

Using Data & Research For Website Planning



Contents

About Me

Philly Planning

Building Site &
Content Strategy

Content Research

Using Existing Data

Using
WordPress

Summary &
Takeaways

About Me

// Professionally

- 5 years in SEO & WordPress
- 4 years at marketing agencies
- Started CBDM 1.5 years ago



// Mission Statement

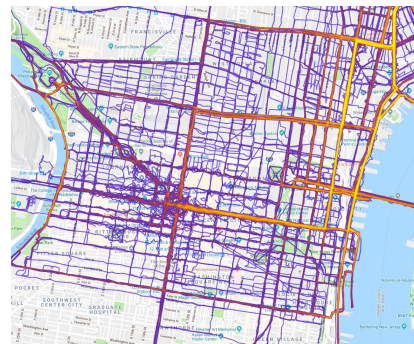
Bring enterprise-level SEO to small and medium businesses through smart and efficient strategies that drive measurable results and meaningful return on investment.



// Personally

What I'm about...

- Sixers
- Cycling
- Running
- Craft beer



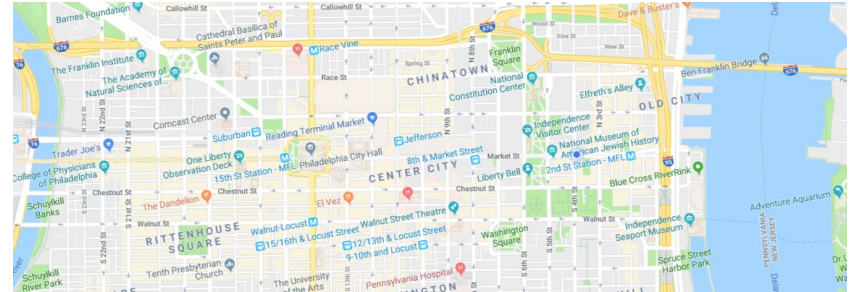
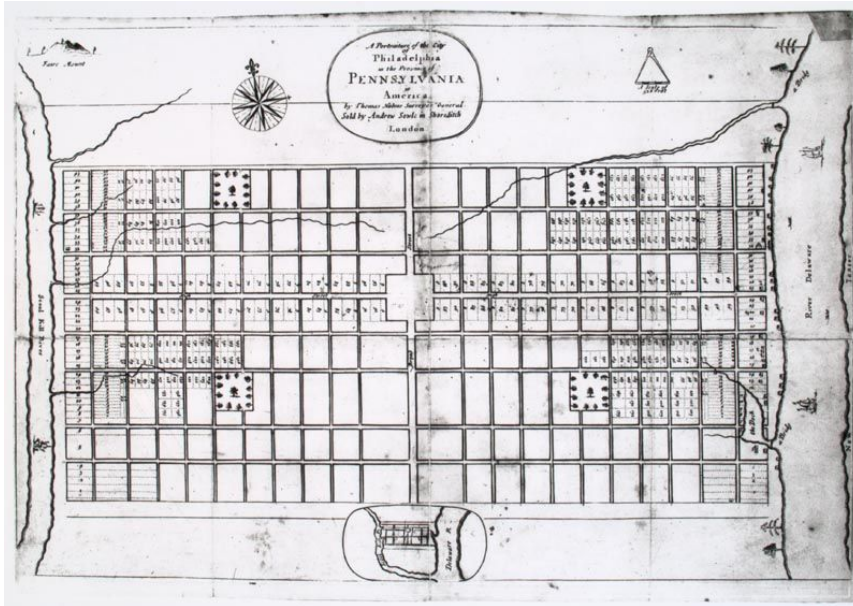
Philly Planning

// Philly Planning

- Thomas Holme moved to Philly in 1682
- At William Penn's request
- 1 month voyage with 4 kids
- Planned the city grid we know today



Philly: Then vs. Now



Building Site & Content Strategy

// 80% Strategy, 20% Execution

DO:

Develop content strategy
beforehand

DON'T:

Create content willy nilly

“Give me six hours to chop down a tree
and I will spend the first four sharpening
the axe.”

