THE FOLIO:SHOW

Topic Data & SEO in the Newsroom

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SourceMedia

To be clear...

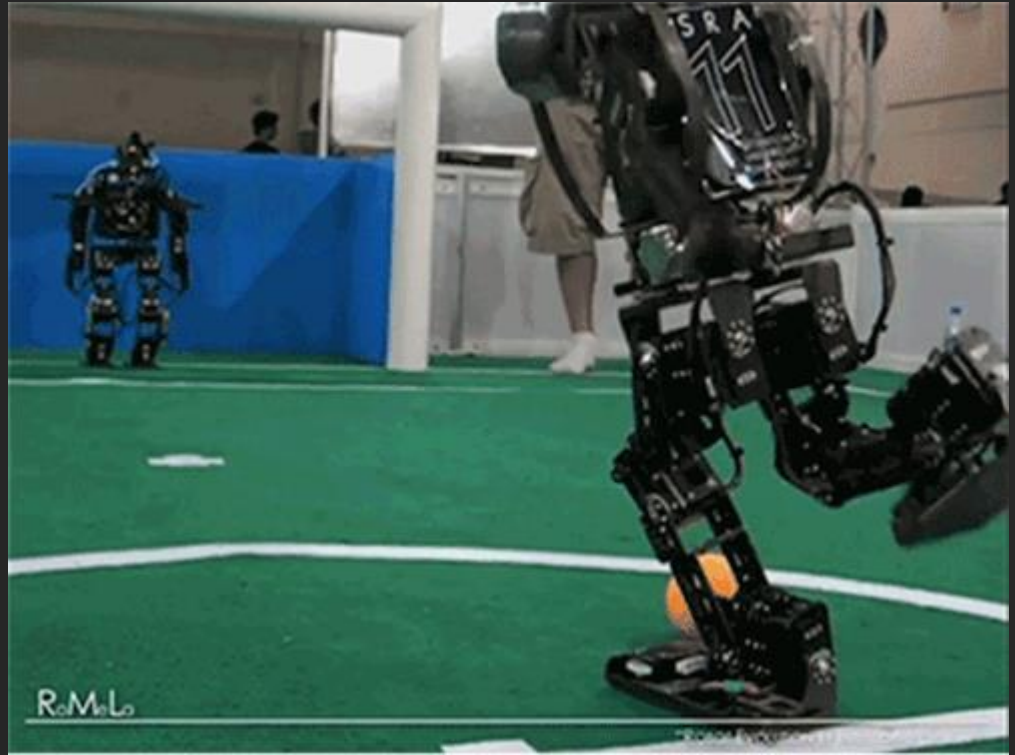I am not suggesting data tools can replace skilled journalism.
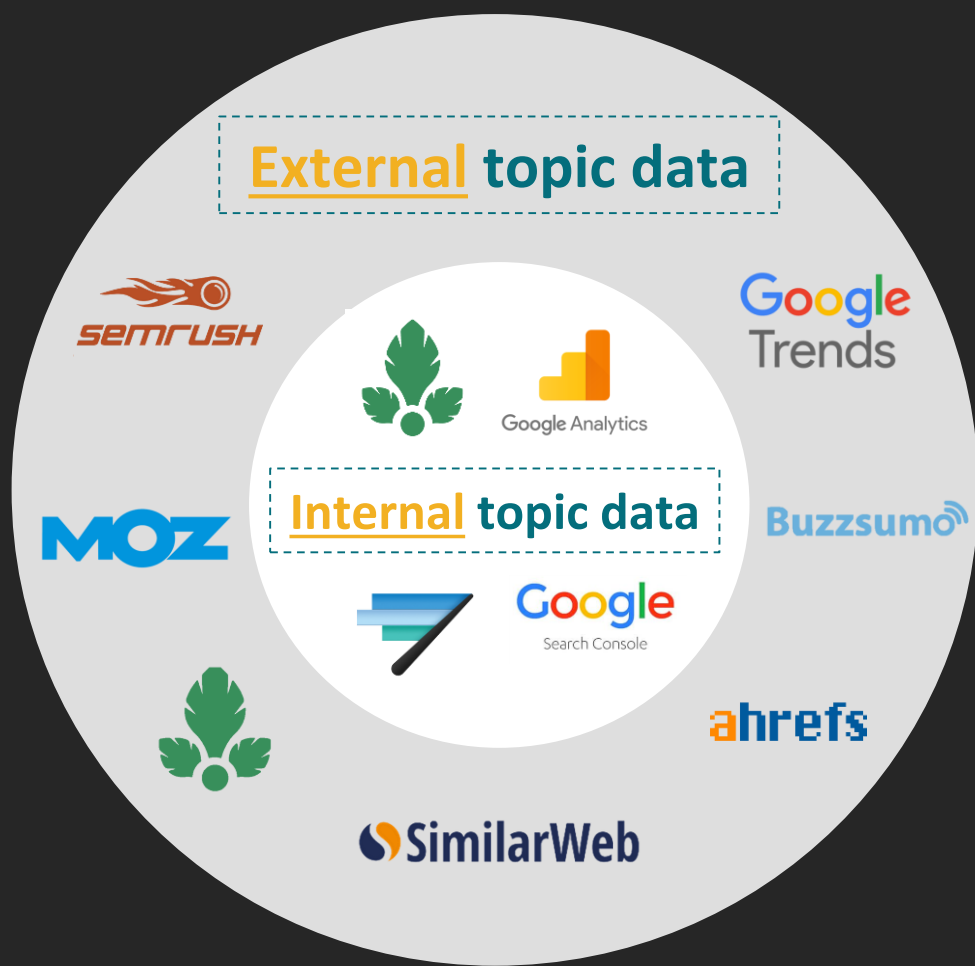
Let's face it, the robots still get it wrong.

