## Intro:



A website builder with help for seo and some game elements, is the product that we had before starting Squirrly SEO.

It took us 18 months to get to 5,000 users.

Then it took us just 4 months to get from 5,000 to 10,000.

**What was our secret?**

We did awesome on-page SEO. This is the pillar for all the content marketing that you will be doing as a wordpress site owner and it's prone to bring you great results.

**Why did we build Squirrly SEO?**

To help you do the same: get excellent on-page seo, build the best content you can build and start getting contracts, making sales, etc.

**This is the exact plan we used to get from 5,000 users to 10,000 users in 4 months.**

No, wait! I've included stuff that we've learnt after we did this, so that you'll get the chance to do even better then we did.

Let's get started, shall we?

# Finding the right keywords for your content marketing campaign.

This is the most important part of planning. Treat this one carefuly, because it's the difference between an effective campaign and a non-effective campaign. Even industry experts in content marketing get this part wrong, because they assume that the Google Keyword Research tool is made for SEO, when in fact, the Google Keyword Research tool only helps you for Advertising. Which is NOT what you are doing.

Very important to focus here.

I'm going to present you 3 ideas on how you can find keywords that you are going to rank your wordpress site for, but first, let's brainstorm some keywords that you'll want to cover.

**( ) Brainstorm 20-25 targeted keywords for your blog**



Either do this on your own, with your team, or get help from some people in your network.

Think of keywords that are related to the products you are planning to sell and think of keywords that your potential customers may be searching for on search engines.

Start using the **Keyword Analysis file** I attached with the Content Marketing Strategy by Squirrly UK.

The best idea is to start looking at the examples in that file and see how Dan Martell brainstormed his own keywords when he made his strategy that brought him 50,000 unique visitors each month to his blog.

Step 1: Go to "keyword brainstorming" to brainstorm different terms that

are related to your application.  Come up with different "core terms" that can searched on independently.  There is an example currently on the page that you will need to delete to enter your own content, but will give you an idea of what you need to do.

**Here's a bit more text, if you need more help on this part:**

In this first task, you'll want to brainstorm at least 20 strong, high traffic keywords. The best way to find them is by thinking like your ideal customer.

Select synonyms of your product, the problem you address, competitor names, descriptions of your product, industry keywords, buzzwords, or any other popular terms that customers might use that will lead them to your solution.
You also want to consider:

- **Focusing on phrases** -> if you sell fish supplies online, the keywords "Pet" and "supply" alone are quite general and probably very competitive. Additionally, these root keywords don't completely describe what your website does if they're simply used alone.
- **Avoid "Vanity" Keywords** -> Now for a more advanced example. Let's say you have a jewellery store. The root keyword "jewellery" would probably be pretty high on your list, but again, by itself, it would probably be very difficult to rank for. Something more specific like "handmade diamond jewellery" will allow you to rank and potentially attract more traffic (and the right target customer).\
- **Repetition** -> We'll get into the logistics of keyword repetition in content creation later on, but for now, it's important to know that you don't just want to repeat the same keyword (you'll get flagged for spam), instead it's more about the repetition of context - all without making the content suffer. Using the first example, the repetition of "*pet supplies*", "*pet food*", "*pet equipment*" is better.
- **Related Keywords** -> Sometimes just typing a keyword into Google's search will spark some inspiration or help you identify a related keyword. For example,

searching for "coffee mugs" generates:



Great, by now you should have some ideas on how to brainstorm your ideal keywords for the content you're gonna build.

**( ) Use tools to help you research better and find the highest converting keywords for your wordpress site**



As I said in the begining of this chapter, you need to understand that

keyword research for SEO is different than keyword research for advertising.

What does "high converting keywords" mean?

High converting keywords are the keywords that you can rank quite easy for, because they have low or medium competition and because there are many searches for them, therefore, these keywords will bring you visitors and potential customers (as we discussed on Day 4 of the Squirrly Coaching program).

**I'll start with the best method there is: using research tools.**

It's the best method because by using tools you save about 5 hours of performing a detailed and serious analysis of keywords. With the research tool in Squirrly SEO you can even get through this in 2 ~ 5 minutes, tops.

Use a tool like Ubersuggest: [http://ubersuggest.org/](http://ubersuggest.org/)

Extract from it suggestions of keywords that you would like to use for your blogging strategy.

Then, type these suggestions in the Squirrly Keyword Research Tool. You'll find it in your Wordpress, at "Add New Post", if you have squirrly seo on your site: [http://www.squirrly.co](http://www.squirrly.co)

Squirrly will make a TOP with your keywords and even suggest some new ones itself. The first keyword in the TOP is the best you could us, the last is the worst.

Look at the arrows near each keyword: It will show you how many people are talking about those keywords on Twitter, Forums and Q&A sites (like Quora), how many exact searches there are for your keyword (these are the most important searches from a SEO point of view), what competition there is and VERY IMPORTANT: the trend for that keyword.

You'll want to use keywords that either have a flat trend or are going up. If you can find keywords where it sais: "Sky-rocketing", those have the chance of bringing you the largest possible amounts of traffic.

