

# CONTENT MARKETING & SEO STRATEGY

Juraj Sasko



# WHO ARE WE TODAY?



# VISIBILITY TODAY

- The largest **SEO** agency in Slovakia
- One of the **top digital agencies** in Slovakia
- The member of **ADMA** (Association of Digital Marketing Agencies)
- **Google Partner** agency
- **Spending 1,5 mil. EUR/ year** in AdWords MCC
- **Juraj Sasko - Google Partner Speaker & sales masterclass**



# Old school SEO



You selected one main keyword

VIRTUÁLNÍ  
KANCELÁŘ

*“Virtual office”*

# We would build a landing page/website around this keyword

Virtuální kancelář Paha 1, x

www.profi-kancelar.cz/ceni-virtualni-kancelar-sidlo-firmy

Google Gmail Facebook 301 Redirect Checker SERP Scan My Maps On ProcessOn Buffer Twitter Social media analytics

ÚVOD CENÍK KONTAKT

**Profi**  
kancelář

**Ekonomické  
zázemí**  
vašeho podnikání

NABÍDKA

*i* Aktuální akce

- [SLEVA na umístění sídla i na založení nové firmy \(více zde\)](#)
- nebo pro více informací, volejte na bezplatnou linku: **800 880 110**

ZALOŽENÍ FIRMY SÍDLO SPOLEČNOSTI SLUŽBY PRO FIRMU

**Virtuální kancelář**

Ceník programů

Na této stránce najdete přehled nabízených programů virtuální kanceláře a jejich cen v jednotlivých kancelářských centrech. Abychom vám zajistili maximální výběr, nabízíme **virtuální kancelář ve třech oblíbených variantách** a k tomu konfigurátor vlastní sady služeb "moje PROFI", kde si můžete **virtuální sídlo** nastavit zcela podle sebe - podle svých představ o ceně sídla společnosti

Elements Network Sources Timeline Profiles Resources Audits Console

```
<div id="main">
  <!--Right-column-->
  <div id="right-column">
    <div id="top-line">...</div>
    <div id="left-column">
      <h1>Virtuální kancelář</h1>
    </div>
  </div>
</div>
```

Styles Computed

element.style {

}

cenik-v

media="screen,

#right-column h

column h3 {

# We would try to get as many backlinks as possible



# We would get backlinks for this website

Virtuální kancelář – bližší ii x

www.napis.sk/ekonomika-a-finance/virtualni-kancelar-blizi-informace/

Gmail Facebook 301 Redirect Checker SERP Scan My Maps do On ProcessOn

## Virtuální kancelář - bližší informace

11/11/13

[MINI-SÍDLO](#), [moje PROFÍ](#), [Profi-kancelář](#), [PROFI-SÍDLO](#), [virtuální kancelář](#), [virtuální kanceláře](#), [www.profi-kancelar.cz](#)

Zjistili jste, že nepotřebujete vlastní kancelář? Pokud ano, můžete využít populární službu virtuální kanceláře. Díky ní si můžete užívat profesionální administrativní zázemí za zlomek ceny. Virtuální sídlo firmy je zajištěno během několika minut. Není to lákavá nabídka? V tomto článku si přiblížíme jak virtuální kancelář skutečně funguje a jaké programy je možné využít.

### Virtuální kancelář od profesionálů

Se společností Profi-kancelář s.r.o. získáte například služby přesměrování hovorů na vámi zvolené telefonní číslo, upozorňování na novou korespondenci, pronájem kanceláře a mnoho dalších služeb. Pro náročnější klientelu je k dispozici zkušený operátor, jež bude za vás vyřizovat hovory. V případě potřeby je možné využití komfortně zařízených a plně vybavených kanceláří nebo zasedací místnosti. Nemusíte se tedy obávat jakéhokoliv kontaktu s úředníky, které zkrátka máte kam vzít.

