aprimo ai	10,000	100%	\$1.00	1.00

What people think of when
they think of you...

Which competitors are bidding on your brand?

...let's go bid on theirs!

The screenshot shows a Google search for "unbounce". The search results include several links to Unbounce's website, such as "Unbounce Landing Pages | More Powerful Conversion", "Unbounce - The Landing Page Platform", and "Unbounce - The Landing Page Course". A red box highlights the "Unbounce Landing Pages | More Powerful Conversion" link. An arrow points from the text box on the left to this link. The search results also include a "People also ask" section with questions like "What is unbounce?", "Is unbounce free?", "What is unbounce used for?", and "What is unbounce used for?". The search results are sorted by "Relevance".

Google search results for "unbounce". The results include various links to Unbounce's website, landing page examples, and related content. A red box highlights the "People also search for" section, which lists related search terms like "leadpages", "crazy cart", "leadpages", "leadpages", and "leadpages".

Google search results for "unbounce". The results include various links to Unbounce's website, landing page examples, and related content. A red box highlights the "People also search for" section, which lists related search terms like "leadpages", "crazy cart", "leadpages", "leadpages", and "leadpages".

People also search for which companies?

...any potential partners here?

Google search results for "landing page". The results include various articles and resources about landing pages, such as "Landing Page Examples", "What is a Landing Page?", and "How to Create a Landing Page". A red box highlights the "People also ask" section, which contains the following questions:

- What is a landing page?
- What is a landing page?
- What is a landing page?
- What is a landing page?

An arrow points from the text box on the right to the "People also ask" section.

What questions do people ask about your business?

...answer those questions in your content

Google search results for "landing page".

Left sidebar (People also ask):

- What does landing page mean?
- Is landing page?
- What is a landing page?
- Why should I use landing page?

Top right (Unbounce):

- Unbounce Landing Pages (More Powerful Customization)
- Unbounce - The Landing Page Platform

Right sidebar (Unbounce):

- Unbounce is a leading online conversion management...
- Unbounce Landing Pages (More Powerful Customization)
- Unbounce - The Landing Page Platform

Bottom right (Callout box):

Take questions from here and add them to your Google My Business page

Google search results for "unbounce". The results show various links related to Unbounce, including "Unbounce Landing Pages (More Powerful Customization)", "Unbounce - The Landing Page Platform", "Unbounce - YouTube", "Unbounce - WordPress", and "Unbounce - Wikipedia". A red box highlights the "Unbounce - WordPress" link, and a red arrow points to it from a text box that says "Any reputation issues visible here? ...seek reviews on those sites".

Google search results for "unbounce". The results show various links related to Unbounce, including "Unbounce Landing Pages (More Powerful Customization)", "Unbounce - The Landing Page Platform", "Unbounce - YouTube", "Unbounce - WordPress", and "Unbounce - Wikipedia". A red box highlights the "Unbounce - WordPress" link, and a red arrow points to it from a text box that says "Any reputation issues visible here? ...seek reviews on those sites".

Any reputation issues visible here?

...seek reviews on those sites

Google search results for "unbounce". The page shows various search results related to Unbounce, including landing page examples, templates, and a course. A red box highlights the "Searches related to unbounce" section at the bottom, which lists related search terms like "unbounce landing page", "unbounce templates", "unbounce examples", "unbounce pricing", "unbounce reviews", "unbounce pros and cons", "unbounce vs leadpages", "unbounce vs clickfunnels", "unbounce vs mailchimp", "unbounce vs activecampaign", "unbounce vs hubspot", "unbounce vs marketo", "unbounce vs Pardot", "unbounce vs Braze", "unbounce vs Salesforce Pardot", "unbounce vs Eloqua", "unbounce vs Oracle Eloqua", "unbounce vs Adobe Campaign", "unbounce vs SAP Marketing Cloud", "unbounce vs Incentive.com", "unbounce vs ExactTarget", "unbounce vs Silverpop", "unbounce vs Tealium", "unbounce vs Optimizely", "unbounce vs VWO", "unbounce vs Hotjar", "unbounce vs Crazy Egg", "unbounce vs Mixpanel", "unbounce vs Segment", "unbounce vs Amplitude", "unbounce vs Mixpanel", "unbounce vs Segment", "unbounce vs Amplitude".

What searches are related to your brand?

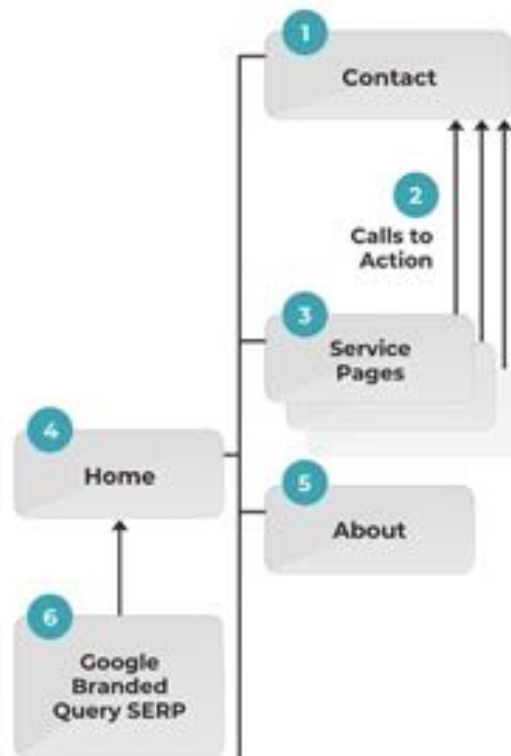
...confirm that your best content ranks for each

5 Tips for Branded Query SERP Analysis

1. Search for each of those phrases.
Like what you see?
2. Make sure there are pages
for each specific keyphrase/topic
3. Bid on competitors who bid on you
4. Answer “People also ask” questions
in your GMB account
5. Polish up any reputation issues



When do we start marketing??



1. Contact Page/Form

This is where the magic happens.
Add evidence, remove friction.

2. Calls to Action

The buttons that get them there.
Make the language specific, detailed.

3. Service Pages

Answer top sales questions, add evidence.

4. Home

Communicate quickly and clearly,
easy navigation.

5. About

The story, the values, the people, video.

6. Google Branded Query SERP

Your other homepage. It's what
people see when they search for your
company name.

Foundation

- Conversion optimization
- Durable improvements
- More leads from every visit



7. Content Mission Statement

The foundation of your content
strategy.

8. Email CTA & Blog Templates

Optimize to convert readers into
subscribers.

9. Sales-focused Content

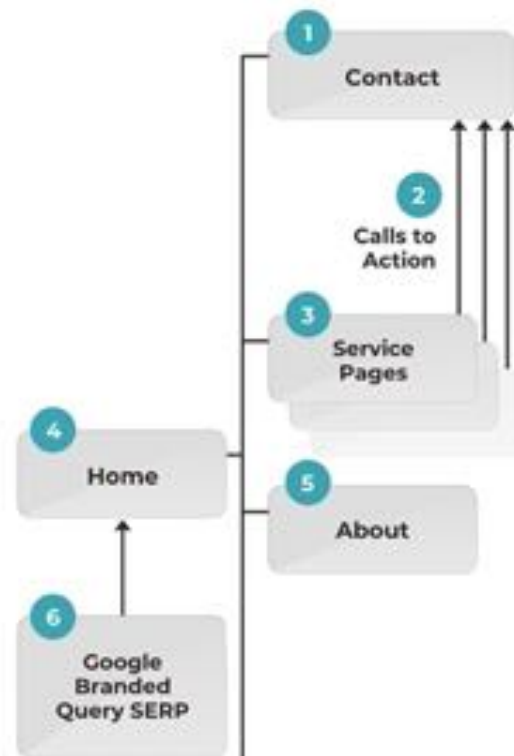
Content that directly impacts sales
closing rates.

10. In-Depth Research

Makes you the primary source for
new data.

Growth

- Increased traffic
- Content marketing
- Better performance from every post



1. Contact Page/Form

This is where the magic happens.
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new data.



7. Your Content Mission Statement

Our content is where
[audience x] gets
[information y] that offers
[benefit z].



