Periodic Table of SEO & KEYWORD SUCCESS FACTORS



Va

Ca









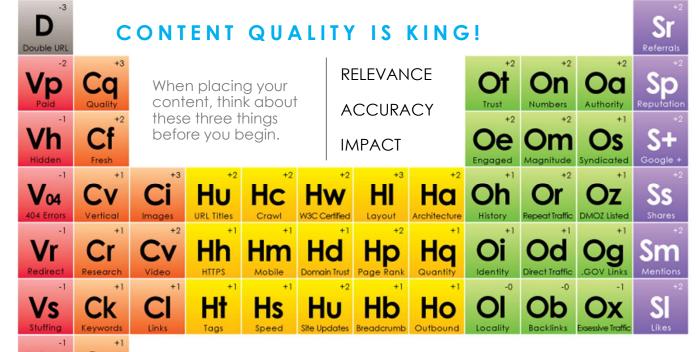


Content marketing generates

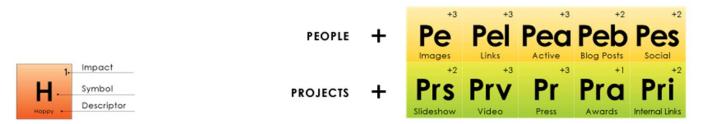
3x LEADS

marketing, but costs*

62[%] LESS



SEO leads have a 14.6% close rate, while outbound leads (like direct mail or print advertising) have a 1.7% close rate.**



* According to Hubspot Marketing, 2016. ** According to Search Engine Journal, 2016.

KEYWORD BRAINSTORMING

What is the average customer looking for; on the site, on my profile page, in my blog post, in the project description?

What question is our customer asking?

What terminology describes the problems we solve?

What related stories can I find in my own search effort?