This is the best way to research keywords.
If you want to read two other good articles on the subject of researching keywords, without using tools:

Keyword Research like a PRO:

https://www.facebook.com/photo.php?fbid=425572297538125&set=a.3179
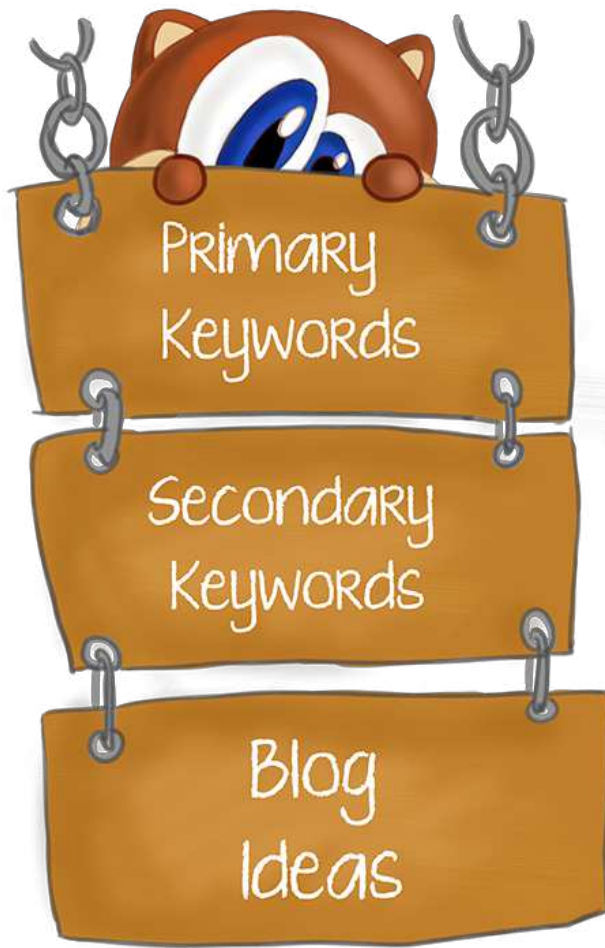23734969649.69024.317919601636729&type=1

An article with ideas from BlackHatWorld.com

http://www.blackhatworld.com/blackhat-seo/white-hat-seo/266300-method
-step-step-keyword-research-newbies.html

Okay, now we have this covered.

**( ) Determine your Primary Keywords, Secondary Keywords and your Blog Ideas**

There is no set formula on selecting your business' keywords.

You will need to review all the results from the assignment I gave you above and select 6-10 of the results that meet the following criteria, in order of importance:

a) most closely describe your product

b) is a popular search term (ideally over 1,000 exact searches per month)

c) Is not too competitive (this is ideal, but sometimes, if it describes your product exactly, you may have to compete here - but it could get expensive, for you may have to pay for google adwords, reddit ads and

others)

d) Is trending upward or is flat (not trending downward) There is no right or wrong answer - but one good idea is to have at least 3 keywords of those you're planning to use be trending up or even sky-rocketing, as we call it inside the Squirrly Keyword Research tool.

You now want to select 3-5 **PRIMARY** keywords that you want to rank on the first page of search engines forever. These will be your core keywords on your blog and website. Enter these keywords on the "My Keywords" tab. (in the file I attached to this strategy)

Now select 4-6 **SECONDARY** keywords that you want to rank high for, and that you think will be strong converting keywords. You will want to use these keywords regularly in your blog.

If applicable, select as many more keywords that have a significant number of exact searches and add them to the "blog ideas" section of the worksheet that could provide core content for future blog entries.

Awesome! Now you're all set up with the first and most important part of the Content Marketing Strategy.

# Writing Content on your wordpress site, that will bring you Visitors

In this part you have to get up to speed and really try to understand all the things that are written here. Keep them in mind. These are all very important ideas to consider when writing articles and when you're thinking about how to write articles.

When you do content marketing, make sure that you have a way of generating huge ammounts of links. Works amazing for platform-type startups and wordpress sites, as well. Make sure that you have indexable pages for each possible tag that you use on wordpress.

Eg. The tag called "PR Activity" from Cif2.net:

http://www.cif2.net/pr_activity-pag10341.html?category_id=39&blog_action=showcategory

To make them indexable, make sure you have them in your sitemap. Don't

worry, Squirrly SEO does this for you automatically.

After you have it in your sitemap, pull some "tag"-generated links and place them on: http://linklicious.me

It's important to use good keywords.

You and me, we talked about Primary keywords, Secondary keywords and Blog Ideas in the previous chapter.

When we implemented this Content Marketing Strategy at our last startup, we tried to cover all the possible topics related to website builders and creating free blogs.

The primary keywords are the keywords that you will also use in the title of your site. They are your most targeted, most potent keywords. You have to make sure that there are enough searches on them to have a potential of generating users, revenues, whatever your ROI (Return On Investment) is. For us the ROI for blogging was to get users who build sites with Cif2.net.

You will use these most in your articles.