**Where digital marketers find practical advice
on content, analytics and web design
to get better results from their websites.**

[See Our Work](#)

Featured Work

[All Projects >](#)

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Our content

[audience x]

[information y]

[benefit z]

1. Our blog, articles and resources
 2. Our email newsletters
 3. Our social media posts
 4. Our videos, events, podcasts
- ...and every other format we use*

Our content

[audience x]

[information y]

[benefit z]

1. Potential customers

2. *Anyone we can help through our
expert advice*

Our content

[audience x]

[information y]

[benefit z]

1. Tips, advice, insights, strategies and checklists
2. Stories
3. Ideas and inspiration
4. Research and reports
5. News and trends

Our content

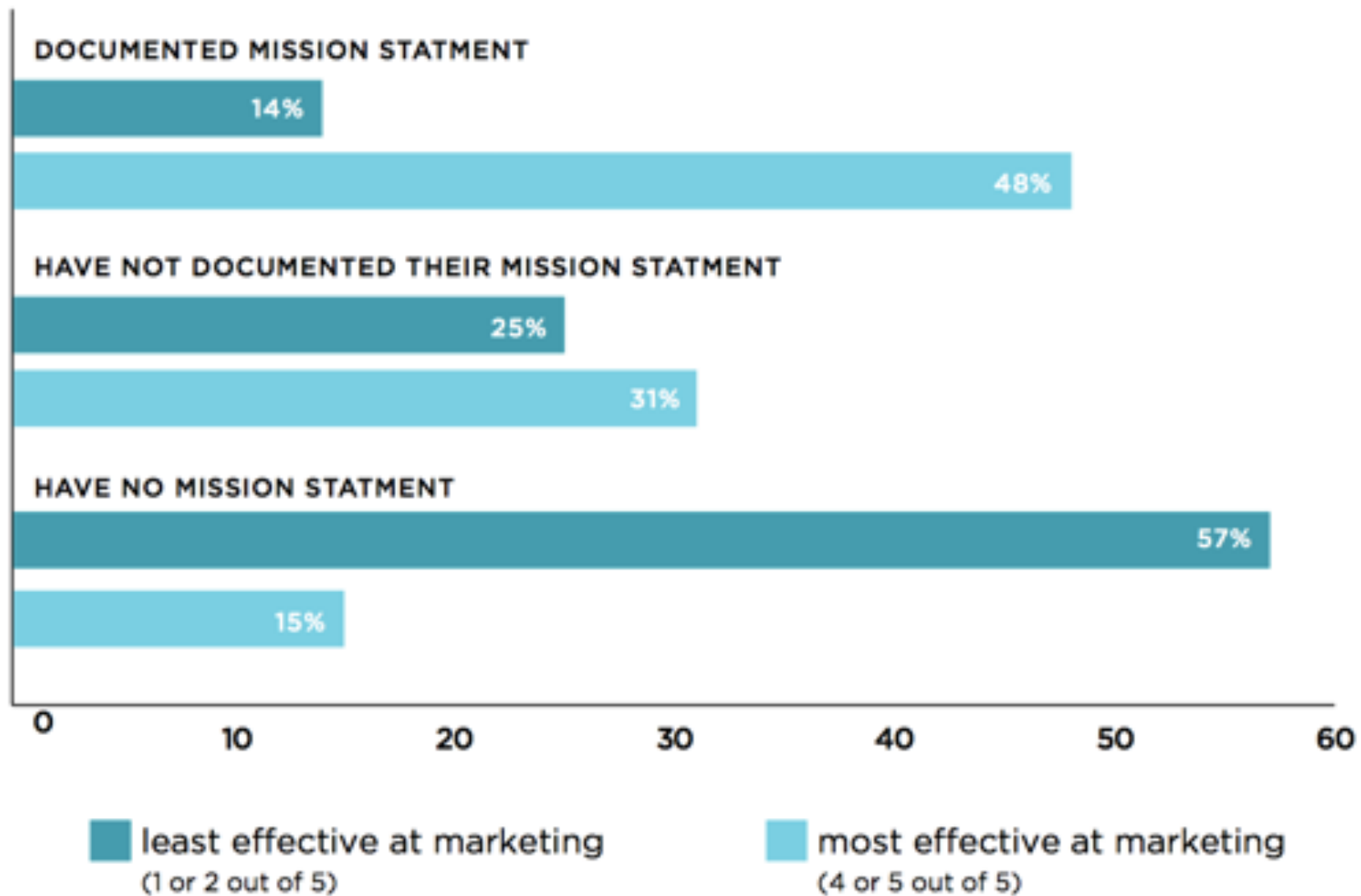
[audience x]

[information y]

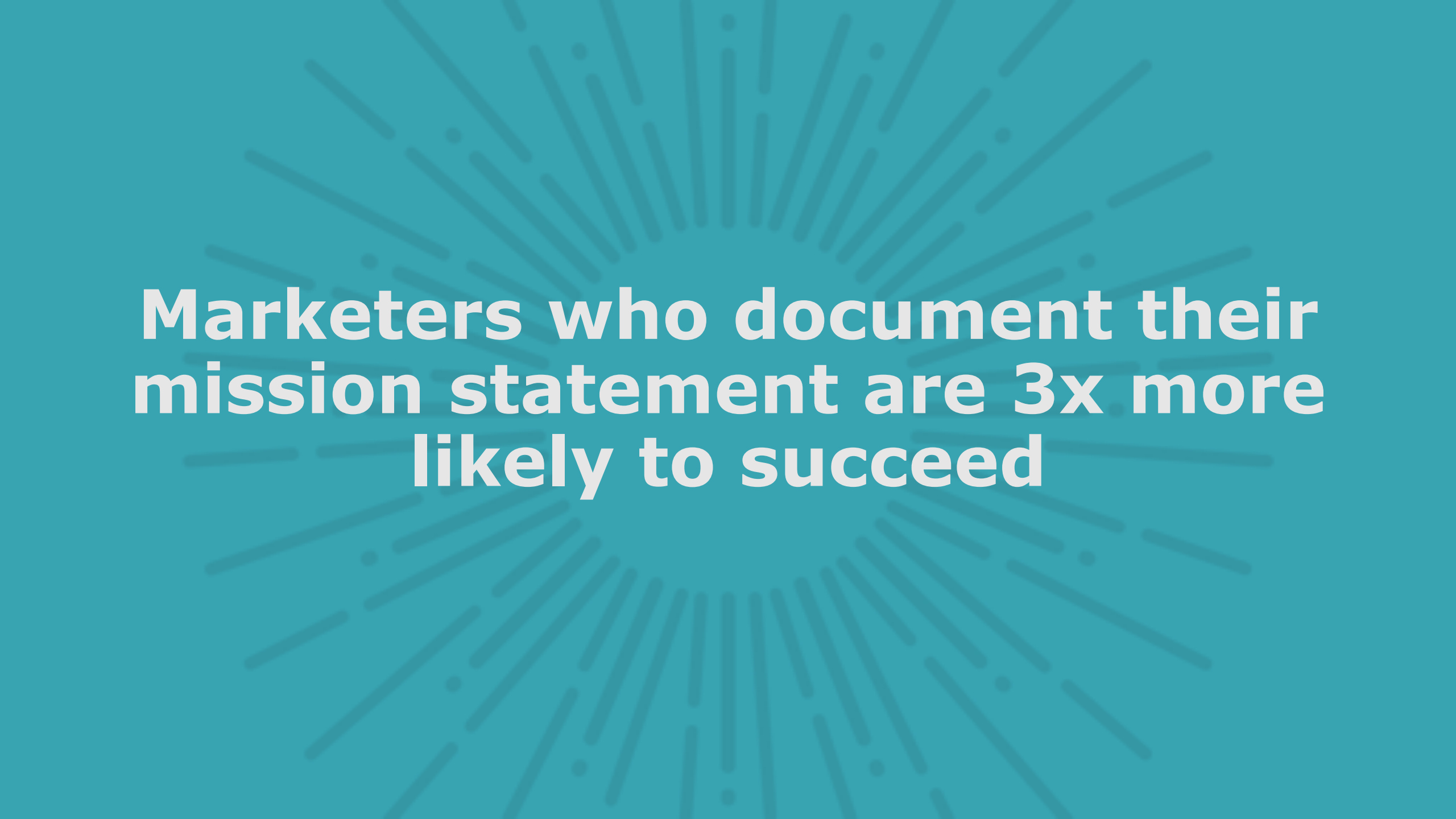
[benefit z]