Naše [virtuální kancelář](#) je díky své snadné dostupnosti a minimálním pořizovacím nákladům velmi výhodným řešením. Všichni naši klienti mohou získat velice profesionální služby a perfektní servis. Podnikejte proto s námi a využijte některou z našich lukrativních adres, které nabízíme na Praze 1, 2, 3 nebo 9.

### Přehled jednotlivých nabízených programů

Hlavní programy služeb virtuální kanceláře od společnosti Profi-



We would track the  
ranking on Google for  
this keyword and  
possible new traffic

**1st Page Rankings...**  
**Or Your Money Back**  
**PLUS a Free SEO Campaign**  
**FastRank** **Guaranteed**

**This doesn't work any more..**



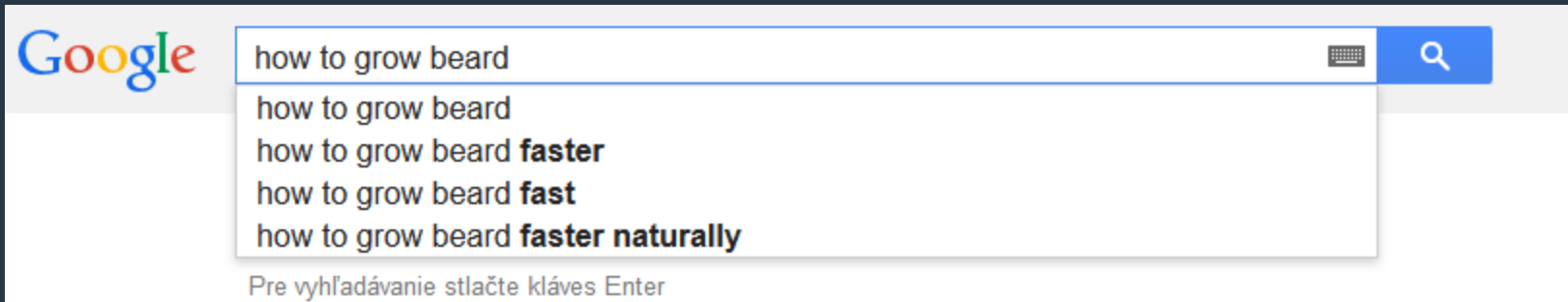
# Why?



# Google Algorithm updates



# People still more and more search for long tail keywords



# Not provided organic keyword data in Google Analytics

**CAUTION**

**BEWARE  
OF LOST  
KEYWORDS**

Average % (not provided) Google Traffic



Number of top ranking domains is still smaller and Google prefers trusted sites

Google books


Web Images Maps Books News More Search tools

About 939,000,000 results (0.26 seconds)

**Printed Matter, Inc - printedmatter.org**  
**Ad** [www.printedmatter.org/](http://www.printedmatter.org/) +1 212-925-0325  
15,000 Books by Artists Artists' Publications & Editions

**Google Books**  
[books.google.com/](http://books.google.com/)  
Search and preview millions of **books** from libraries and publishers worldwide using Google Book Search. Discover a new favorite or unearth an old classic.  
[Books on Google Play](#) - [Top Free in Books](#) - [About Google Books](#) - [Textbooks](#)

**News for books**

 **Readers absorb less on Kindles than on paper, study finds**  
[The Guardian](#) - 14 hours ago  
Research suggests that recall of plot after using an e-reader is poorer than with traditional **books**.

[Alan Warner: booze, \*\*books\*\* and why he's backing Scottish ...](#)  
[The Guardian](#) - 13 hours ago

[10 beautiful Australian libraries – in pictures](#)  
[The Guardian \(blog\)](#) - 5 hours ago

**More news for books**

**Books - Amazon.co.uk**  
[www.amazon.co.uk/books-used-books-textbooks/b?ie=UTF8&node...](http://www.amazon.co.uk/books-used-books-textbooks/b?ie=UTF8&node...)  
Top 100 Bestsellers in **Books** ... › See all Hot Future Releases in **Books** ... Summer Reading **Books** to Explore. Summer Romance. Summer Classics. Summer ...