1 Primary = 3 articles. (which means, generate 3 articles with each primary keyword)

Rotate primary keywords in your articles, until you reach a number of 9 articles written with any given primary keyword.

Then move on to secondary. Rotate the posting of articles, until you reach 6 articles written with any given secondary keyword.

Then move on to blog idea keywords. Do a few, then move back up to Primary Keywords.

**Bonus Tip1:** Write all articles on Monday, and schedule them to appear during the week. Or do all articles for two weeks in one day and schedule. Post 1 article / day. You want excellence here.

**Bonust Tip2** (boy, this piece is getting good): Make 80 word articles. (Squirrly SEO suggests this). Infographics, videos to fill more space, if you want. Or just separate them in parts.

Eg: How to create a free blog? - Part 1 (80 words)
How to create a free blog? - Part 2 (80 words)

made for the keyword: "create a free blog"

This way, you cover more days of the week with content, and by having 80 words in the article, or more, you also get indexed in Google News, which is very important for ranking high on Google. On this, we made an enormous amount of experiments which proved us right, with different business sites, in different areas.

**Bonus Tip3**: Use googleping.com once / week, to make sure Search Engines remember to crawl your website often and see all the incoming links to your site.

[http://googleping.com/](http://googleping.com/)

**Bonus Tip4**: use Woorank.com to check your SEO. It will give you actionable tasks on how to improve your own site.

So: we've gone through SEO, now let's check Content Marketing:

**Use Marketing Grader**. [http://marketing.grader.com/](http://marketing.grader.com/)

Use Quora.com -> if you need to find answers to questions about seo or content marketing

Use clarity.fm. -> to find mentors. you may find some top minds from Content Marketing to help you with your strategy. Don't waste their time. It costs you $.

Use oHours.org. -> like clarity.fm, to find mentors, but it's free. It isn't always easy nor fast to find mentors, but it's great when you do.

Use duckduckgo.com. -> awesome search engine to use when you need something specific.

Use StartupPlays. -> it's where I go when I need some awesome, actionable guides for my startups. They have 2 content marketing strategies. From founders of Mint.com and Buffer App. ( immensly awesome ).

Write often. Always use the following mix 3 seo articles. One viral article,

which you spread a lot on social media and which does not have to always be 100% optimized for a keyword.

For seo articles: use the main keywords that you found out during research.

When you've used them a lot, start using some secondaries. Then the : to blog about ones.

**Try to make articles with all the possible keywords related to your industry. Especially long tails.**

For SEO strategy: use amazing on-page SEO plus high quality links.

Try to get on Wikipedia. It's an amazing and worthy goal. Because you have to get a lot of press beforehand. Provides your site authority and social proof.

http://en.wikipedia.org/wiki/Cif2.net

Go to alltop.com - see blogs about your industry or related. Comment on them to build high quality links.

Social bookmarking is key. Especially if key influencers social bookmark your stuff.

## Get viral: nah, it's not that funky, but it rocks.

Here's how to do it (and also how we did it. One time, Paulo Coelho

tweeted one of our articles, it got instant +2,000 traffic).

Use twitter. A whole lot.

See what amazingly influential people write about.

**Which influential people do you need?**



They need to have: **High Klout** (http://klout.com/#/dashboard) , Gives replys and retweets to other twitter users. Don't bother with the rest. They just suck and waste your time.

If you can't find influential ppl on twitter ( seriously?! ) then go to google+.

Write an article about some idea, thing, what they love, **that they talked about.** Make it cool. Try to make it show common grounds for the both of you. So that you'll seem to relate. Make it so that if that person shares it, he or she will look good, or in some way they'd like.

And when you write the tweet announcing your new article, make sure you cc @"insert twitter user name here" that highly influential person.

If you followed all the steps above it's highly possible they will re-tweet or go to your blog and tweet your article from there. Which is prone to bring you over +500 instant traffic.

We did this a lot in the past, for our Viral blog posts.

**Here's one more idea on making viral content:**

Write about trending stuff. You can find some of these by using alexa.com. Write articles for twitter hashtags, after you've established a following.

We once saw that in a single day, there was a huge amount of searches going on for "facebook chat", so I wrote an article called: "How To Turn Off Facebook Chat". It got thousands of views for weeks to follow.

This will get you enormous ammounts of traffic.

**Some hacks:**

Use Autotraffic sites like websyndic and hitleap. You can set how much

you want people to stay on your site. This will help keep your bounce rate good.

This last one may be risky. Use with care. When we did it, it worked awesome, though.

Okay, this was the Content Marketing Strategy file.

**The End :) for now.. you need to start applying what you've learnt here**

# Final Words about the Content Marketing Strategy:

Start applying these methods.

In Days 7 and 9 of the free Coaching Session that you get from Squirrly UK and me, Florin Muresan, CEO of Squirrly, there are some more helpful files that will help you figure out Distribution Channels, as well as great methods for building high quality backlinks to your blog articles.

http://www.squirrly.co

https://www.facebook.com/Squirrly.co

Florin, the CEO of Squirrly, on Twitter:
https://twitter.com/florin_muresan