Why they should click, visit, read,
watch, listen, share, subscribe

...and pay attention to your content

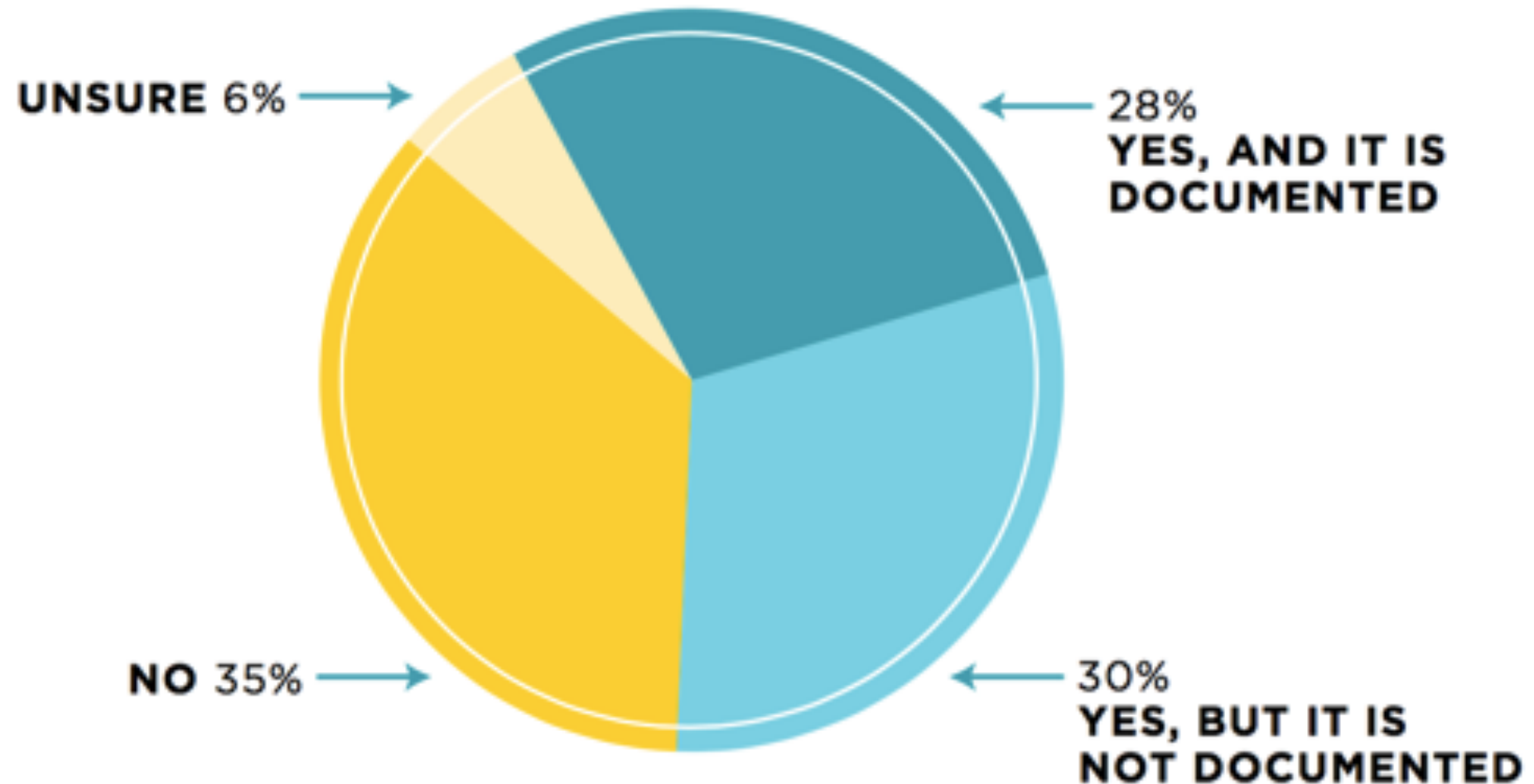


Source: Content Marketing Institute



**Marketers who document their
mission statement are 3x more
likely to succeed**

“Do you have an editorial mission statement?”



Source: Content Marketing Institute

8. Email Signup CTAs and Blog Templates

as simple as penciling in as a 10-minute walk every day after dinner or swapping cookies for apples on your grocery list may make a big difference in both long-term health and short-term attitude. So go ahead and sign up for that Zumba class you've always wanted to take. It's a necessity that feels like a luxury.

Subtract the Bad

Sometimes building good habits may not be enough to put you on a trajectory to well-being. You need to ditch bad habits too! This could be as simple as tossing all the bags of late-night temptations in your pantry or as tough as quitting smoking. You could also "subtract" by taking control of your environment Marie Kondo style. Could getting rid of dishes that don't spark joy increase your overall well-being? [Only one way to find out!](#)

Don't Go It Alone

If you only take one thing away from this article, we hope it's this: It's a-okay to ask for help before you need it. Think of it this way: you don't start looking for a gas station when your tank's empty — you fill 'er up before you're stranded on the shoulder of the road. If you're feeling like your needle's approaching empty, reach out and ask for help.

If you're a professional, your employer might provide counseling benefits. Check with your HR manager for details. There are also resources dedicated to helping healthcare professionals navigate the stress of caregiving, especially in [crisis situations like the 2020 COVID-19 pandemic](#).


[February 2020](#)[January 2020](#)[December 2019](#)[November 2019](#)

STAY UP TO DATE

Subscribe

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Would a visitor see
this as valuable?



Subtract the Bad

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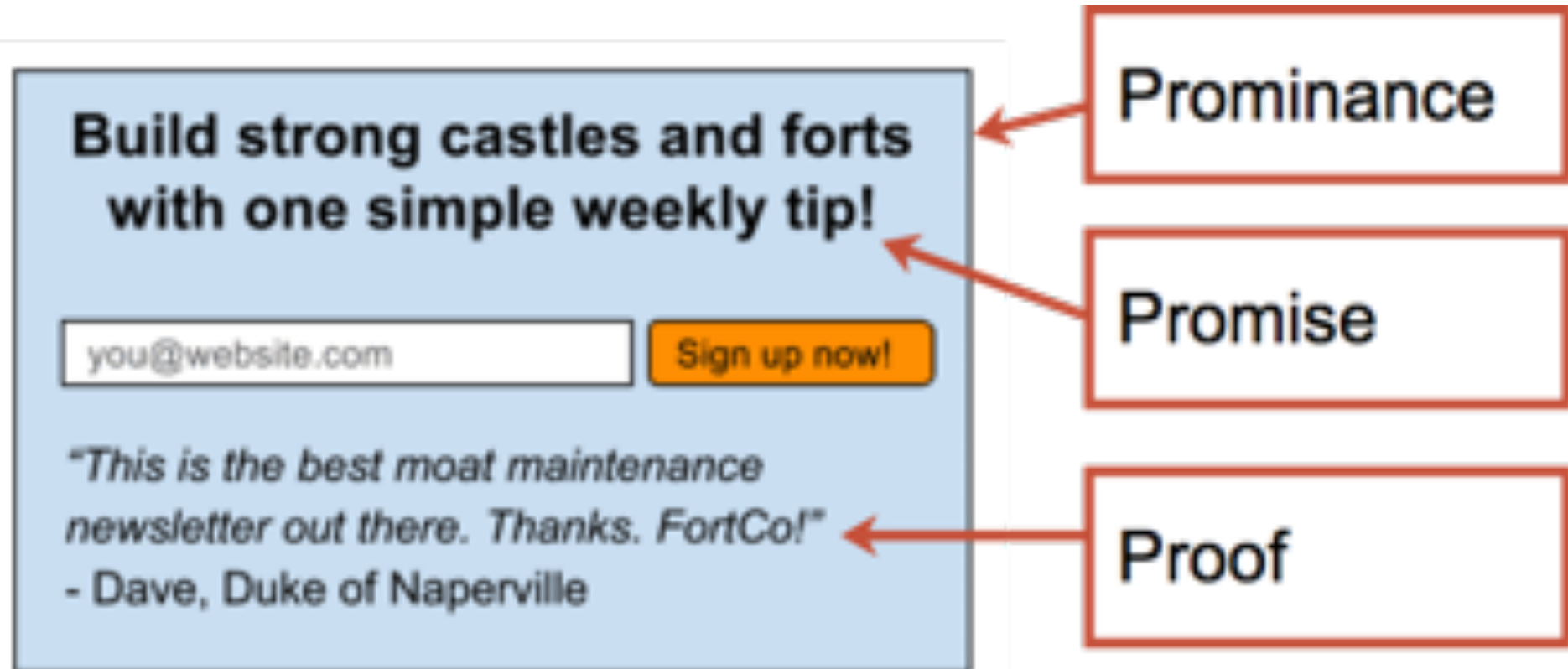
February 2020
January 2020
December 2019
November 2019

STAY UP TO DATE

Your email address

Subscribe

Use the 3 P's in your email subscribe box



The Orbit Blog

Practical Tips for Content Marketing, Analytics & Web Design

We're glad you stopped by. Here you can scan through **all of our top content** in a simple outline.

Join 16,000+ people who get bi-weekly web marketing tips.

Sign me up

By signing up you agree to our [Privacy Policy](#).

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[Information Y] is called out explicitly at the top of the blog...

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...and again in the call to action to subscribe

Get the SEO insights our industry-leading clients pay us to find.

SEOs at companies like Amazon, IBM and Cisco get our findings before we share them in public.

Two emails per month (maximum). No ads. No affiliate links.



**The
Guardian**

"from a young age Glen developed
an expertise in search engine
optimisation"

Wicky Baker

YAHOO!

"When it comes to SEO blogs, here
are 20 of the most important that
you should be reading."

Pet Owings

Forbes

"Glen teaches a system he uses to
have websites appear on top of the
organic Google search results."

