CRMA Publisher’s Roundtable

Twenty-First Digital + Peak Inbound Marketings' Guide to SEO for Audience Development
MEET OUR TEAM:

MELISSA CHOWNING, Founder and CEO
Previously: D Magazine, Portland Monthly, Seattle Met

ASHLEY MULDER, COO and Sr. Strategist
Previously: D Magazine, Hour Detroit

CHELSEY SHOCKLEY, Audience Strategist
Previously: Neuro-Insight, D Magazine

NATALIE PASCHALL, Audience Strategist
Previously: Calise Partners

LAUREN FRAPPIER, Chief of Staff
Previously: University of Oklahoma, D Magazine
Peak Inbound Marketing

MEET OUR TEAM:

DON SECKLER, CEO & Chief Strategist
TOM IRWIN, Marketing Manager
ANNA HARRIS, Digital Marketing Analyst
SEO
(Search engine optimization)

(that thing I know I need. And think I understand. But not really.)
Why?

2,000,000,000,000

More than two trillion searches a year, billions daily

Google is used in over 90% of all searches (sorry, Bing)
Ugh.

Only 3-4% of your social followers are seeing your posts.
Social traffic for publishers is down around 40%.
How?

Practicing good SEO is creating your site and your content in a way that is easy for search engines to read and understand. Although there are hundreds of factors in the Google algorithm, we're focusing on 4 key factors:

- Super-fast site speed
- Clean and clear URL structure
- Some simple page titling and tagging
- Content that people are searching for
Super-fast site speed

Two reasons:

1) Google likes it

- if your site loads in 5 seconds, it is faster than approximately 25% of the web
- if your site loads in 2.9 seconds, it is faster than approximately 50% of the web
- if your site loads in 1.7 seconds, it is faster than approximately 75% of the web
- if your site loads in 0.8 seconds, it is faster than approximately 94% of the web

TL;DR - You want to be around 2 seconds or less.

Source: SemRush
Super-fast site speed

Two reasons:
1) Google likes it
2) Your consumer likes it

1s to 3s increases the probability of a bounce by 32%
1s to 5s increases the probability of a bounce by 90%
1s to 6s increase the probability of a bounce by 106%
1s to 10s increases the probability of a bounce by 123%

Site Speed Test

Source: Google Research, 2017
Clean and clear URL structure:

https://www.wellandgood.com/good-food/halloween-avocado-toast-recipe/
www.afar.com
www.afar.com/travel-guides
www.afar.com/travel-guides/spain/guide
www.afar.com/travel-guides/spain/guide/where-to/eat
URL Structure

What *do* you need in your URL?
- Structure (where am I?)
- Content description

What *don’t* you need in your URL?
- Dates
- Issue months
- Years
Recycle!

- Top Doctors
- Restaurants
- Getaways
- Any recurring features

- URLs are like wine...
URL Structure

About 5,150,000 results (0.54 seconds)

The Complete Revised Guide to Pike Place Market | Seattle Met
https://www.seattlemet.com/features/the-complete-revised-guide-to-pike-place-market

The Complete Revised Guide to Pike Place Market. Haven't been in a while?
You visited this page on 10/17/18.

The Insider's Guide to Pike Place Market | Seattle Met
https://www.seattlemet.com/features/guide-to-pike-place-market

85 farmers. 240 stalls, shops and restaurants. At least a dozen languages spoken. 10 million visitors per year. Welcome to Pike Place, destination for visito...

How to Do Pike Place in 30 Minutes or Less | Seattle Met
https://www.seattlemet.com/articles/2018/.../how-to-do-pike-place-in-30-minutes-or-le...

Jun 19, 2018 - The Fish: Pike Place Fish's salmon-tossing show is crowded but unmissable. Let your guests elbow in close to dodge halibut whizzing past; you ...

The New Guide to Pike Place Market | July 2018 | Seattle Met

The Complete Revised Guide to Pike Place Market. Haven't been in a while? The market remains a Seattle fixture, and yet there's so much more to explore ...

14 Classic Restaurants at Pike Place Market | Seattle Met
https://www.seattlemet.com/articles/2018/.../14-classic-restaurants-at-pike-place-marke...

14 Classic Restaurants at Pike Place Market. Matt's in the Market. Like its surroundings, this second-story hideaway has evolved over the years but remains the market's culinary epicenter—collegial by day, elegant by night, and fiercely beloved by locals. Cafe Campagne. Beecher's. Oriental Mart. Uli's. The Crumpet Shop ....
URL Structure

19 Best Pike Place Market Restaurants to Eat at in 2018
https://www.savorseattletours.com › Blog
Jan 8, 2018 · 19 Best Pike Place Market Restaurants to Eat at in 2018. A must try dish is the Chicken Fried Pork & Grits. Salmon Sinigang, Fried Salmon Collar & Rice. Follow the Pink Umbrella! Il Bistro is one of the most romantic restaurants in Pike Place Market. Try these Delicious sliders on the Gourmet Seattle Food Tour! ...

Where to Eat | Pike Place Market
mobile.pikeplacemarket.org/where-to-eat
The Market has a feast of restaurants, from diners to fine dining establishments and everything in between. Indulge in favorite regional dishes like clam chowder, ...
Restaurants · Bakery & Cafe · Take Out

A Beginner's Guide to Pike Place Market - Eater Seattle
Jun 13, 2017 · Where to eat at Seattle's most enduring icon. ... A joy for tourists and locals alike, Pike Place Market is a sprawling, confusing, vibrant collection ...