Keyword and topic insights **won't** tell us what to write.

But they **will** tell us what people are interested in, and where.

There are **two** types of topic and keyword data you should be leveraging daily:

External topic data

Internal topic data

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Which insights can you gain from each of these data sets?
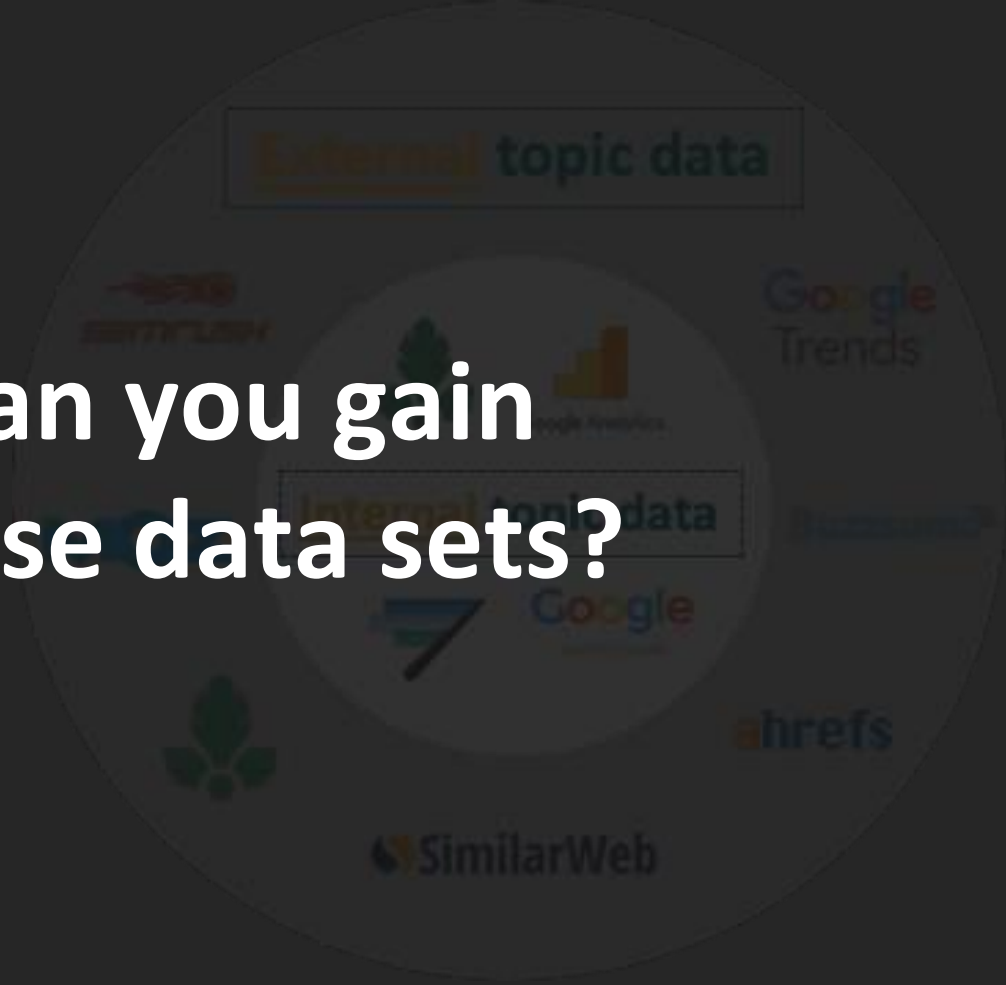
Internal
(1st party data)