Neal Rodriguez

Bloomberg

"stoked the internet into a frenzy,
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Promise

Your email address

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Proof

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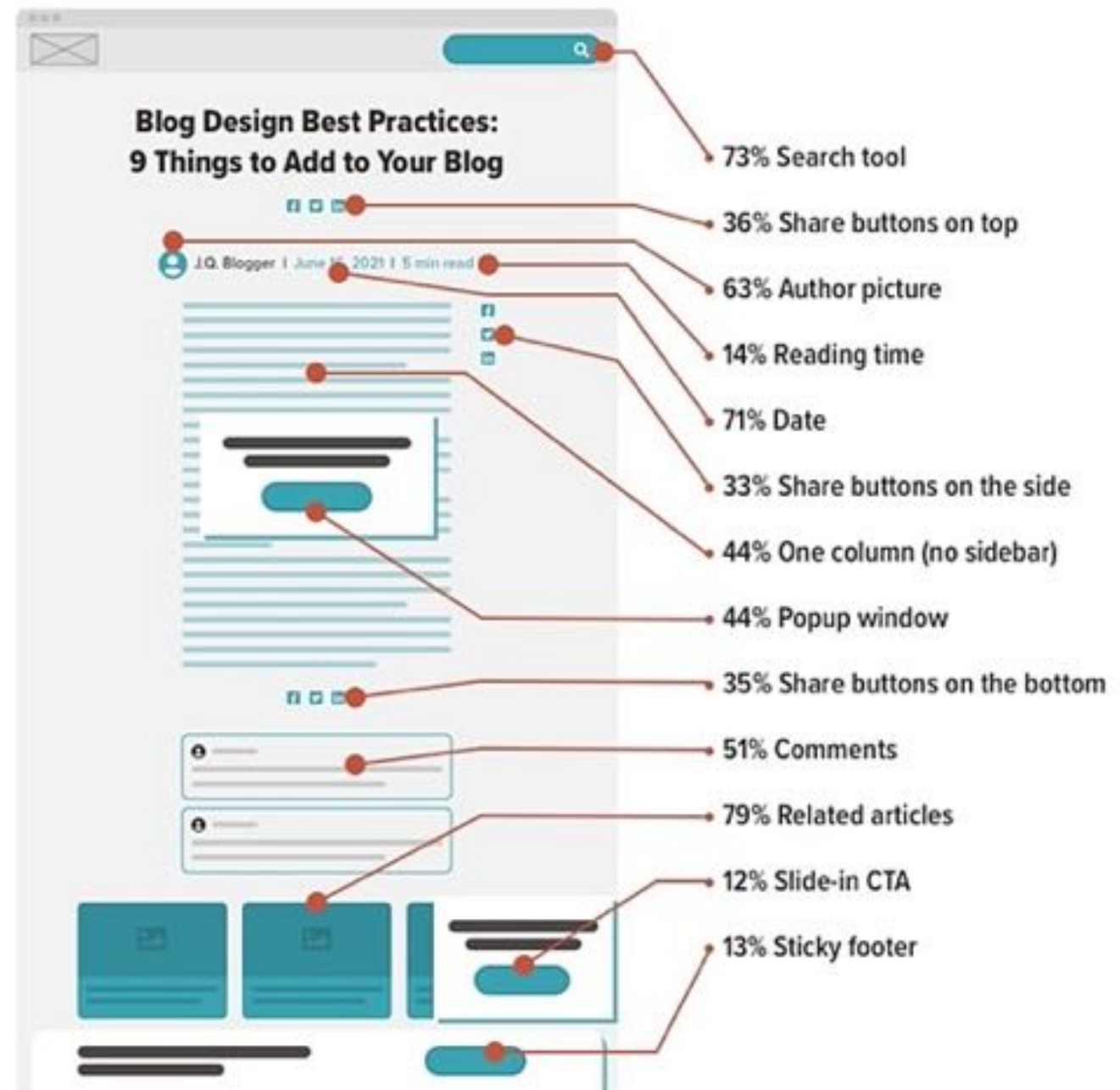
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Felix Gillette

Blog Design Best Practices



source: [How to Design a Blog](#)

n=101

9. Sales-focused Content

The Perfect B2B Website Service Page: 13-Point Checklist

Website Review & Checklist | 13-Point Checklist

Share this: [Facebook](#) [Twitter](#) [LinkedIn](#) [Pinterest](#) [Email](#) [Print](#)



by Adam Christensen

This checklist is for B2B website that sell a high-end service. If you meet these 13 criteria, this is for you.

- **You offer premium service to other businesses**

You sell to companies, not consumers. You're B2B. And your service isn't cheap. Yours is a premium service. You're not the lowest price in the market.

- **There are multiple decision makers**

Your buyers are making a "high consideration" decision. There are several people involved in the sales process and it can take weeks to identify a provider.

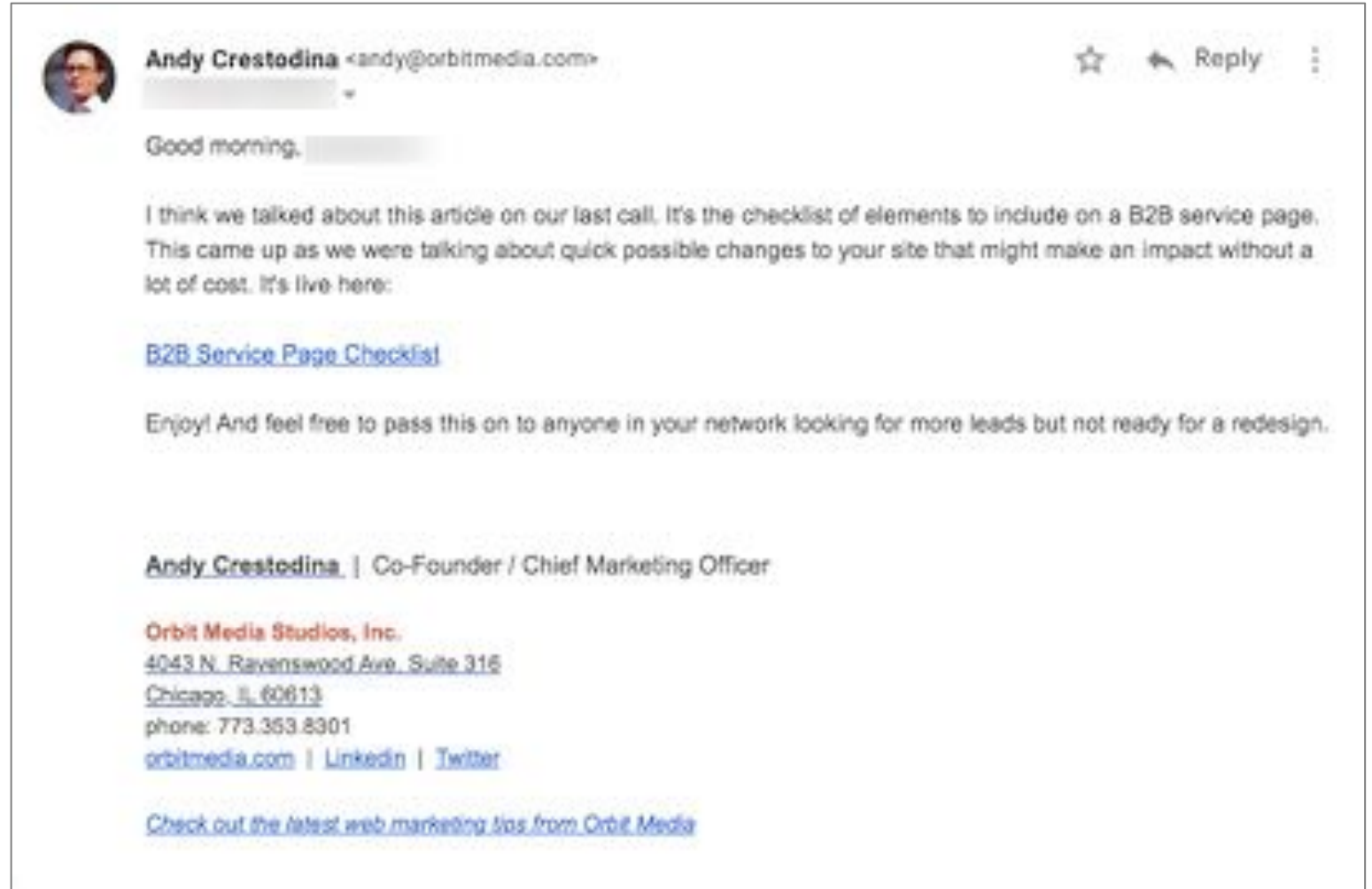
The B2B marketing website is critical in driving demand through clarity and trust, through content and design. We think you'll maximize service page on your website against this checklist.

- Are there missed opportunities?
- Is anything unclear?
- Could changes to the content and design make it a better page?

We hope this guide will help you improve these pages or planning for a redesign. We'll also add a round of B2B website service page feedback, then go.