**Amazon.com: Books**  
[www.amazon.com/books-used-books-textbooks/b?node=283155](http://www.amazon.com/books-used-books-textbooks/b?node=283155)  
Online shopping from a great selection at **Books** Store.

Map for b



# KNOWLEDGE GRAPH

+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google Larry Page

Web Images Maps Shopping News More Search tools

About 350,000,000 results (0.24 seconds)

Larry Page - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Larry\_Page

Lawrence "Larry" Page (born March 26, 1973) is an American computer scientist and Internet entrepreneur who is the co-founder of Google, alongside Sergey ...

Marissa Mayer - Carrie Southworth - PageRank - Forbes 400

News for Larry Page

Larry Page Gets A Literal Android KitKat

Ubergizmo - 3 days ago

Android 4.4 KitKat marks a milestone for Google as they have named their mobile operating system after a branded chocolate – although ...

Larry Page - Forbes

www.forbes.com/profile/larry-page/

Larry Page on Forbes - #20 Billionaires, #20 Powerful People, #13 Forbes 400.

Larry Page - Google+

https://plus.google.com/+LarryPage

by Larry Page - in 6,606,272 Google+ circles

Dear Google users— You may be aware of press reports alleging that Internet companies have joined a secret U.S. government program called PRISM to give ...

Management team - Company - Google

www.google.com/about/company/facts/management/

Larry Page and Sergey Brin founded Google in September 1998. Since then, the company has grown to more than 30,000 employees worldwide, with a ...

Larry Page Biography - Facts, Birthday, Life Story - Biography.com

www.biography.com/People

You don't need a search engine to find out all there is to know about Larry Page, co-founder of Google. Just come to Biography.com!

Larry Page | CrunchBase Profile

www.crunchbase.com/People

Larry Page was Google's founding CEO and grew the company to more than 200 employees and profitability before moving into.


Oracle's Larry Ellison: Google's Larry Page acted 'evil' | Internet ...

news.cnet.com/.../oracles-larry-ellison-googles-larry-page-acted-...

by Dan Farber - in 3,346 Google+ circles

Aug 13, 2013 - In an interview with Charlie Rose, Ellison accuses Google's CEO of pursuing evilness by violating Oracle patents to develop Android. Read this ...

Knowledge Graph



Larry Page

6,606,633 followers on Google+

Lawrence "Larry" Page is an American computer scientist and Internet entrepreneur who is the co-founder of Google, alongside Sergey Brin. On April 4, 2011, Page succeeded Eric Schmidt as the chief executive officer of Google. Wikipedia

Born: March 26, 1973 (age 40), East Lansing, MI

Height: 5' 11" (1.80 m)

Spouse: Lucinda Southworth (m. 2007)

Siblings: Carl Victor Page, Jr.


Education: East Lansing High School (1987–1991), More

Awards: Marconi Prize, TR100


Recent posts

Just opened the new Android release. KitKat! Sep 3, 2013


People also search for




Sergey Brin




Eric Schmidt



Larry Ellison



Marissa Mayer



Bill Gates

Feedback / More info



# Solution?

- New, fresh and unique content regularly being updated
- Getting natural back links e.g. from social networks
- SEO targeting to topics rather than keywords