- Overall content consumption

- Best performing topics on search engines

- Performance by publishing volume
  (visitors per post)

- Cross-brand trends by topic

Internal topic data

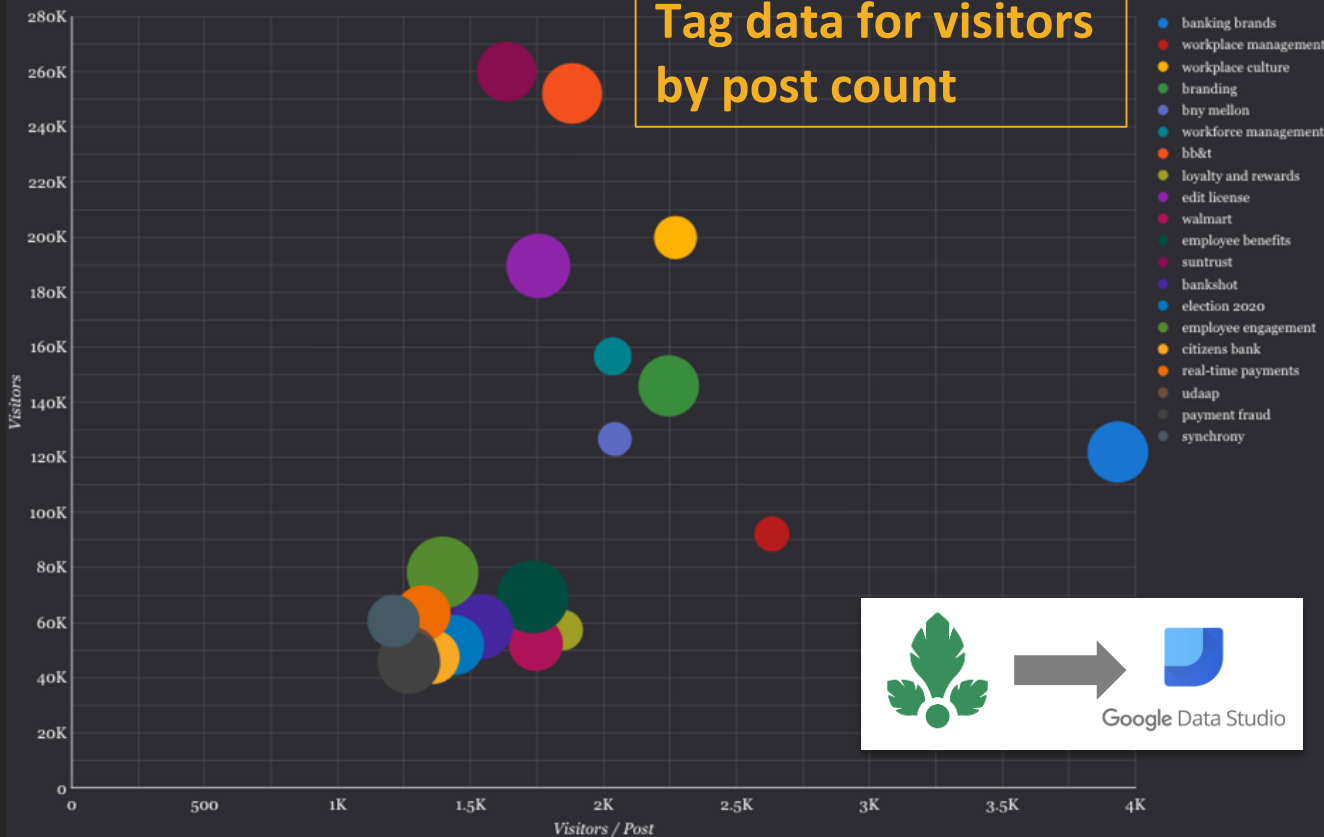Top Tags by Visitors and Visitors / Post *sorted by Visitors / Post*
(Bubble Size: Average Engaged Minutes)