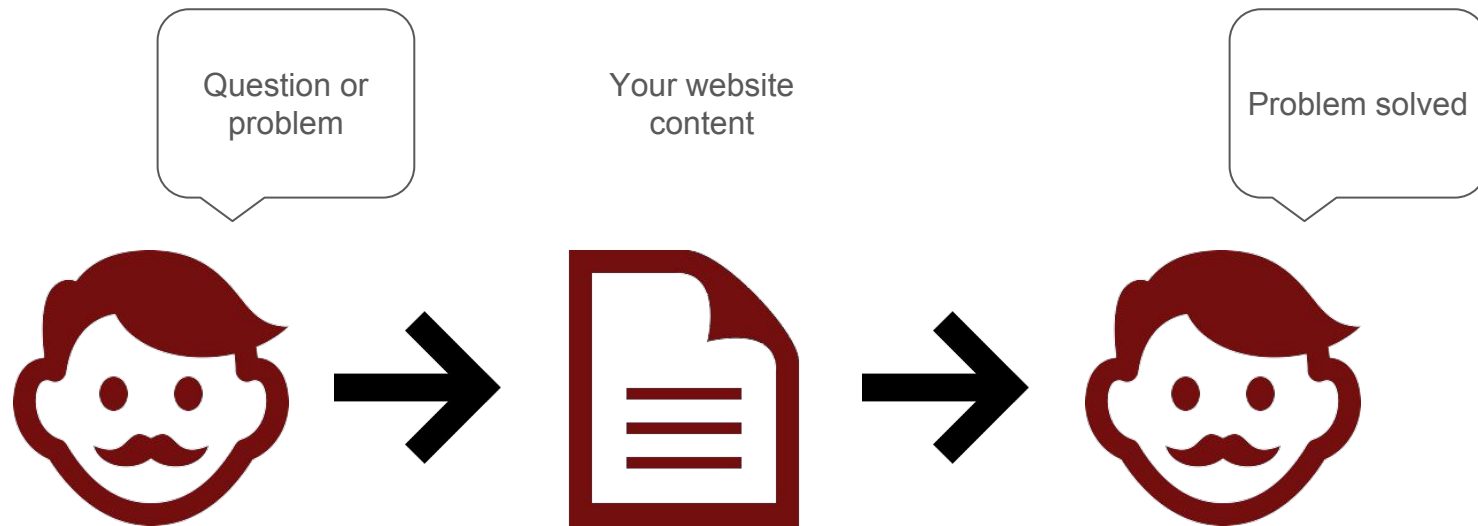
- Abraham Lincoln

“It ain’t about who did it first, it’s ‘bout who
did it right.”

- Drake

Content Research

// Goal



// Keyword Research

Before anything:

- Perform keyword research
- Confirm keywords are relevant
- Sort & categorize keywords into topics

Resources:

- [Hubspot](#)
- [Moz](#)

Tools:

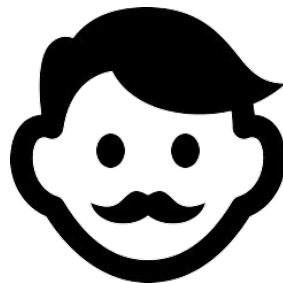
- [Keywordtool.io](#)
- [Answer The Public](#)

// Sales/CS Data

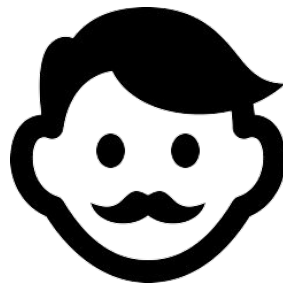
What questions are sales and customer service people frequently asked?

Create content around that.

Direct customers to that content and improve operational efficiency.



Can't find an answer to my question online



Let me contact customer service

// Comments

- Look at what people are saying on blog/social comments.
- Draw inspiration from that.
- Brainstorm future topics.



MCast says:

July 10, 2018 at 3:34 am (Edit)

[Reply](#)

Thanks for this! It worked! Special thanks to Andrei Klein for sharing those PDFs!



Maria says:

July 5, 2018 at 7:27 am (Edit)

[Reply](#)

Hi, I 've done what you said, step by step and It works very well! Thank You! But what if I need to see the Contact Form Title instead of the formID in Google Analytics? Do you have a method? Do i have to change the code html that you gave me or is it another method that I have to follow?
Thank you!!



Chris Berkley says:

August 21, 2018 at 10:16 am (Edit)

[Reply](#)

Looking at the CF7 documentation, I don't see form title as a property. It may be doable, but it's not an out-of-the-box implementation. <https://contactform7.com/dom-events/>



Greg says:

June 20, 2018 at 3:17 pm (Edit)