Anatomy of the perfect B2B service page

The right content for the right audience





**Try Some
Account Based Content Marketing**



The Net

Traditional content marketing

1. Become relevant to a large audience
2. Maximize the % who will fill out forms
3. (Dis)qualify during the sales process



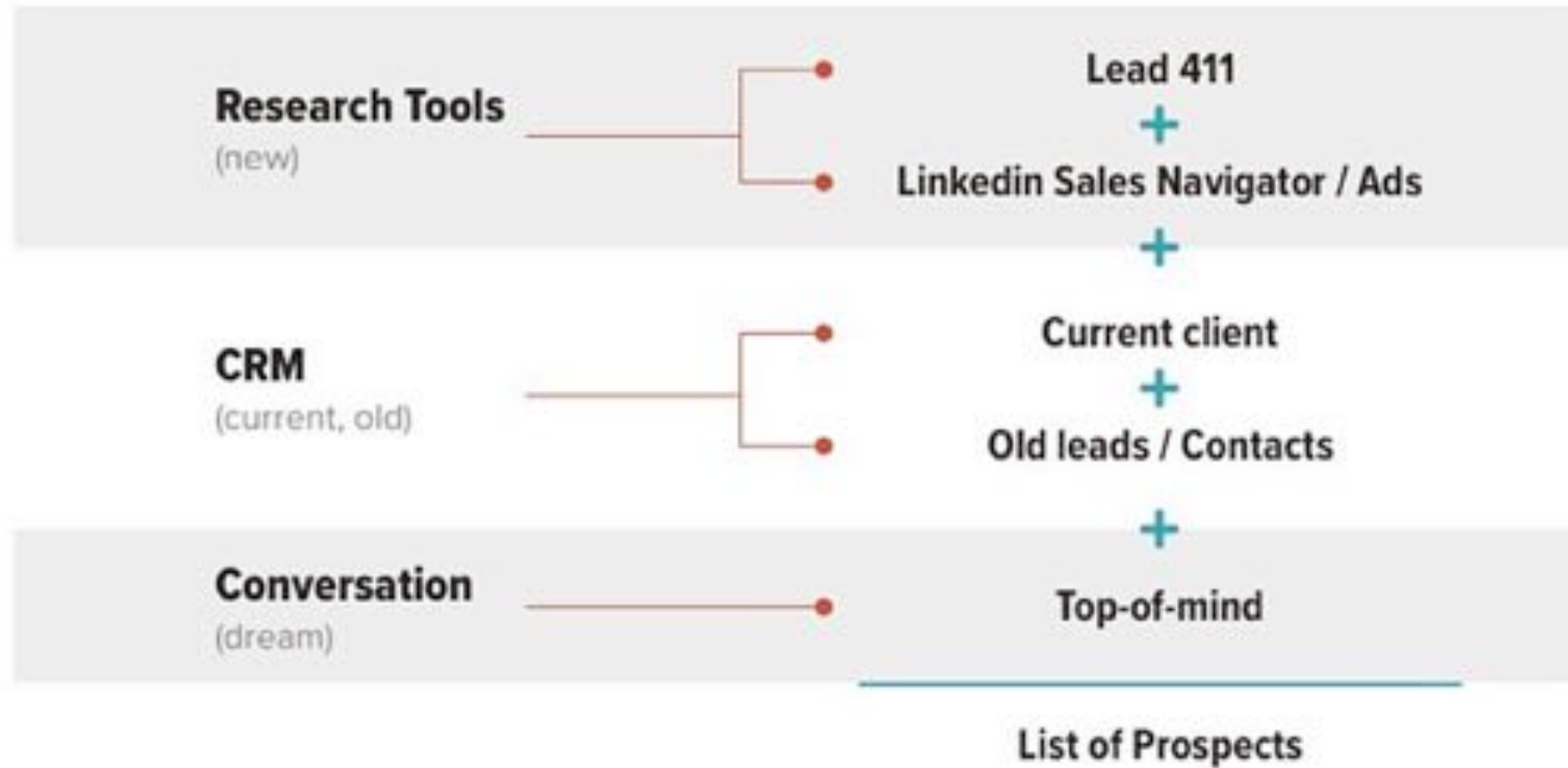
The Spear

Account-based marketing

1. Identify your top prospects
2. Create content for them specifically
3. Follow up, build relationships / relevance

source: [Account Based Content Marketing](#)

1. Identify Ideal Prospects



2. Conduct a bit of custom research

	A	B	C	D	E	F	G	H	I	J	K	L
1	Top 50 Financial Services (Private Equity - Asset/Investment Management)	Descriptive headline (clearly states what they do)	Contact Top Right	Search in Header	Call to action (not just: contact, read, visit, learn)	Descriptive navigation labels (not just: what we do, services, products)	Dropdown menus	People pictures (beyond stock photos)	Corporate Video (Specific to what company does versus a generic background video)	Evidence (Most importantly DATA, followed by testimonials, case studies, client logos, awards, etc.)	Slide Show	Content (blog, news) on the home page?
83	www.bosinvest.com	1	1	0	0	0	1	1	0	0	0	0
84	www.sequoia-financial.com	1	1	0	0	0	0	1	0	0	1	0
85	www.bdfic.com	1	0	1	1	0	1	1	0	1	0	1
86	www.westhspine.com	1	1	1	0	0	1	0	0	1	0	1
87	www.us-family.com	1	1	0	1	0	1	0	0	0	1	1
88	www.forumfn.com	1	0	1	0	1	1	0	0	0	1	1
89	www.plancorp.com	1	1	1	1	0	1	0	0	1	0	1
90	www.primebuchholz.com	0	0	0	0	0	0	0	0	1	0	1
91	www.usbilk.com	1	1	0	0	1	1	0	0	0	0	0
92	www.brightworth.com	0	1	1	1	1	1	1	1	0	0	1
93	www.theberingergroup.com	0	1	0	1	0	1	1	1	1	0	1
94	www.focuspoint-solutions.com	0	1	0	0	0	1	0	0	0	0	0
95	www.linscomb-williams.com	1	1	0	1	0	1	1	1	0	1	1
96	www.afadvisers.com	0	1	0	0	1	0	0	0	0	0	1
97	www.wellspringcap.com	1	1	0	0	0	0	0	0	0	0	0
98	www.tmgfo.com	0	1	0	0	0	0	0	0	0	0	0
99	www.cumber.com	0	1	0	0	0	1	0	0	0	0	0
100	www.aiescapedvisors.com	1	1	0	1	1	0	1	0	0	0	1
101	www.invernesscounsel.com	0	0	0	1	0	0	0	0	0	0	0
102	Total	53	50	29	32	30	39	28	20	26	20	51
103	Percentage	53%	50%	29%	32%	30%	39%	28%	20%	26%	20%	51%

3. Do outreach and ads for the target audience

[←](#) Industry Webinars

Website conversions - May 25, 2021 [✎](#)

New Campaign

Step 1
Select Campaign Group

Step 2
Set up Campaign

- Objective selection
- Audience**
- Ad format
- Placement
- Budget & Schedule
- Conversion Tracking

Step 3
Set up Ad(s)

Step 4
Review & Launch

Back to account

[Exclude](#) people in other locations

Your audience has their Profile Language set to **English** [✎](#)
Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

Who is your target audience?

Include people who have **ANY** of the following attributes [✎](#)

Company Industries
Construction

AND also have **ANY** of the following attributes [✎](#)

Job Seniorities
Manager, Director, VP

AND also have **ANY** of the following attributes [✎](#)

Job Functions
Marketing

[Narrow](#) audience further

[Exclude](#) people by audience attributes and Matched Audiences
Exclude lists may not be used to discriminate based on personal characteristics like gender, age, or school or perceived

Forecasted Results [⊕](#) [⊖](#)

Target audience size
16,000+

Segment breakdown [⊕](#)

Function [▼](#)

Marketing	100%
Sales	23%
Business Development	18%
Operations	12%
Arts and Design	8%

[Hide segments](#)

[⊕](#) Forecasting for automated bidding is not yet available with your current campaign setup.

4. Make a nice landing page

The screenshot shows a landing page for a webinar. At the top, there is a navigation bar with the logo 'Orbit Media Studios' and links for 'Web Design & Development', 'Analytics & Optimization', 'Portfolio', 'Blog', 'About', and 'Contact'. The main heading is 'Webinar: What do top manufacturing companies put on their websites?'. Below the heading, it says 'MAY 18, 2021 FROM 12-1PM CT'. There is a video player showing a man speaking, with a caption that reads 'Hi, this is Andy from Orbit Media. We're a web'. Below the video player is a red button that says 'SIGN ME UP'. Underneath the button, there is a paragraph of text: 'After careful analysis of the websites of the top 100 manufacturing company websites, we are presenting the UX best practices (or at least common practices) so we can all compare, contrast and find opportunities.' Below this is a section titled 'During this one-hour session you'll learn:' followed by a bulleted list of two items: 'What features are the most common on manufacturing company websites?' and 'What are the biggest missed opportunities?'.

Orbit Media Studios

Web Design & Development Analytics & Optimization Portfolio Blog About Contact

Webinar: What do top manufacturing companies put on their websites?

MAY 18, 2021 FROM 12-1PM CT

Hi, this is Andy from Orbit Media. We're a web

[SIGN ME UP](#)

After careful analysis of the websites of the top 100 manufacturing company websites, we are presenting the UX best practices (or at least common practices) so we can all compare, contrast and find opportunities.