Tag data for visitors by post count

Legend:
- banking brands
- workplace management
- workplace culture
- branding
- bny mellon
- workforce management
- bb&t
- loyalty and rewards
- edit license
- walmart
- employee benefits
- suntrust
- bankshot
- election 2020
- employee engagement
- citizens bank
- real-time payments
- udaap
- payment fraud
- synchrony

Referrals by Channels *sorted by Visitors / Post*

| Tag	Search refs ⊘	Search ref%
banking brands	57,275	51.99%
workplace management	6,161	6.14%
workplace culture	41,943	18.28%
branding	78,545	55.26%
bny mellon	28,434	19%
workforce management	25,055	14.55%
bb&t	133,178	37.68%
loyalty and rewards	11,780	15.08%
edit license	64,074	21.27%
walmart	41,870	61.78%
employee benefits	30,803	36.26%
suntrust	136,867	37.84%
bankshot	25,715	33.87%
election 2020	12,641	17.99%
employee engagement	27,115	26.92%
citizens bank	16,296	26.31%
real-time payments	19,270	21.29%
udaap	15,899	25.17%

Google Data Studio

@Lexi_Herrick

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External

(3rd party data)

- Trending topics in your industry and markets

- How you stack up against your competitors

- Top keywords -- existing and potential

- Terms that trigger Google News results

- Opportunities for keyword optimization

External topic data

semrush

Google Trends

MOZ

Buzzsumo

ahrefs

SimilarWeb

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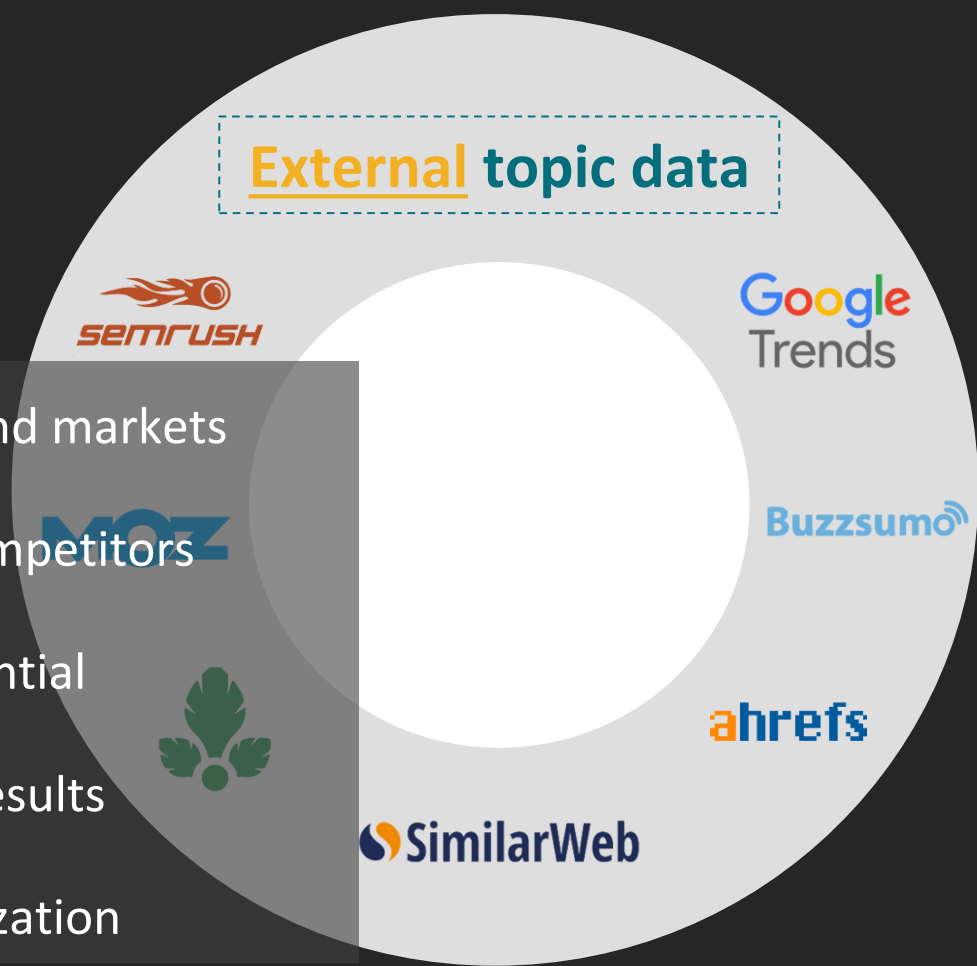
You can use topic and keyword data to inform _every_ stage of content creation