# How to do it?



# CONTENT MARKETING

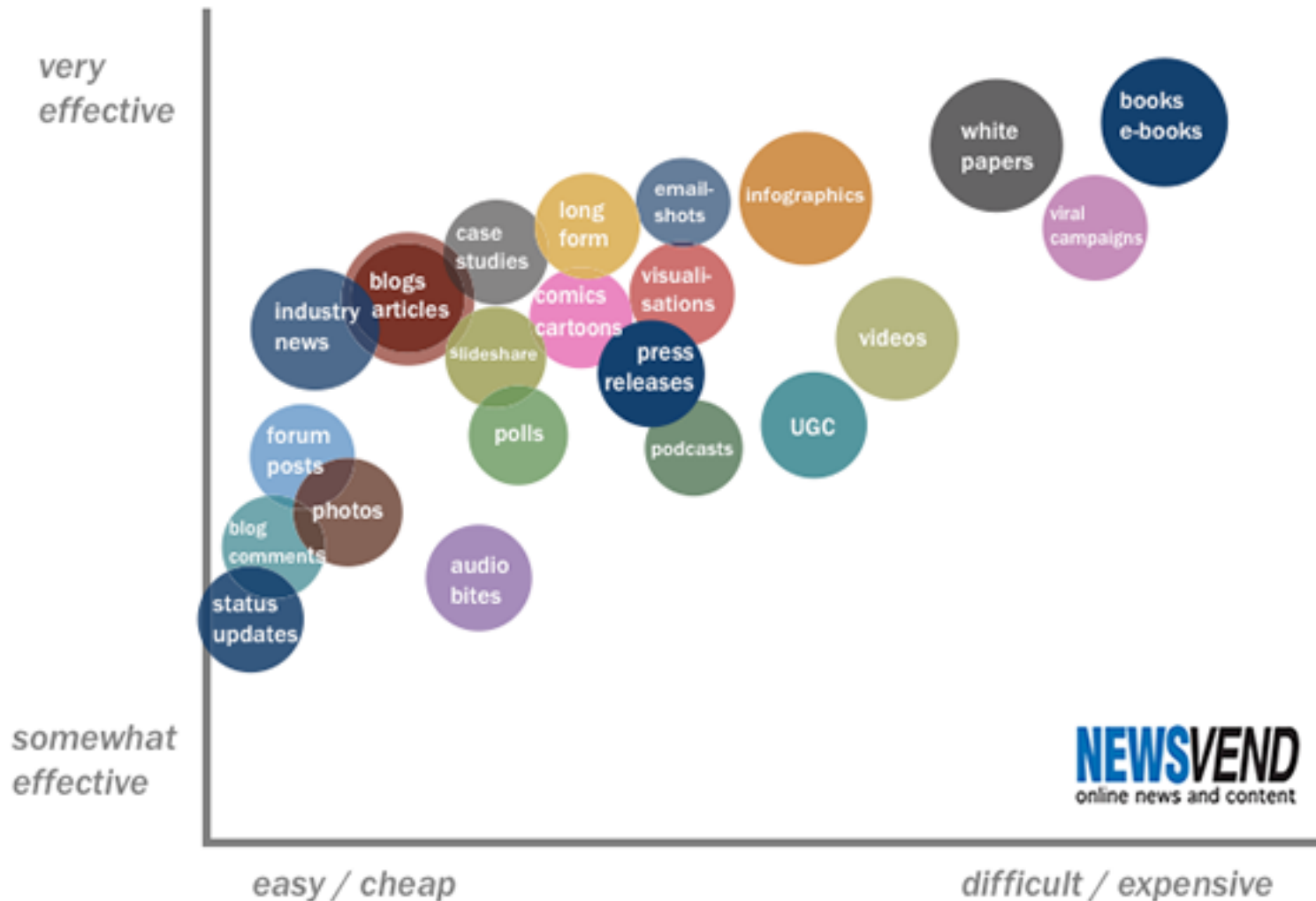


# CONTENT MARKETING

- Increasing traffic of the website (SEO)
- Creating likeable and shareable content for social networks (SOCIAL)
- Increasing conversions
- Improving TrustBrand

# CONTENT MARKETING

## Types of content



## BLOG POST

# Attractive title containing a keyword

Blog post should be the combination of these characteristics:

- **trustworthy**  
(reliable)
- **informative, educative**
- **unique, extraordinary**
- **with “personality”**  
(serious, funny, ironic, angry)
- **shareable**
- **containing keywords**
- **clear and readable**

*image with ALT text  
containing a keyword*

**Call-to-action refers  
to relevant landing page**

# Naučte sa písať kvalitné články



Júlia Micháleková 19. február 2014 v kategórii [Content Marketing](#)

16 Komentárov



VISIBILITY- internet marketing agency

February 19 at 2:12pm · 🌐

Naučíme vás písať kvalitné články. Prečítajte si ďalšiu časť zo série o content marketingu



Naučte sa písať kvalitné články - BE VISIBLE! blog o online marketingu

Spomínate si na vetu z môjho prvého článku: "Tvorba skutočne kvalitného obsahu, ktorý ľudí priláka a donúti ich šíriť ho, vyžaduje čas...veľa, veľa..."