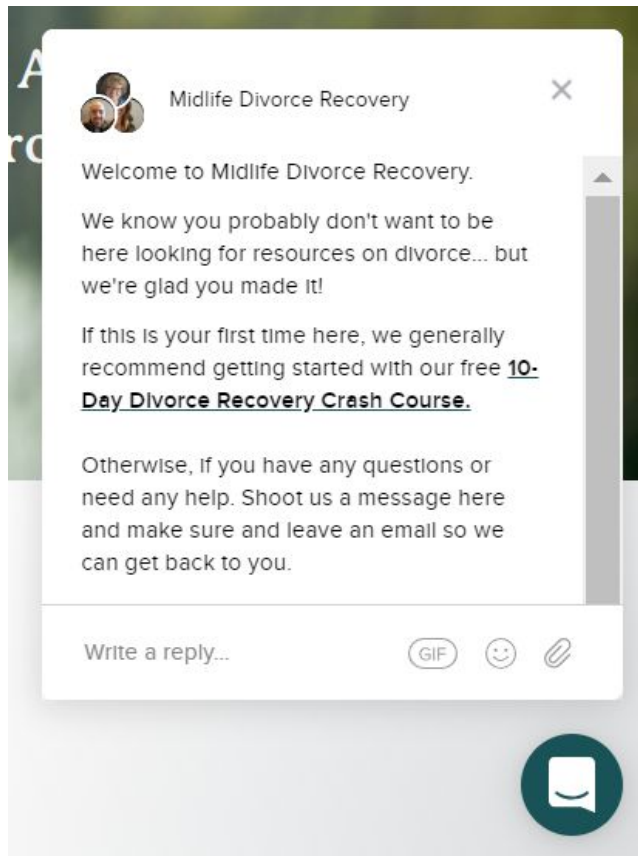
[Reply](#)

Hi Chris,

I rarely (actually never) leave comments on a blog. But your tutorial helped me tremendously with the work I have for a client. From the bottom of my heart: thank you for the time and effort you've put in this, and for being so kind to share!! I owe you! 😊

// Chat Logs

- Export chat log data
- Manually analyze it
- Use automated analysis tools
- Density analysis



Topic Brainstorming

Pros

- You know your customers (hopefully)
- Cost (free)
- Industry expertise
- Relevance

Cons

- Internal bias
- Not always comprehensive
- Time-consuming

// Competitors

- Are competitors publishing?
- What are they publishing?
- What are they posting on social media?
- What does their feedback look like?
- Blogs
- Social media
- Email marketing
- Offline efforts

// More Than Just SEO

- Share on social media too!
 - Facebook
 - LinkedIn
 - Twitter
 - Instagram
- Email
- Print content