1

Research

Ideation

2

Composition

Optimization

3

Promotion

Recirculation
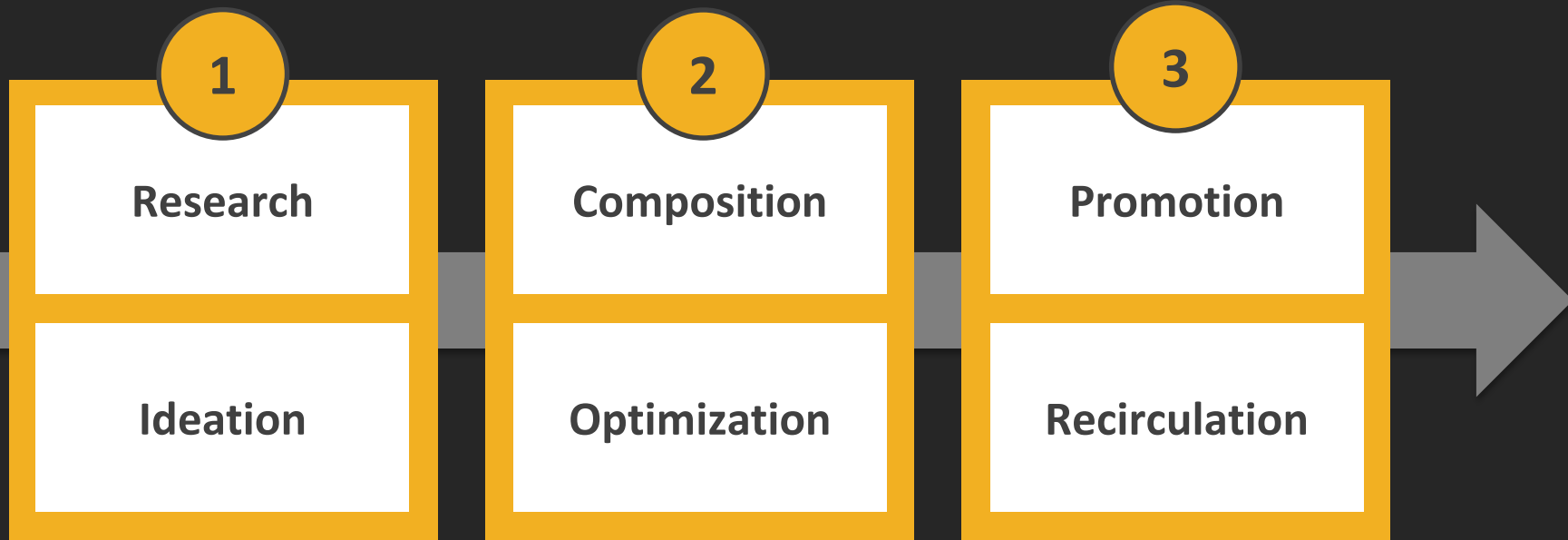
Research & Ideation
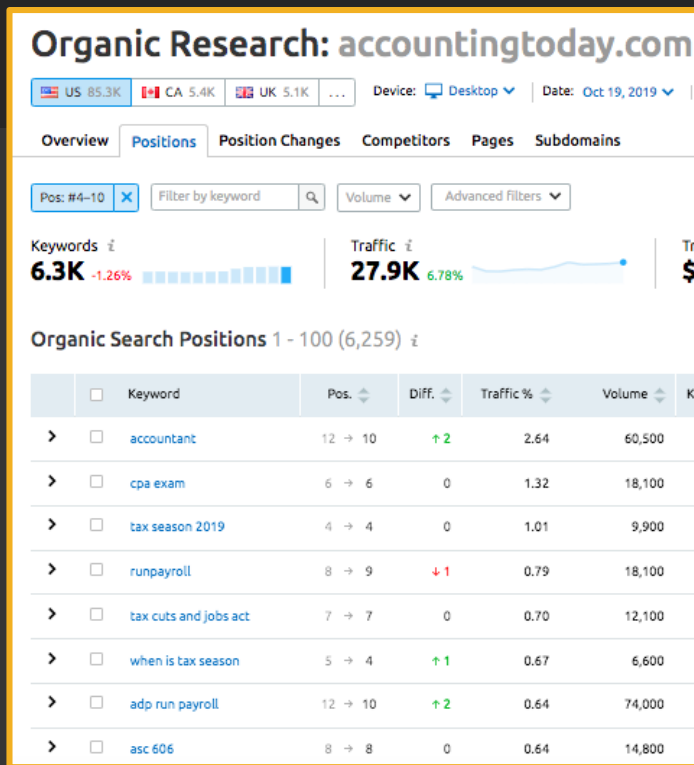
Finding opportunities

