



AVENUE OF PEACE

SEO AND
CONTENT
MARKETING
STRATEGY

Presentation Outline

TOPICS TO BE DISCUSSED

What is SEO/Content Marketing?

Why use SEO/Content Marketing?

Our Plan/Goals

How Do We Rank High on Google?

Market Analysis

How Do We Create Useful Content?

Content Examples

What Are Backlinks?

Building Backlinks

Measuring Our Results

What Comes After "Baby Hats?"





What is SEO/Content Marketing?

Creating and sharing content that a potential customer might search for. When we provide relevant content that people are searching for, Google will show our pages and we can drive traffic to our site. These leads create conversions.

SOURCE: AHREFS

68%

of all online experiences begin with a search engine

60%

of marketers say SEO/blog content is their highest-quality source of leads



Plan & Goals



RANK FOR KEYWORD "BABY HATS"

CREATE CONTENT THAT IS CONNECTED,
USEFUL, AND AUTHORITATIVE

BUILD BACKLINKS

EXPAND OUR CONTENT NICHE



How Do We Rank on the First Page of Google Results?

Google takes three factors into account when ranking our pages: quality, relevance, and authority.

Quality is based on how useful and engaging our content is to the searcher.

Relevance is based on how thematically and semantically connected our content is.

Authority is based on how trustworthy our site is and is largely determined by our number of "backlinks" from other trustworthy sites.

Low Competition/High Traffic

Keyword Difficulty for “baby hats”



We estimate that you'll need backlinks from ~5 websites to rank in the top 10 for this keyword

SERP overview for “baby hats” SERP & KD updated 2 days ago

Image pack People also ask

Search result	AR	DR	UR	Backlinks	Domains	Traffic	Keywords
1 baby hats - Amazon.com https://www.amazon.com/baby-hats/s?k=baby+hats	27	95	19	11	11	2,936	18
2 Best Baby Hats 2021 - What to Expect https://www.whattoexpect.com/baby-products/clothes/best-baby-hats	15K	78	11	2	2	1,321	464
3 12 Best Newborn Baby Hats for Your Little Boy or Girl - The ... https://www.thebump.com/a/best-baby-hats	20K	77	22	18	12	3,309	1,281

How Do We Create Useful Content?

We need to think about the phrases people are searching for on Google, and the information they want to receive related to our topic "baby hats."

We need to become the Internet's expert on baby hats. When Google sees all of our thematically-connected content, it will want to show us to searchers, because we are the go-to source for information on this topic.



Content Examples

- **Pillar/Main/Money Page**
 - "Best Handmade Baby Hats"
 - The page we want all of our other pages pointing toward. By pointing our supporting content here, we signal to Google that this is our most important content.
 - Long, highly-informative page which naturally links to our supporting pages (to provide further information and answer any potential other questions about buying baby hats so they don't leave our site to look it up), as well as to our products (to drive conversions)
- **Supporting Pages**
 - Creation of thematically-connected content
 - Think about the questions your customers are always asking
 - Answer The Public
 - "Why *this material* is the best for making baby hats"

What are Backlinks?

Backlinks are simply links from other sites that point back to your page. Google sees backlinks as a signal of trust for your page.

Google not only considers the number of backlinks to your site, but the quality as well. So, a lot of backlinks from spammylinks.com are worth a lot less than a single link from a popular, well-established site in your niche.

Topical relevance is also important to the backlink. A link from a Mommy Blog is much more valuable to us than a link from a blog unrelated to our niche.





Building Backlinks

MOMMY INFLUENCERS

Reach out to Mommy Bloggers to see if we can coordinate a giveaway on social media or a guest blog post. We'll both expand our networks, build links, and create a working partnership.

We could also consider niches outside Mommy Bloggers dealing with winter apparel, gifts, etc.

Measuring Our Results



Google
Analytics

Google

| Search Console

What Comes After "Baby Hats?"

Once we've been able to rank well for this keyword, we'll be able to expand our content area in different niches. For example, we could target a keyword like "baby shoes" or "baby blanket," depending on the competition.

We want to use a "Divide and Conquer" strategy when it comes to our niches. We'll build our network and expertise one topic at a time and scale the business accordingly.

