EP005 - Content Research

[00:00:00] **Gert Mellak:** Hello and welcome! My name is Gert Mellak. Thanks for tuning in again, to learn something more about SEO. On this SEO leverage podcast so far, we're still young, this is episode number five. We've already established with our last guest James Schramko on episode four how important content creation is over the long term. Content creation and business in general is a long game as we have learned. And as Greg Merrilees from episode two told us is not only about the content, but also about the presentation. So we want to make sure our content is presented well in order to also be able to really get a chance to impact our users.

[00:00:45] Many of our clients, especially at the beginning, at the early stages of content marketing or when they decided to really take SEO, seriously, they want to know what to write about. And this is very often, we often start with the target research, one of our main products where we really dive into the target niche. Check out where they are hanging out, what are they talking about, give you a very thorough list of vocabulary phrases, questions they ask, etcetera, because at the end of the day, you want to make sure you talk your audience's language.

[00:01:20] You want to make sure you phrase questions in a very similar way. Then we want to make sure, you know, the vocabulary they are using, how are they referring to certain things in your industry? So when you want to know what to write about, research is key. I would go as far as to say, if you don't spend at least 20 to 30% of your content creation time on research, you're most likely missing the point.

[00:01:48] You want to make sure you know your target audience and what they used to be interested in last years in the same they're interested in right now. And what you used to rank well two years ago for, is not going to happen today and the same holds true for your competitors. When we have a client in Erika, for example, now our Erica consulting program, where we champ on a couple of calls every month and discuss strategy and the next steps, etcetera, we spent most of the time in between calls with research.

[00:02:18] Researching our clients' competitors, researching what kind of content seems to be working well? What kind of content works well on social media very often can give you an idea about what is more engaging for people, is going to send a lot of positive signals to your target audience then. So research, research, research, many clients only cover keyword research. Which essentially is firing up a few tools, taking out what combinations they come up with, and then this should already be enough, but there is one really important issue with this approach. Tools are not perfect. Even with artificial intelligence, machine learning, we obviously also leverage these tools, but you still need a person able to identify with a target prospect in order to make sure content really makes sense for them at this certain moment in time.

[00:03:10] So apart from a keyword research, which is definitely interesting to know how often are certain terms being searched for, especially when you then compare them and find terms that get 2000 searches in your target market and others get 20, you kind of get an idea about which terms you want to focus on, but there is also a caveat because high search volume terms very often are too competitive for sites that have just started out or sites that do not have a strong authority in their industry, haven't yet attracted links from strong authority competitors here. And so what you find in a keyword research, you just can't go after the high volume terms directly. Very often you want to start with lower search volume, but high relevance articles and topics in order to build some credibility in this space, attract some links, get some initial things going and then move up the ladder in the search volume, for example. But keyword research, although is a little bit deficient because it doesn't cover what people are actually searching for in other platforms. So part of our target research and what we do for our eRecord clients is that we dive into Facebook groups, quora.com, social media sites like Facebook, like YouTube and Tetra, and see how do people really refer to this.

[00:04:34] Ever take the 5,000 comments below a very important video in your industry. You're going to learn. A lot of things you haven't taken into account before. You obviously can skip all the trolls out there with their useless comments, but there's very often gold in those comments. And you're going to be able to leverage this with the right approach for your content marketing.

[00:04:57] So as action steps for me, the first thing would be, make a list of topics you would want to rank for. Just because you know they are important in your industry. Get a keyword research done. So you get an idea about important search volumes. Where is it, does it really pay off to create content around? Because there is enough search volume even if you have to add up a few articles around it from different angles about this. And then to further research, pick every topic and check out social media sites. Check out what's coming on YouTube, check out the comments on YouTube, check out the comments on famous postings of an authority in your niche on Facebook or Instagram for example. Dive really in, and the better you are going to be able to identify with your target audience, the better you're going to be able to find individual niche topics you really can rank for even without tons of backlinks, without tons of SEO tools to optimize, etcetera.

[00:05:52] Once you have those topics, you then want to check out what is coming up on Google. See if you can produce something similar or ideally better, and then start the content creation process. If you need help on the way, my team at SEO Leverage and I are happy to help you through, check out the Erica consulting because for many clients, many sites, this is really the best start because you're going to learn what a suitable content creation process looks like and to get help along the way.

[00:06:22] Thank you so much for listening to the show. My name is Gert Mellak. You're listening to SEOLeverage.com.