- Identify areas of **"striking distance"** in search results via keyword rankings and competitive research

- Isolate the terms that your brand surfaces on for Google News for fast traffic surges.

- Use topic discovery tools to keep a pulse on high-trafficked, **new keywords** to target

Organic Research: accountingtoday.com

US 85.3K   CA 5.4K   UK 5.1K   ...   Device: Desktop   Date: Oct 19, 2019

Overview   Positions   Position Changes   Competitors   Pages   Subdomains

Pos: #4–10   Filter by keyword   Volume   Advanced filters

Keywords *i*
6.3K -1.26%

Traffic *i*
27.9K 6.78%

Organic Search Positions 1 - 100 (6,259) *i*

		Keyword	Pos.	Diff.	Traffic %	Volume	KD
>	☐	accountant	12 → 10	↑2	2.64	60,500	
>	☐	cpa exam	6 → 6	0	1.32	18,100	
>	☐	tax season 2019	4 → 4	0	1.01	9,900	
>	☐	runpayroll	8 → 9	↓1	0.79	18,100	
>	☐	tax cuts and jobs act	7 → 7	0	0.70	12,100	
>	☐	when is tax season	5 → 4	↑1	0.67	6,600	
>	☐	adp run payroll	12 → 10	↑2	0.64	74,000	
>	☐	asc 606	8 → 8	0	0.64	14,800	

Google News

Keywords *i*
64.5K -55.33%

Traffic
71.1

Organic Search Positions 1 - 100 (64,523)

Advanced filters **1** ✕

Include ▾   SERP Features ▾   News ▾

➕ Add condition

[Apply] [Clear filter]

Discover Topics

Generate endless content ideas

🔍 fintech

Use OR to search for multiple words, use mi...