[www.visibility.sk](http://www.visibility.sk)

Unlike · Comment · Share

👍 You, Michal Kráľovič and 16 others like this.

Top Comments ▾



VISIBILITY @VISIBILITYsk · Feb 19

"Buďte úprimní. Nepýtajte si povolenie. Kradniete!" alebo ako písať kvalitné texty čítajte v článku od [@juliamichelek](#) [buff.ly/1ggFVf2](http://buff.ly/1ggFVf2)



Milujeme slovenčinu shared a link.

19 February · 🌐

Toto nie je náš článok, ale veľmi sa nám páči 😊

<http://www.visibility.sk/blog/naucte-sa-pisat-kvalitne-clanky/>

See translation

http://

Search

+ Compare up to 5 sites

### Authority

DOMAIN AUTHORITY

37 /100

PAGE AUTHORITY

20 /100

### Page Link Metrics

JUST-DISCOVERED

29 60 Days

ESTABLISHED LINKS

2 Root Domains

52 Total Links

### Page Social Metrics

FACEBOOK

22 Shares

82 Likes

TWITTER

13 Tweets

GOOGLE+

2 +1s

Zdieľaj na sociálnych sieťach:



✓ Páči sa mi to 127

Tweet 13

16 Komentárov

VISIBILITY.sk

Prihlásenie ▾





**BETTER POSITIONS IN SERP**



keyword

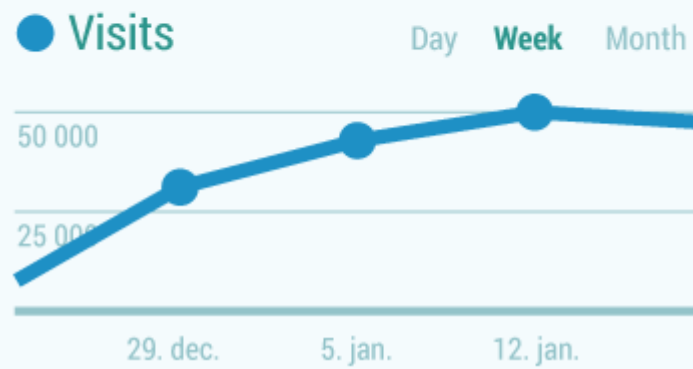


**1. Attractive title with a keyword**

[www.yourdomain.sk](http://www.yourdomain.sk)



## INCREASE THE WEBSITE TRAFFIC



## Prehľad publika

2.2.2014 - 18.6.2014  
Porovnať s: 18.9.2013 - 1.2.2014

E-mail Exportovať ▾ Pridať na informačný panel Skratka

Všetky relácie  
+0,00 %

+ Pridať segment

### Prehľad

Relácie ▾ v porovnaní s Vybrať metriku

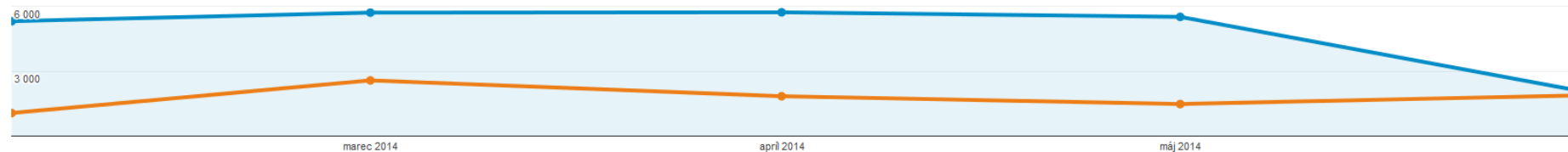
Každú hodinu Deň Týždeň Mesiac

2.2.2014 - 18.6.2014:

● Relácie

18.9.2013 - 1.2.2014:

● Relácie



Relácie

173,74 %

24 204 v. 8 842

Používatelia

125,74 %

11 531 v. 5 108

Zobrazenia stránky

199,65 %

44 974 v. 15 009

Počet stránok na reláciu

9,46 %

1,86 v. 1,70

Priem. trvanie relácie

33,86 %

00:02:11 v. 00:01:38

Miera odchodov

-3,98 %

71,11 % v. 74,06 %

■ Returning Visitor ■ New Visitor

2.2.2014 - 18.6.2014



# How to do it?





*“Fictional person with aims, goals and behaviour that fits our customer profile.”*

- **Persona is not a target group**
- **Initially used for web design**



Create personas

Personas should represent your  
**ideal customer based on real data.**



Create personas

1. Target group description
2. Google Analytics
3. Facebook insights and graphic search
4. Profiles on the web
5. Internet forums

# Facility/Operations Manager Fred



## Personal Background

- Age: 45-55
- Married with 1 kid in College, 1 in HS
- Education: Undergraduate

## Role: Facility or Operations Manager

- Job measured: space and operations efficiency, employee productivity
- Skills required: People management, analysis, industry knowledge
- Reports to: CEO or General Manager
- Manages: Operations staff

## Company information

- Industry: Distribution, Manufacturing, 3PL
- Yearly Revenue: \$20M
- Employees: 100

## Goals and Challenges

- Success means: a raise and promotion
- Values most: Job security, family, recognition for success, church
- Biggest challenges: New systems, managing people, keeping all balls in air
- Biggest objections: Appearance, liability, suitability, not state of the art, look dumb

## Shopping and Industry News Preferences

- Preferred communication: Email, phone
- Use internet for buying research: Much
- Gets updated industry news: Specific industry publication
- Industry publications: Trade magazines
- Industry associations: Industry trade groups
- Social networking sites: LinkedIn?



# Topic targeting?



# TOPIC TARGETING

## TOPIC TARGETING



### TOPIC 1

1. **keywords**
  - searchable
  - competitive
2. **URL**
3. **personas**

### TOPIC 2

1. **keywords**
  - searchable
  - competitive
2. **URL**
3. **personas**

### TOPIC 3

1. **keywords**
  - searchable
  - competitive
2. **URL**
3. **personas**

# What are the advantages of topics?

1. Long tail keywords are easier to rank and have generally higher conversion rate
2. No limitations in terms of keywords or pages
3. Less risk for being penalized by search engines