During this one-hour session you'll learn:

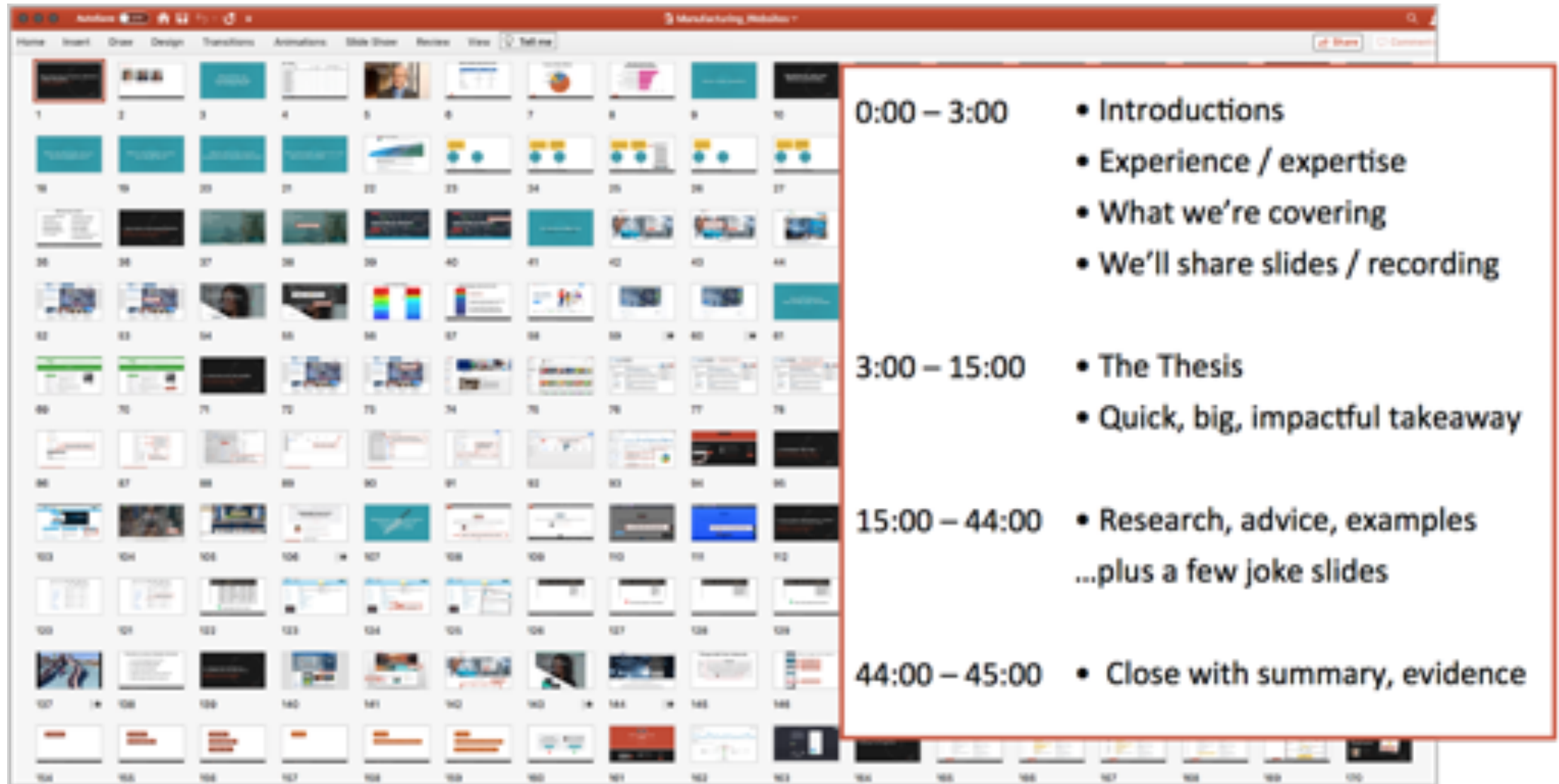
- What features are the most common on manufacturing company websites?
- What are the biggest missed opportunities?

Format + Question = Title

Video with captions
(hosted on Vimeo, not YouTube)

Call to action

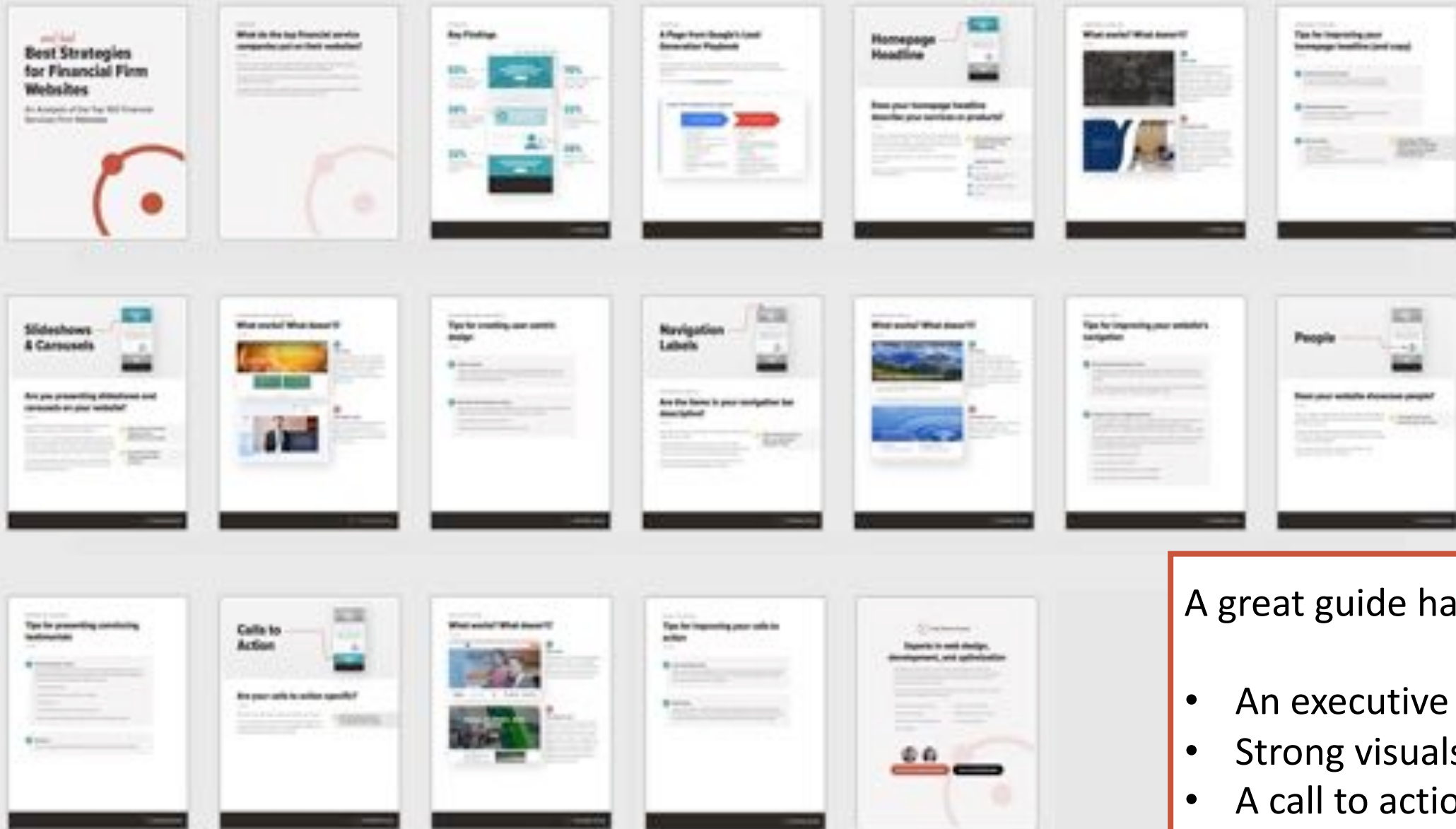
5. Do a webinar, presenting your research



The screenshot shows a presentation software interface with a grid of 150 slides. A red-bordered box on the right side of the slide grid contains a timeline and agenda for a webinar.

Time	Agenda Item
0:00 – 3:00	<ul style="list-style-type: none">• Introductions• Experience / expertise• What we're covering• We'll share slides / recording
3:00 – 15:00	<ul style="list-style-type: none">• The Thesis• Quick, big, impactful takeaway
15:00 – 44:00	<ul style="list-style-type: none">• Research, advice, examples...plus a few joke slides
44:00 – 45:00	<ul style="list-style-type: none">• Close with summary, evidence

6. Maybe turn it into a guide



A great guide has...