	Keyword	Pos.	Diff.	Traffic %	Volume
⌄ ☐	bbt	5 → 5	0	4.10	823,000
⌄ ☐	bb&t	9 → 9	0	2.99	1,000,000
⌄ ☐	bb&t	8 → 8	0	2.99	1,000,000
⌄ ☐	american banker	1 → 1	0	2.15	5,400
⌄ ☐	suntrust merger	1 → 1	0	0.84	3,600
⌄ ☐	wells fargo	35 → 36	↓1	0.	

blockchain   ⋯

Content Ideas

📄 How to Beat the Competition using **Blockchain** for your Fintech Project | InVeritaSoft

❓ Which is the best current **blockchain** solution for free disk space sharing for rewards in crypto tokens?

Related Keywords

blockchain definition   blockchain wallet   +6

regtech   ⋯

Content Ideas

📄 Fintech Infographic of the Week: The World of **Regtech**

❓ Is **RegTech** Times controlled by Edmund Lowell of Self-Key (Keycoin)?

Related Keywords

regtech companies   regtech 2019   regtech summit   +6

Topic Discovery

Competitor Terms

Keyword	Financial-planning.com	Investmentnews.com	Volume
financial planning	1	29	33,100
rbc wealth management	7	45	33,100
ellevest	8	87	18,100
net fidelity	6	54	12,100
ric edelman	5	30	8,100
yodlee	6	15	8,100

Topic Trends

Google Trends Explore

● taxes   United States, Past 12 months

Oct 21, 2018   Feb 10, 2019   Jun 2, 2019   Sep 22, 2019

🐦 **@Lexi_Herrick**

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2 Composition & Optimization

Publishing data-informed content

- Use search engine data to **compare terms** for monthly search volume

- Integrate **keyword insights for core fields** directly into the CMS publishing process

- Get **content recommendations by term** for length, tone of voice, internal linking, tagging and more via API integrations with SEO tools

Comparing Terms

Keyword		Volume
freddie mac		33,100
fhmlc		140

Keyword		Volume
wells fargo		16,600,000
wells		450,000

Article: AI and machine learning growing as an industry f   👁 📅 **PUBLISH** ⚙

Optimizations

Headline

This will also populate the OG Title, Twitter Share Text and Internal Promo Headline.

AI and machine learning growing as an industry force, experts say

106,321 — Articles Analyzed
18,646,886 — Total Engagement
175 — Avg Engagements

that includes relevant

keywords. (Generates the URL)

AI and machine learning growing as an industry force, experts say

SEMrush Keywords ⌃

Please review all suggested keywords and add to the asset's headline, body, and tags.

ai | 110,000
artificial | 27,100
ai robot | 8,100
ai news | 5,400
ai artificial intelligence | 4,400

SEO

Target keywords
Core of your text and all recommendations. Use these keywords at least once.

summer skincare skincare murad skincare murad

Recommended keywords
Enrich your text with these keywords to get better SEO results.

skincare products skin care add 2 bonus gifts with 125 murad skin ca
murad terms and conditions apply orders only pst or while supplies SU
free samples offer valid through 6/30/2019 clinically proven combined

🔍 big data   Expand ⌄   **SEARCH**

Average engagement by content length ⓘ

106,321 — Articles Analyzed
18,646,886 — Total Engagement
175 — Avg Engagements

Word Count by Term

0-1000
1000-2000
2000-3000
3000-10000
10000+

0   50   100   150   200   250   300
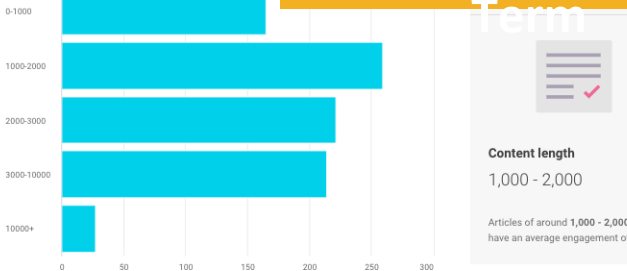
Content length
1,000 - 2,000

Articles of around **1,000 - 2,000** words have an average engagement of **258**

Suggested Tags

Best Accounting Firms to Work For

Accounting brands

Best Accounting Firms for Women

Top 100 Most Influential People

Building a Better Firm

Best Firms to Work For

Best Firms for Technology

Real-time data

Suggested Tags

Title ⓘ

✅ Title present: "6 Summer Skincare Essentials From Murad"

✅ 3 target keywords used.