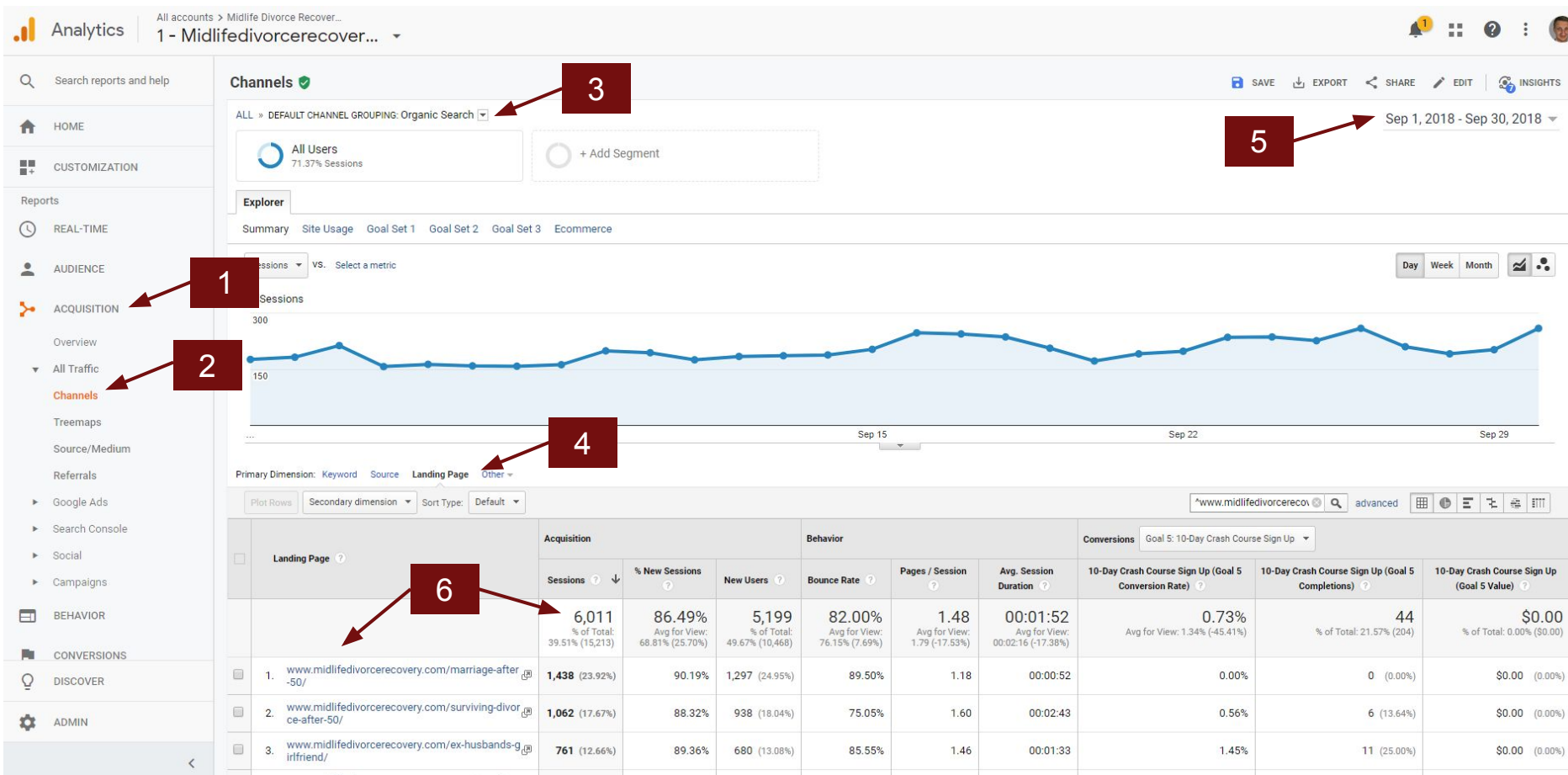
22,328

Organic Sessions

6,376

Social Media Sessions

Research Using Existing Data













Topic Themes

Discovery:

Ex-husband content converts well

Takeaway:

Create more ex-husband content

Landing Page ?	Acquisition	Conversions Goal 5: 10-Day Crash Course Sign Up ▾	
	Sessions ? ↓	10-Day Crash Course Sign Up (Goal 5 Conversion Rate) ?	10-Day Crash Course Sign Up (Goal 5 Completions) ?
	6,011 % of Total: 39.51% (15,213)	0.73% Avg for View: 1.34% (-45.41%)	44 % of Total: 21.57% (204)
1. www.midlifedivorcerecovery.com/marriage-after-50/ 	1,438 (23.92%)	0.00%	0 (0.00%)
2. www.midlifedivorcerecovery.com/surviving-divorce-after-50/ 	1,062 (17.67%)	0.56%	6 (13.64%)
3. www.midlifedivorcerecovery.com/ex-husbands-girlfriend/ 	761 (12.66%)	1.45%	11 (25.00%)
4. www.midlifedivorcerecovery.com/surviving-divorce-after-60/ 	634 (10.55%)	0.79%	5 (11.36%)
5. www.midlifedivorcerecovery.com/miss-my-ex-husband/ 	497 (8.27%)	2.21%	11 (25.00%)
6. www.midlifedivorcerecovery.com/dating-after-60/ 	362 (6.02%)	0.00%	0 (0.00%)
7. www.midlifedivorcerecovery.com/divorce-after-40/ 	362 (6.02%)	1.10%	4 (9.09%)
8. www.midlifedivorcerecovery.com/middle-aged-divorce/ 	167 (2.78%)	1.80%	3 (6.82%)
9. www.midlifedivorcerecovery.com/how-to-get-through-a-divorce-financially/ 	155 (2.58%)	0.65%	1 (2.27%)
10. www.midlifedivorcerecovery.com/christian-divorce-recovery/ 	104 (1.73%)	1.92%	2 (4.55%)

Topic Themes

Discovery:

Age-focused content drives meaningful traffic

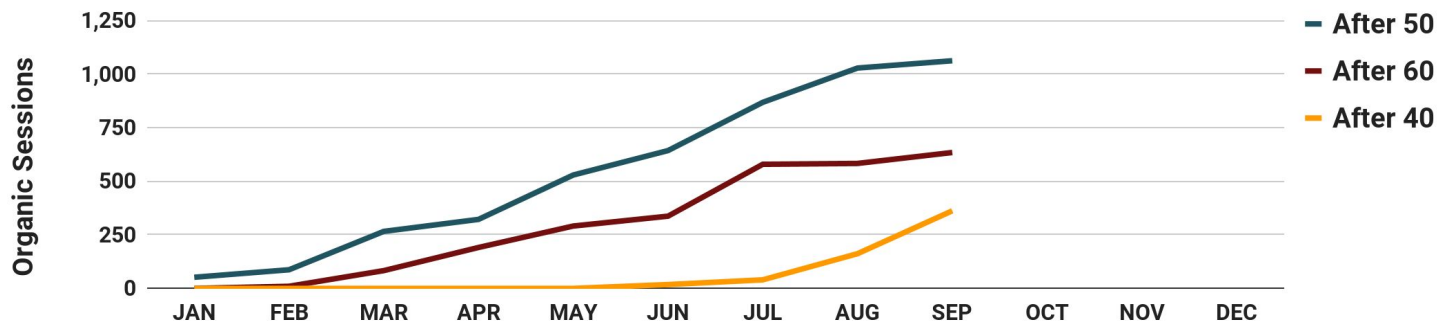
Takeaway:

Create content for different ages

Landing Page ?	Acquisition	Conversions Goal 5: 10-Day Crash Course Sign Up ▾	
	Sessions ? ↓	10-Day Crash Course Sign Up (Goal 5 Conversion Rate) ?	10-Day Crash Course Sign Up (Goal 5 Completions) ?
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10. www.midlifedivorcerecovery.com/christian-divorce-recovery/	104 (1.73%)	1.92%	2 (4.55%)

Topic Themes

Age-Focused Content (2018)



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
After 50	52	87	266	322	529	643	868	1,028	1,062			
After 60	0	10	83	191	291	337	579	583	634			
After 40	0	0	0	0	0	18	40	162	362			

Holiday Content

Are holidays relevant to what you do?

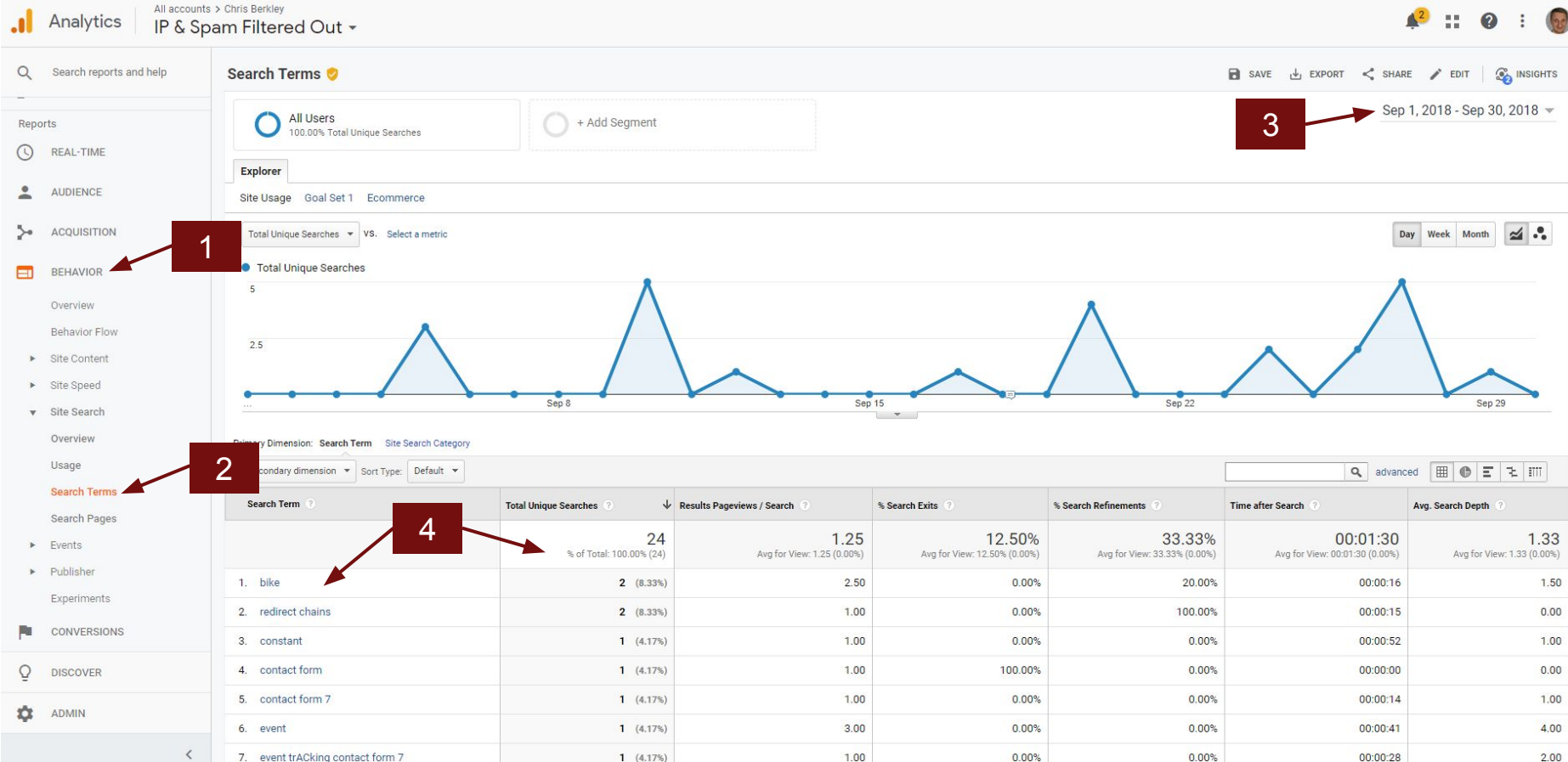
- Create holiday content
 - Publish it ahead of time for SEO benefits
 - Make it evergreen for ongoing yearly benefits
- New Years
 - Valentine's Day
 - St. Patrick's Day
 - Easter
 - Mother's Day
 - Memorial Day
 - Father's Day
 - Graduation Day
 - July 4th
 - Labor Day
 - Back To School
 - Halloween
 - Thanksgiving
 - Christmas/Hanukkah