- An executive summary
- Strong visuals / charts
- A call to action

7. Follow up with a lot of personal outreach

Typical	Custom and High-Touch
Upload video / slides	Post-event landing page
Bulk “thank you” email	Personal emails, based on engagement
	Reformat content into a PDF guide
	Send a physical book
	Offer to consult (review website/Analytics)

source: [Account Based Content Marketing](#)

Task	Role	Time / Cost
Research	Virtual Assistant	4 hours
Prospect identification	Marketing / Sales	4 hours
Presentation planning / prep	Marketing	4 hours
Webinar logistics (publish, promotion)	Marketing / Sales	6 hours
Day-of presentation	Marketing / Sales	4 hours
Follow Up	Sales	8 hours

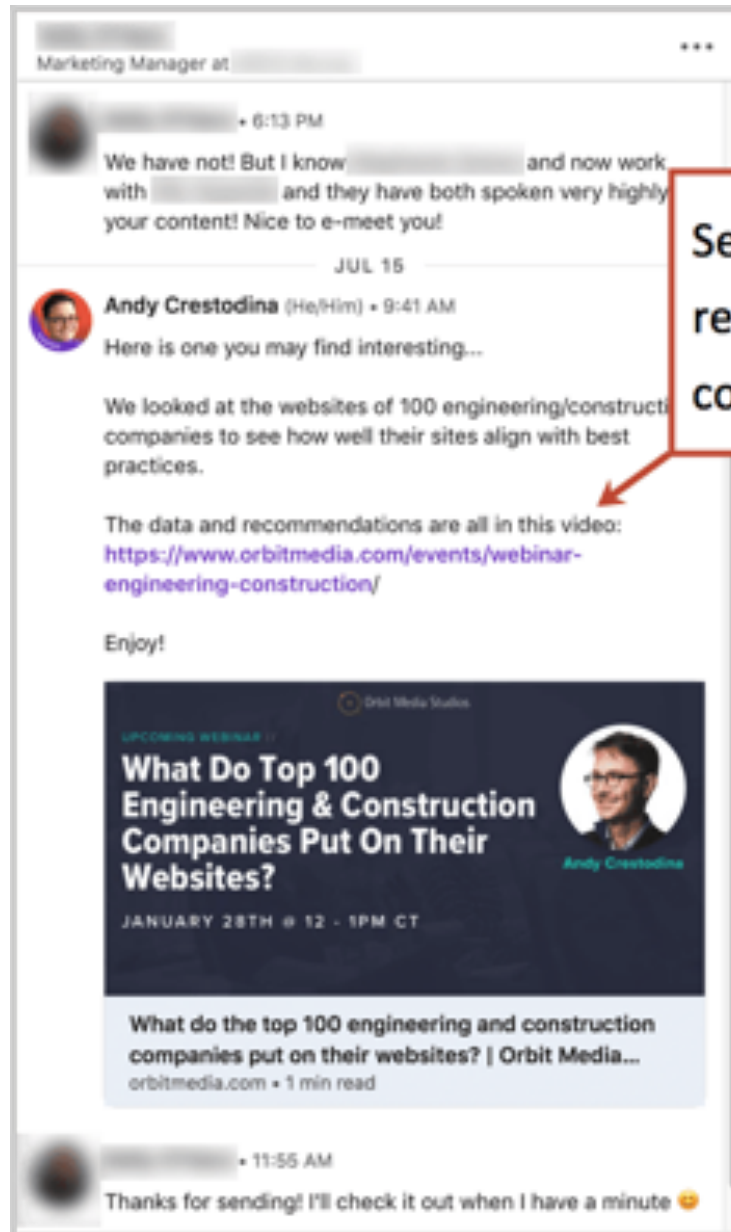
Total Time: 30 hours

Outcome	Number
1:1 Conversations with new prospects	21
Qualified leads	8*
Proposal generated	4
Projects won	2
Revenue impact	\$169,000

**We suspect that some leads snuck past us
and went straight through the website*

More: [Account Based Content Marketing](#)

**Send it to anyone you
meet in that industry
...forever after**



**Send a link to the webinar
recording to relevant new
connections forever after...**

10. In-depth Research

https://www.orbitmedia.com/

Links > Top linked pages - externally

Overview

Performance

URL Inspection

Sitemaps

Enhancements

Mobile Usability

Logos

Sitelinks searchbox

Security & Manual Actions

Links

Settings

Submit feedback

About new version

Go to the old version

<https://www.orbitmedia.com/blog/blogging-statistics/>

1,918

1,809

<https://www.orbitmedia.com/blog/>

1,677

325

<https://www.orbitmedia.com/team/andy-crestodina/>

990

291

<https://www.orbitmedia.com/blog/seo-best-practices/>

1,078

263

<https://www.orbitmedia.com/about/content-chemistry/>

727

263

<https://www.orbitmedia.com/blog/website-navigation/>

381

226

<https://www.orbitmedia.com/blog/web-design-standards/>

635

234

<https://www.orbitmedia.com/blog/ideal-blog-post-length/>

837

212

<https://www.orbitmedia.com/blog/how-to-setup-google-analytics/>

621

192

<https://www.orbitmedia.com/blog/internal-linking/>

528

179

<https://www.orbitmedia.com/blog/writing-headlines/>

698

177

<https://www.orbitmedia.com/blog/google-analytics-ut-builder/>

538

158

<https://www.orbitmedia.com/blog/how-to-research-keywords-tips/>

864

150

<https://www.orbitmedia.com/blog/website-footer-design-best-practices/>

637

148

<https://www.orbitmedia.com/blog/web-design-tips/>

468

148

<https://www.orbitmedia.com/blog/research-best-form-of-content/>

418

141

Original research attracts links



**“How long does it take
to write a blog post?”**

New Blogging Statistics: Blogging still works, especially for the 10% of bloggers who do things very differently...

ANALYTICS | DIGITAL STRATEGY | SEO & CONTENT MARKETING | 15 COMMENTS

SHARE THIS



1.3K



BY ANDY
CRESTODINA

Welcome to the 7th Annual Blogging Survey.

Years ago, we set out to get some basic questions about blogging. It's grown into a long-term project that tracks trends in the changing world of content marketing.

Each year, we ask 1000+ bloggers about their content and their process. Then we make a giant pile of charts. We add input from content marketing experts. And we look for correlations between the data and results.

This year we had 1,279 survey responses.

What follows are 33 charts, 13 experts and hundreds of blogging statistics that reveal some fascinating insights into an industry in flux.

How long does it take to write a blog post?



n = 1279

source: [2020 Blogger Survey, Orbit Media](#)

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

[Track in a Campaign](#)

exact page ▾

<https://www.orbitmedia.com/blog/blogging-statistics/>

Analyze

19,948 of 20,000 queries available until 08/09

Page Authority ⁱ



55

Domain Authority ⁱ



59

Linking Domains ⁱ

1.9k

Discovered in the last 60 days 339

Lost in last 60 days 189

Inbound Links ⁱ

7.5k

Ranking Keywords ⁱ

415

Quick Downloads

All Links



Follow Links



Linking Domains



Follow Linking Domains



Top Pages



Discovered and lost linking domains [ⓘ]