# Example

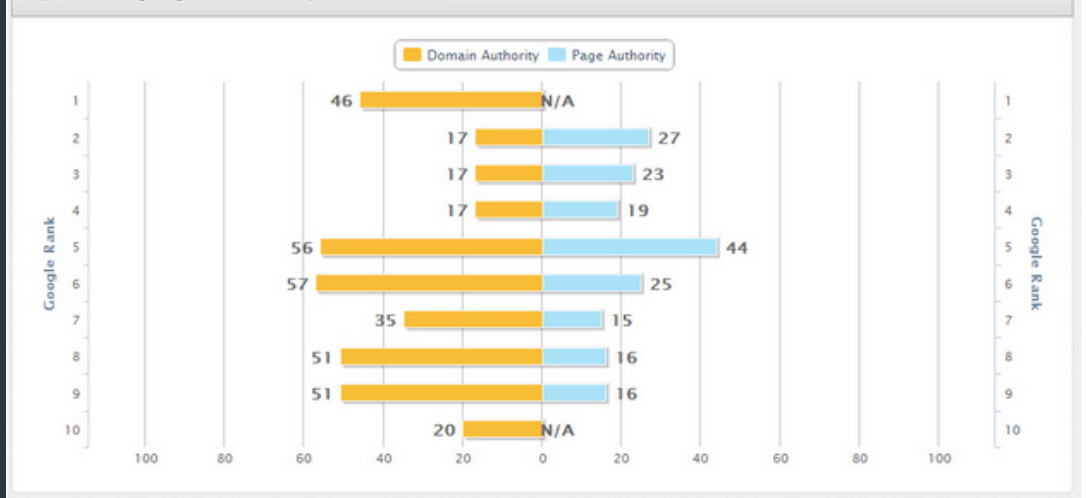
Keyword	Search Volume	Competition
Pzp	8100	41%
Poistenie Auta	1600	42%
Povinné Zmluvné Poistenie	1300	38%
Pzp Online	720	41%
poistka na auto	480	36%
zakonne poistenie	140	43%
poistenie vozidla	140	44%
zákonné poistenie motorových vozidiel	70	43%
URL		
<a href="http://www.union.sk/app/novinky/online-PZP.html">http://www.union.sk/app/novinky/online-PZP.html</a>		
<a href="https://www.union.sk/povinne-zmluvne-poistenie-online">https://www.union.sk/povinne-zmluvne-poistenie-online</a>		
<a href="http://www.union.sk/povinne-zmluvne-poistenie">http://www.union.sk/povinne-zmluvne-poistenie</a>		
<a href="http://www.union.sk/povinne-zmluvne-poistenie-uz-od-62-eur-na-rok">http://www.union.sk/povinne-zmluvne-poistenie-uz-od-62-eur-na-rok</a>		

**Difficulty Score: 25%**  
for cestovne poistenie cez sms

**Non-Competitive**  
Keywords in this range tend to have less powerful sites/pages in the top results. Rankings are achievable by pages on low authority domains with good on-page optimization and light link metrics.

Bing Global Search Volume  
Exact Match Per Month

Top 10 Ranking Pages for cestovne poistenie cez sms



# Example

Theme "Cestovné poistenie"		
Type	URL	Visits
Total Organic Visits	<a href="http://www.union.sk/">http://www.union.sk/</a>	2522
Theme Landing Pages Visits	<a href="https://www.union.sk/cestovne-poistenie-online">https://www.union.sk/cestovne-poistenie-online</a>	1611
	<a href="http://www.union.sk/cestovne-a-horske-poistenie-cez-sms">http://www.union.sk/cestovne-a-horske-poistenie-cez-sms</a>	455
	<a href="https://www.union.sk/kratkodobe-cestovne-poistenie">https://www.union.sk/kratkodobe-cestovne-poistenie</a>	205
	<a href="https://www.union.sk/celorocne-cestovne-poistenie">https://www.union.sk/celorocne-cestovne-poistenie</a>	104
	<a href="http://www.union.sk/app/novinky/nezabudnite-na-cestovne-poistenie.html">http://www.union.sk/app/novinky/nezabudnite-na-cestovne-poistenie.html</a>	74
	<a href="https://www.union.sk/obcania-celorocne-cestovne-poistenie">https://www.union.sk/obcania-celorocne-cestovne-poistenie</a>	73
Total Theme Organic Visits	All Landing Pages	2522

Landing Page	October Traffic	September Traffic	Change
Page	46,358	44,205	4.87%
Page	35,964	29,289	22.79%
Page	12,694	11,031	15.08%
Page	6,359	4,310	47.53%
Page	5,569	4,719	18.01%
Page	3,699	2,544	45.42%
Page	2,156	1,967	9.59%
Page	1239	1,133	9.32%
Page	895	1,791	-50.03%
Page	134	74	81.34%
Page	98	128	-23.24%
Page	51	51	0%



**Thank you for your attention**

[linkedin.com/in/sasko](https://www.linkedin.com/in/sasko)

[sasko@visibility.sk](mailto:sasko@visibility.sk)