// On-Site Searches

Use on-site searches:

- See what people are searching for
- Brainstorm content
- Fill content gaps

Search Term ?	Total Unique Searches ? ↓
	24 % of Total: 100.00% (24)
1. bike	2 (8.33%)
2. redirect chains	2 (8.33%)
3. constant	1 (4.17%)
4. contact form	1 (4.17%)
5. contact form 7	1 (4.17%)
6. event	1 (4.17%)
7. event tracking contact form 7	1 (4.17%)
8. facebook	1 (4.17%)
9. form 7 submission in GTM	1 (4.17%)
10. frame	1 (4.17%)



Using WordPress Functionality

// Planning Content

By topic/category, ahead of time.

80% research/20% execution

Category:

SEO

Analytics

Sub-cat:

Technical SEO

Google Analytics

Sub-cat:

Video SEO

Google Search
Console

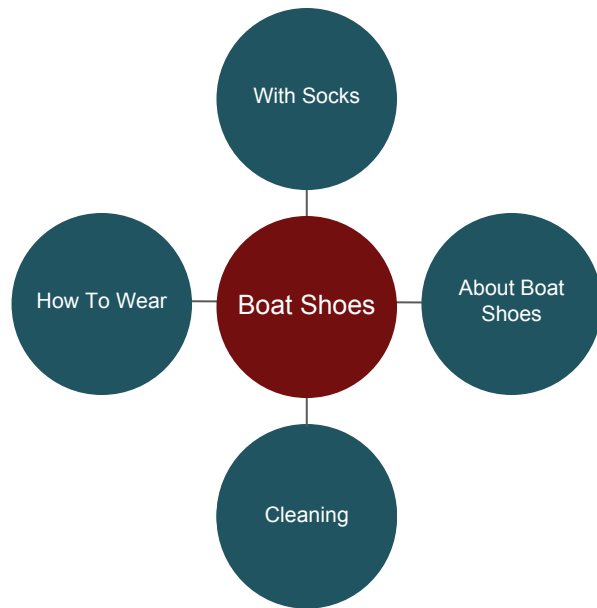
Sub-cat:

Local SEO

Bing Webmaster
Tools

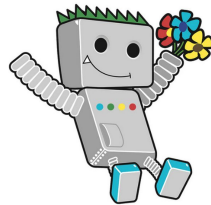
// Hub/Spoke Model

- Focuses on a hub page
- Spokes are add'l pages: supporting content
- Supporting content helps rank better
- Improves relevance

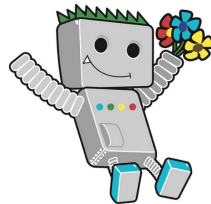


// Supporting Content

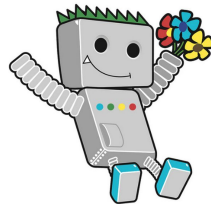
Supporting content shows search engines (and visitors) that your business/site is invested in a topic, service or product line.



- 1st visit: No boat content
- “They don’t make these products”
- They don’t rank for these terms



- 2nd visit: Boat category/product pages
- “They make these products”
- They rank for these terms (not well)



- 3rd visit: Blog posts added
- “They’re invested in these products”
- They rank better for these terms

URL Structure

- Chrisberkley.com
 - Digital marketing
 - SEO
 - Content
 - Technical
 - Linking
 - Local
 - Analytics
- Chrisberkley.com
 - /digital-marketing
 - /digital-marketing/seo
 - /digital-marketing/seo/content
 - /digital-marketing/seo/technical
 - /digital-marketing/seo/linking
 - /digital-marketing/seo/local
 - /digital-marketing/analytics

// URL Structure

Page Attributes ▲

Parent

Digital Marketing ▼

Template

Default Template ▼

Order

0

Need help? Use the Help tab above the screen title.



(no parent)

About Chris

Blog

Chris Berkley Digital Marketing

Chris Berkley Digital Marketing On The Web

Contact

Contact Form 7 Test Page

Digital Marketing

Gravity Forms Test Page

Ninja Form Test Page

Page Builder Test

Pirate Forms Test Page

SEMrush

WP Forms Test Page

Digital Marketing ▼

Template

Default Template ▼

Order

0

Need help? Use the Help tab above the screen title.