✅ Your title character length is within Google limits.

✅ Your title has the right amount of words.

Get ideas for a headline in our Topic Research tool

3 Promotion & Recirculation

Maximize your engagement

- Identify **evergreen topics** with a longer lifespan of engagement in search and social media

- **Recirculate**, re-share and continue to link-build to this content to support its growth

- Gain topic-level social media and **link-building insights** to make decisions about promotions and social sharing

Evergreen Terms

Content Comparison

EVERGREEN

VIEWS	TOP TAGS
446k	fidelity investments
428k	charles schwab
424k	client relations
421k	jd power
417k	edward jones

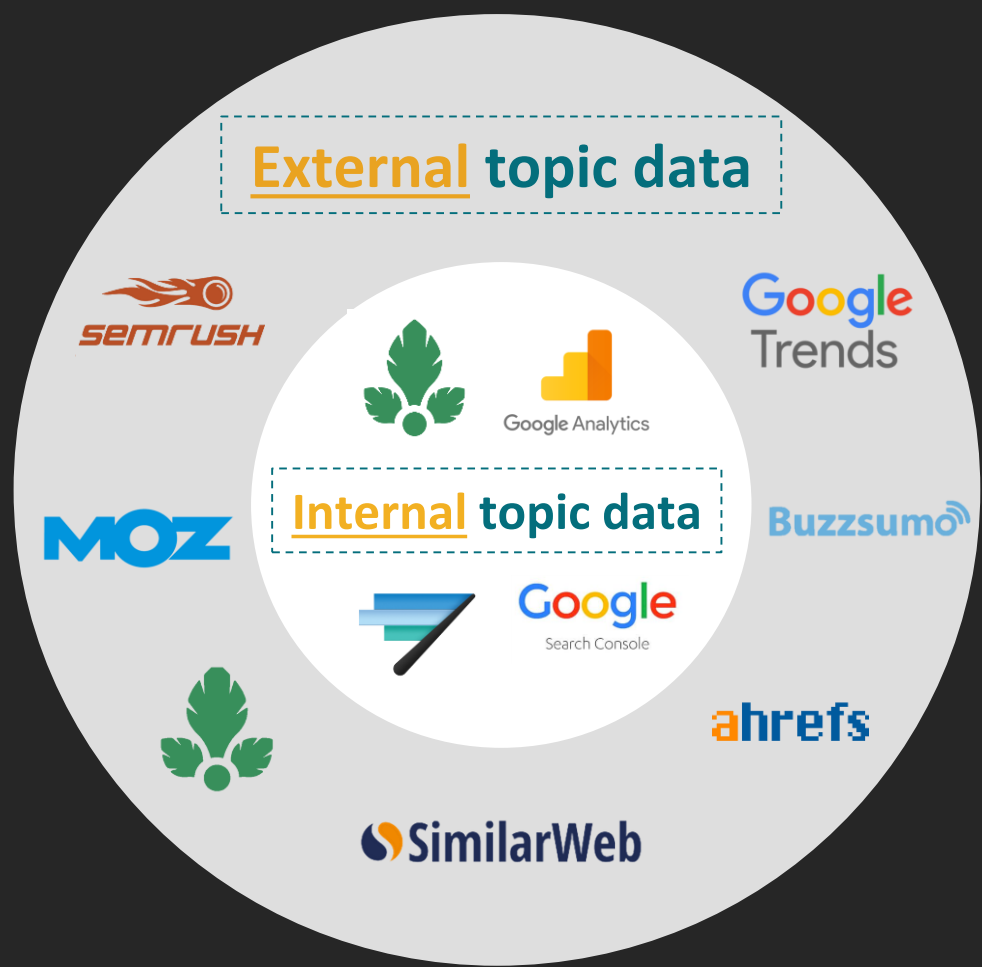| VIEWS	TOP TAGS
884k	community banking
857k	employee benefits
856k	employee engagement
835k	regional banks
807k	best banks to work for

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In conclusion:

You can use topic and keyword data to identify opportunities, ideate new stories, optimize content and expand your overall reach.

Questions?

External topic data

Internal topic data