



Foundation Strategy Overview

This section is intended to provide a broad outline of how our service will work. A detailed strategy will be provided by your account management team as part of our initial briefing process.

Step # 1 – Website health check, SEO audit analysis and building your blog

The first step will be to go through your website health check report in order to identify quick fixes and priorities. We will also conduct an SEO audit analysis of your website in order to ensure that your pages are well optimised. We will then build your blog that will match the look and feel of your website, it will also have relevant categories and an archive to store your content. We'll ensure your blog meets best practice for on-page SEO and has prominent calls-to-action.

Step # 2 - Landing pages

The website health check report will identify the overall state of your website as well as the quality of your landing pages. This will give us an indication to what sort of work needs to be done on this front. Your landing pages are the building blocks of your website and are critical for a strong search and conversion strategy. These top-level pages compete for priority keywords and provide important information about your business and offerings.

- Your Content Strategist will identify opportunities to improve existing pages or create new pages;
- Our editorial teams can then provide the copy for new and existing pages to improve search performance, and our designers can provide banners or customised calls-to-action to drive conversions.

Once we've got a strong foundation with the right optimisation and effective landing pages, we can then start to work on goals such as expanding the reach of your website, driving targeted conversions and increasing the visibility of your company's USPs.

Step # 3 - Blog content

You and your Content Strategist will create a rolling Content Plan so that you can make use of the different content types we offer on our Content Menu (day to day content, news stories, how-to's, list articles, interviews or Q&A's, infographics).

- All the content we create for your blog will be in line with an appropriate keyword strategy;
- As we add more content to your blog, your website's keyword footprint will quickly grow, dramatically increasing your visibility in organic search results;

- Regular blogging is the most effective way to get more of the right people finding your website through search.
- The blog will serve the purpose of driving more traffic to your website as well as engaging your audiences consistently. Some of the content will be aimed towards new customers and some towards existing customers. A consistent flow of content will help your website stand out as a good resource of information, increasing the visibility of your business. Blogging consistently will also give you a voice and an opinion online, presenting your business as a leading voice in your industry.
- Providing support information will ensure that your potential and existing customers are being looked after as much as possible. We will address key questions / pain points your audience have surrounding your services through your day to day content in order to educate and offer helpful advice.
- All of the content we create for your company will be based on an in-depth study of your business objectives, industry and audiences. This study will be carried out at the start of the relationship as part of our kick off process.

Step # 4 – Downloadable content, lead capture forms and social media

As part of the strategy your Content Strategist draws up, we will also look at the benefits of longer pieces of content such as whitepapers or e-books. They are a fantastic way to build thought leadership and authority whilst providing your target audience with useful information.

- Using our Asset Gateway platform we will host these downloadable assets on your website;
- We will also add download links to your landing pages and your blog content to promote these downloads to your website visitors;
- We will then capture email addresses and other key information from anyone who clicks to download, generating qualified leads and growing your marketing database.

Lastly, we can also help you get your content in front of more of the right people by pushing it out through email and social media. Your Content Strategist will identify the most appropriate social media platforms to build your presence;

- We'll then use these platforms to regularly share your content and may also allocate Content Units to dedicated social content;
- We will help you create automated email campaigns that push your content out to your marketing database;
- Your Content Strategist will provide regular reports from your Google Analytics to highlight the return you're getting on your investment with us.