Total Discovered

+339

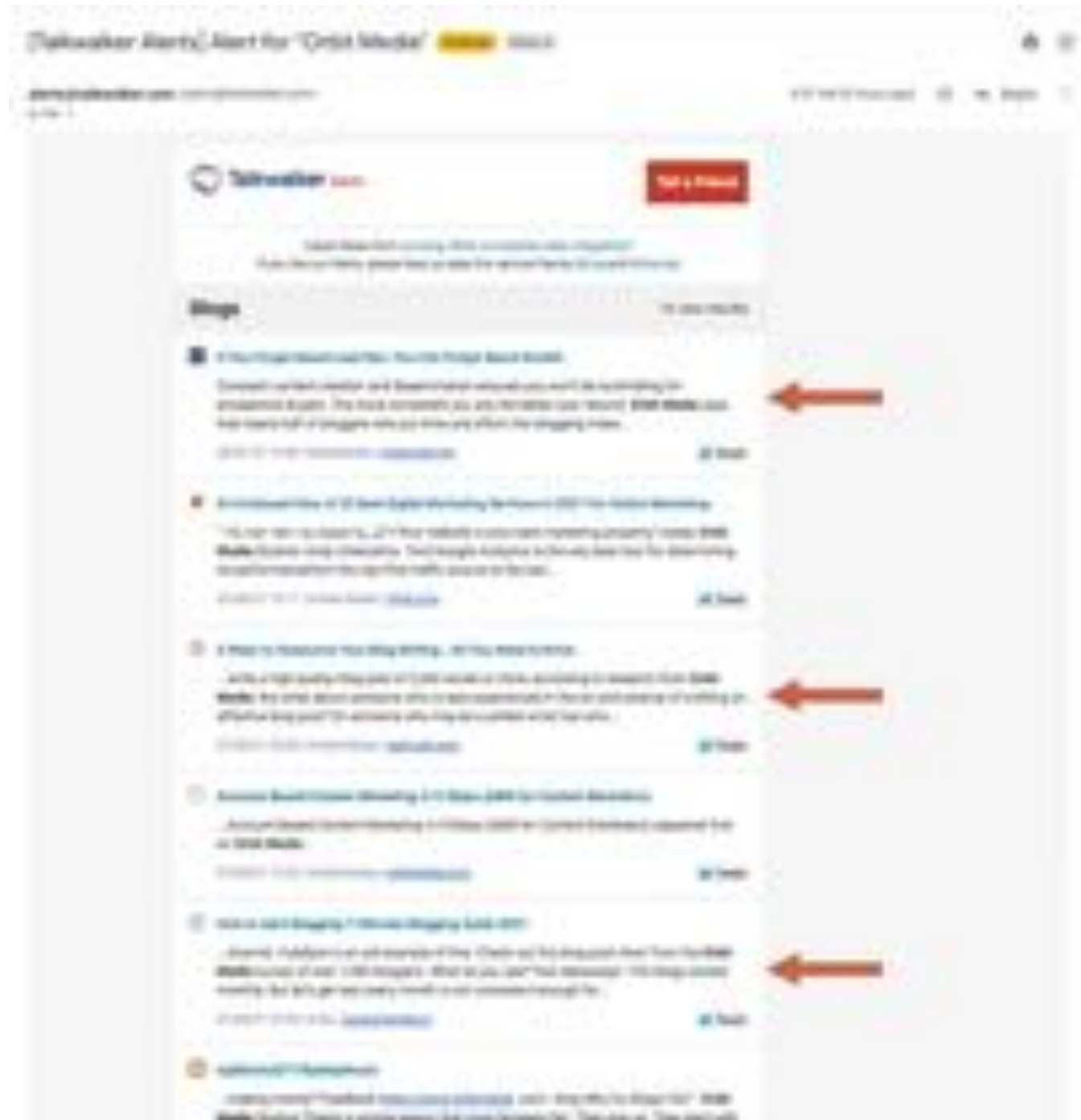
Total Lost

-189

Net

= +150

People link to it all the time!





**“What’s the sales tax
in my state?”**

CHART 1: SALES TAX RATES

State Sales Tax Rates

State	State Rate	Range of Local Rates	Local Rates Apply to Use Tax
Alabama	4.000% ST	0% – 5.0% ST	Yes/No ST
Alaska	0.000% ST	0% – 7.85% ST	Yes/No ST
Arizona	5.600% ST	0 – 7.30% ST	Yes/No ST
Arkansas	6.500% ST	0% – 6.125% ST	Yes
California	7.250% ST	0% – 3.25% ST	Yes
Colorado	2.900% ST	0% – 8.3% ST	Yes/No ST
Connecticut	6.350% ST	0% – 7% ST	N/A
Delaware	0.000% ST	0% ST	N/A
District of Columbia	6.000% ST	0% ST	N/A
European Union			
Florida	6.000% ST	0% – 2.5% ST	Yes
Georgia	4.000% ST	0% – 0% ST	Yes

Overview

Get the data you need to do better link building research, smarter content ideation, and link prospecting - in less time.

[Track in a Campaign](#)

exact page ▾

<https://www.salestaxinstitute.com/resources/rates>

Analyze

19,947 of 20,000 queries available until 08/09

Page Authority ⁱ



45

Domain Authority ⁱ



53

Linking Domains ⁱ

357

Discovered in the last 60 days 24

Lost in last 60 days 22

Inbound Links ⁱ

1k

Ranking Keywords ⁱ

1k

Quick Downloads

All Links

 Export CSV

Follow Links

 Export CSV

Linking Domains

 Export CSV

Follow Linking Domains

 Export CSV

Top Pages

 Export CSV ⁱ

Discovered and lost linking domains [ⓘ]

Total Discovered

+24

Total Lost

-22

Net

+2

URL	PA	Linking Domains	External Links	Outbound Domains	Status Code	View Links
www.salestaxinstitute.com	48	1,016	3,304	0	403	
www.salestaxinstitute.com/resources/rates	45	357	1,013	0	403	
www.salestaxinstitute.com/resources/remote-seller-nexus-chart	43	152	329	0	403	
salestaxinstitute.com	43	149	444	0	403	
www.salestaxinstitute.com/resources/sales-tax-holidays	43	152	316	0	403	
www.salestaxinstitute.com/Sales_Tax_FAQs/What_Is_nexus	41	95	191	0	403	
www.salestaxinstitute.com/resources/economic-nexus-state-guide	40	75	147	0	403	
www.salestaxinstitute.com/sales_tax_faqs/what_is_nexus	40	61	319	0	403	
www.salestaxinstitute.com/sales_tax_faqs/resale_certificate	39	47	230	0	403	
www.salestaxinstitute.com/uploads/2018/02/Rates-Chart.jpg	39	51	585	0	403	
www.salestaxinstitute.com/sales_tax_faqs/wayfair-economic-nexus	38	32	50	0	403	
www.salestaxinstitute.com/resources/sales-tax-amnesty	38	42	78	0	403	

Diane's research and resources have attracted hundreds of links



**“What do people in our industry
often say but rarely support?”**



**“Is this website *the primary source*
for any information?”**



“Do we have *the best page* on the web for any relevant topics?”



Where to Start with Digital Marketing? Do These 10 Things First

DIGITAL STRATEGY | 10 COMMENTS

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48



BY ANDY
CRESTODINA

It's the one question I hear most often. It has various forms:

Ok, but where should I start?

What are the 2-3 things I should do now?

What's the first thing we should be thinking about?

It's often asked at the end of meetings about SEO, content strategy, Analytics, web design or really any topic in digital marketing.

Regardless of the industry, the audience or the maturity of the business, our recommendation is often the same...

Start at the end of the lead generation process.

Go to the very end of the process, to the bottom of the funnel, to calls to action and the conversion pages. Fix those first.

Then go backwards, up through the funnel, making improvements to each previous step in the experience of your audience.

Improvements to these final steps are website improvements, which are durable, permanent upgrades. They make all future traffic more valuable, because they affect conversion rates. Consider...

Should you add more water to the bucket? Or fix the leaks first?

No amount of water can fill a bucket with holes in the bottom.

Should you add more cheese? Or build a better mousetrap first?

You can attract a million mice, but if the trap stinks, you'll catch nothing.

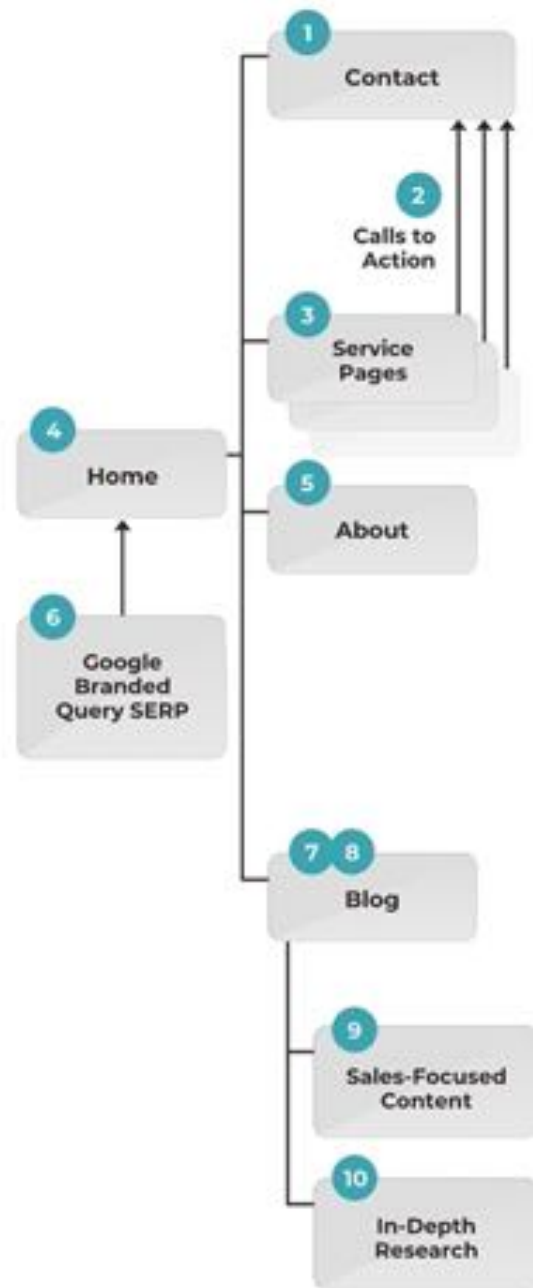
Let's mix in one more metaphor: **lead generation is a chain**. Every link must be strong for it to work properly. If there is a weak link at the end of the experience of your audience, every previous effort will be wasted.

What To Do First in Digital Marketing



The summary...

[Where to Start with Digital Marketing](#)



1. Contact Page/Form

This is where the magic happens.
Add evidence, remove friction.

2. Calls to Action

The buttons that get them there.
Make the language specific, detailed.

3. Service Pages

Answer top sales questions, add evidence.

4. Home

Communicate quickly and clearly,
easy navigation.

5. About

The story, the values, the people, video.

6. Google Branded Query SERP

Your other homepage. It's what
people see when they search for your
company name.

7. Content Mission Statement

The foundation of your content
strategy.

8. Email CTA & Blog Templates

Optimize to convert readers into
subscribers.

9. Sales-focused Content

Content that directly impacts sales
closing rates.

10. In-Depth Research

Makes you the primary source for
new data.

Thank you.

Reach out anytime.



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