// Publishing Process

Reasons:

1. To actually get stuff done
2. Tracking progress (efficiency)
3. Accountability

Research

Content Outline

Writing

Publishing

Crawling/Indexing

Chris Berkley

Midlife Divorce Recovery

10/18/2018

Content Inventory

Content Topic			Zone 1		Zone 2	Zone 3		Zone 4	
Page	Topic	Status	Date Content Outline Added	Link	Content Outline Approved	Writing Begins	Writing Complete	Draft Published	Link
1	Gray Divorce	Published	7/10/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	8/9/17	7/30/17	https://www.midlifedivorcerecovery.com/what-is-a-gray-divorce/
2	Divorce After 50	Published	7/29/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	8/9/17	8/9/17	https://www.midlifedivorcerecovery.com/surviving-divorce-after-50/
3	Effects of Divorce on Children	Published	7/29/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	1/10/18	1/14/18	https://www.midlifedivorcerecovery.com/effects-of-divorce-on-children/
4	Divorce and Finances	Published	8/9/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	10/8/17	10/10/17	https://www.midlifedivorcerecovery.com/how-to-get-through-a-divorce-financially/
5	Divorce After 60	Published	8/16/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	1/26/18	2/9/18	https://www.midlifedivorcerecovery.com/surviving-divorce-after-60/
6	Dating After 50	Published	9/12/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	2/16/18	3/16/18	https://www.midlifedivorcerecovery.com/dating-after-50-rules-advice-tips/
7	Dating After 60	Published	9/14/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	1/19/18	2/9/18	https://www.midlifedivorcerecovery.com/dating-after-60/
8	Marriage After 50	Published	9/19/17	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	2/16/18	3/16/18	https://www.midlifedivorcerecovery.com/marriage-after-50/
9	Middle Aged Divorce	Published	1/29/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	2/26/18	2/27/18	https://www.midlifedivorcerecovery.com/middle-aged-divorce/
10	Helping Children Cope With Divorce	Zone 1	2/16/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit					
11	Second Wife Challenges	Zone 2	2/16/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	No				
12	Selling House After Divorce	Published	2/26/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	3/14/18	3/15/18	https://www.midlifedivorcerecovery.com/selling-a-house-during-divorce/
13	Stages of Divorce Recovery	Published	3/21/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	4/12/18	4/18/18	https://www.midlifedivorcerecovery.com/stages-of-divorce-recovery/
14	Christian Divorce Recovery	Published	3/23/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	4/26/18	4/30/18	https://www.midlifedivorcerecovery.com/christian-divorce-recovery/
15	Divorce Recovery Books	Published	3/16/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	5/15/18	5/18/18	https://www.midlifedivorcerecovery.com/divorce-recovery-books/
16	Divorce After 40	Published	5/18/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	6/10/18	6/11/18	https://www.midlifedivorcerecovery.com/divorce-after-40/
17	How To Feel Better After Divorce	Published	3/29/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	3/28/18	4/4/18	https://www.midlifedivorcerecovery.com/how-to-feel-better-after-a-divorce/
18	Ex Husband's New Girlfriend	Published	5/18/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	5/30/18	5/31/18	https://www.midlifedivorcerecovery.com/ex-husbands-girlfriend/
19	Mother's Day After Divorce	Published	4/4/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	4/9/18	4/10/18	https://www.midlifedivorcerecovery.com/mothers-day-after-divorce/
20	Vacation After Divorce	Published	5/30/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	6/24/18	6/25/18	https://www.midlifedivorcerecovery.com/vacation-after-divorce/
21	Military Divorce	Zone 1	5/30/18	https://docs.google.com/document/d/1TdgkNX-WglJ0xTsfSdGXJFBpb3y3CMLChnVeh4vQy0/edit					
22	Living Alone After Divorce	Published	6/12/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	7/11/18	7/17/18	https://www.midlifedivorcerecovery.com/living-alone-after-divorce/
23	I Miss My Ex Husband	Published	7/19/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	7/21/18	7/23/18	https://www.midlifedivorcerecovery.com/miss-my-ex-husband/
24	Midlife Crisis Divorce	Published	7/23/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	8/18/18	8/20/18	https://www.midlifedivorcerecovery.com/midlife-crisis-divorce/
25	Infidelity Recovery Stages	Published	8/14/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	9/7/18	9/10/18	https://www.midlifedivorcerecovery.com/infidelity-recovery-stages/
26	Boundaries with Ex-Spouse	Published	8/14/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	8/20/18	8/21/18	https://www.midlifedivorcerecovery.com/boundaries-with-ex-spouse/
27	Ex-Husband Getting Remarried	Published	8/21/18	https://docs.google.com/document/d/1mgRXS5t95CS_IDpLwpFd8vN14-jWRXjoFfOlb_Fn8/edit	Yes	OK	9/12/18	9/12/18	https://www.midlifedivorcerecovery.com/my-ex-husband-is-getting-remarried/

// Content Pruning

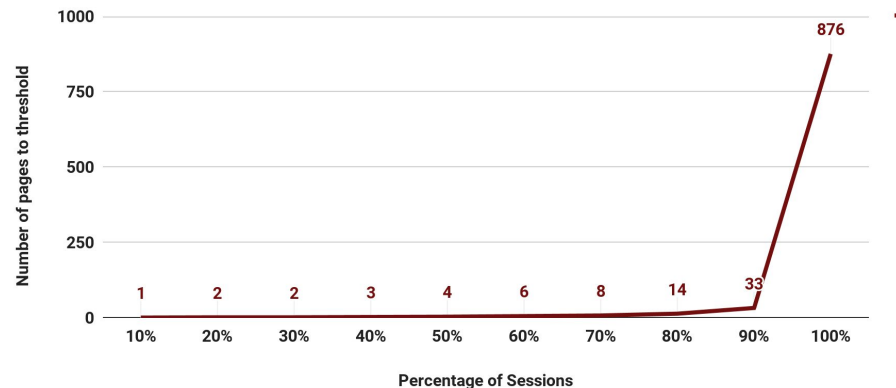
80/20 Rule:

20% of your content drives 80% of traffic/conversions

Content Pruning:

Eliminate underperforming pages
Improve overall site authority

Number of Pages vs. Percentage of Total Visits



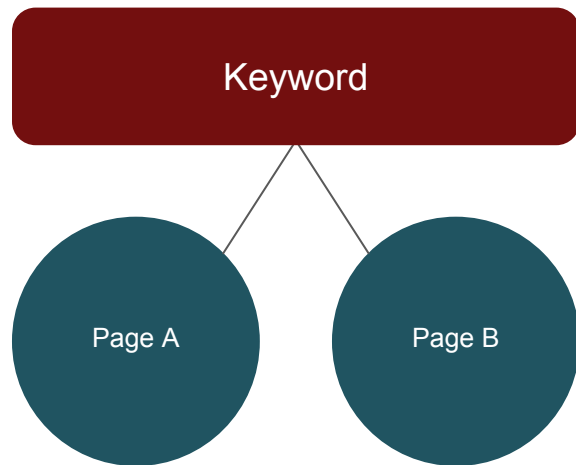
// Keyword Cannibalization

Definition:

When multiple pages closely compete to rank for the same keywords.

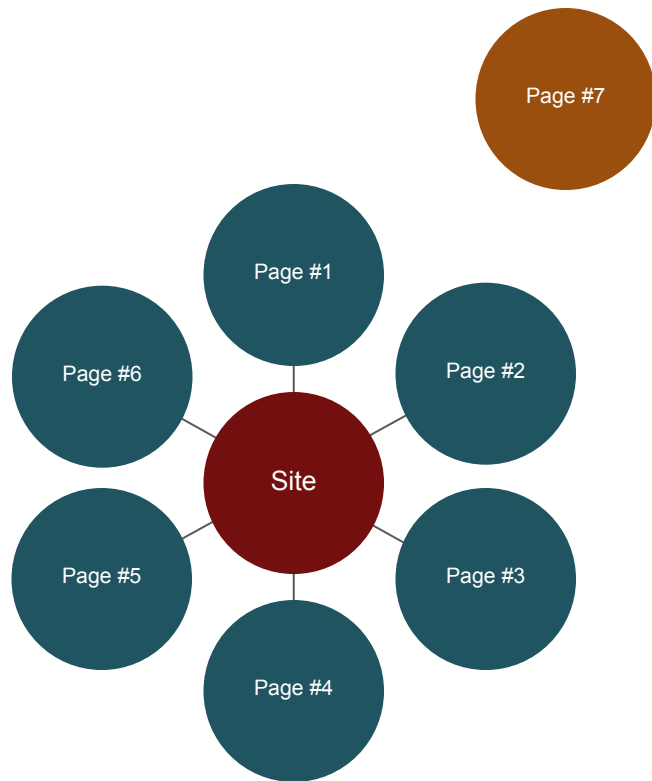
Outcome:

Search engines aren't sure what to rank and respond accordingly.



// Internal Linking

- All valuable pages should have links from other pages.
- Prevent island pages.
- Add internal links where relevant.
- Helpful for search engines **and** humans.



Thank You