The 8 Best Things to Eat at Pike Place Market - TripSavvy
https://www.tripsavvy.com › United States › Washington › Seattle › Restaurants
Pike Place Market is more than a tourist attraction. It's a foodie paradise. Here are the 8 best things to eat at Seattle's biggest farmers market.

Pike Place Market's 50 Best Things to Eat & Drink - Thrillist
Sep 15, 2016 · We've done the hard work to bring you the 50 best things to eat and drink at the Pike Place Market.

10 Best Pike Place Market Restaurants (Seattle) - TripAdvisor
https://www.tripadvisor.com › United States › Washington (WA) › Seattle
Pike Place Market Restaurants - Seattle, WA: See 18449 TripAdvisor traveler reviews of 18449 restaurants in Seattle Pike Place Market and search by cuisine, ...

10 Best Lunch Restaurants in Pike Place Market (Seattle) - TripAdvisor
https://www.tripadvisor.com › ... › Washington (WA) › Seattle › Seattle Restaurants
Best 1 lunch Restaurants in Pike Place Market (Seattle): See 27769 TripAdvisor traveler reviews of 27769
## Some simple page titling and tagging

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10 Top Trails For Hiking and Biking in Dallas - D Magazine


Dogwood Canyon. Located just south of the entrance to Cedar Hill State Park on FM 1382, this new, 270-acre preserve is already one of best hikes in the area. Dogwood Canyon was created when Kim and David Hurt, the founders of Wild Birds Unlimited, located this spot in the '90s.
Content People are Searching For:

- You know those older articles that are always among the top viewed content on your website?
  - Swimming Holes
  - Beaches
  - Coolest companies
  - Best places to live
  - Weekend getaways
  - Best restaurants
  - X type of restaurants (outdoor, waterfront, italian)
This fundamentally shifts the way you should think about content production.
Find your tent poles!
Your Tent Pole Content

- Find your pieces of content that:
  - Are highly searched
  - Are evergreen
  - You’re ranking decently already

- Update them! (this the first impression of your future subscriber)
  - Content should be current and accurate
  - UX should be top-notch
  - Suggest other similar content

- Make them fast

- Ask for a second date (aka, email capture)
How to Find Your Tent Pole Content

- Using an SEO tool (like SEMRush) and identify all of your websites rankings and search volumes

- Pull out the pieces of content that are on page 1 or 2 that are searched more than 500x a month

- Use Google Analytics to see which ones are already bringing you traffic

- Tell your editors to update them/add to them
Baltimore
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**Highlighted:**

- **annapolis food**: 2 (2) 1,300 68.43 1.65 www.baltimoremag...s-eats 0.14 0.19 0.03 21,700,000
Our first Annapolis restaurant guide gives the highs (and some lows) of what the historic city has on its plate.

- Café Normandie. French/Seafood...
- Carroll's Creek Waterfront Restaurant. American/Seafood...
- The Chart House. Mostly Seafood...
- Galway Bay. Irish...
- Harry Browne's. ...
- Joss Café and Sushi Bar. ...
- Lemongrass. ...
- Lewnes' Steakhouse.

More items...

16 Annapolis Eats - Baltimore Magazine
https://www.baltimoremagazine.com/2008/5/31/21-annapolis-eats
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Slim Gyms

Boutique studios combine fitness and community in Baltimore.

By Sydney Adamson, Olivia Amato, Lauren Bell, Mary Marek, Jess Mayhugh, and Gabriella Souza - January 2017
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<td>Want to live your best life? •</td>
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Top Gyms 2012


Yes, we know it's January—month of those dreaded resolutions—and no, we're not trying to guilt trip you. (Okay, maybe just a little.) But seriously, there's no excuse not to join a local gym at this point. You say you have no time? There are plenty of 24-hour gyms in the region. Afraid to be around the body-beautiful people? There are lots of gyms that cater to an older, more laid-back, or even out-of-shape clientele. Think you can't afford the fees? At least two of our featured gyms are $10 a month. Basically, whatever your particular version of a perfect gym might be, it's out there. Here are 18 great places to start.

Bare Hills Racquet and Fitness Club

1420 Clarkview Rd., 410-823-2500
Washingtonian
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11 Great Places to Eat Around Dupont Circle and Adams Morgan

The Riggsby's sweet, tender scallops are an elevated twist on classic American fare. Photo by Scott Suchman
Best Restaurants in Dupont Circle | OpenTable
https://www.opentable.com › ... › Washington, D.C. Area › District of Columbia  
Dupont Circle Dinners’ Choice Winners. Quick View Al Tiramisu. Italian | Dupont Circle, District of Columbia. Quick View The Palm Washington DC. Quick View i Ricchi. Quick View Rosemary’s Thyme Bistro. Quick View AGORA. Quick View Iron Gate. Quick View Pesce Restaurant. Quick View Ruth’s Chris Steak House - DC - ...

Where to Eat and Drink in Dupont Circle - Eater DC

The Best Restaurants in Dupont Circle | Washington.org
https://washington.org/places-to-eat/dupont-circle-washington-dc  

The 10 Best Restaurants Near The Dupont Circle - TripAdvisor
https://www.tripadvisor.com › ... › Washington DC › Washington DC Restaurants  
Restaurants near The Dupont Circle, Washington DC on TripAdvisor. Find traveler reviews and candid photos of dining near The Dupont Circle in Washington ...

The Best 10 Restaurants near Dupont Circle, Washington, DC - Last ...
https://www.washingtonian.com/2016/06/15/great-places-to-drink-dupont-circle-adams-morgan/
https://www.washingtonian.com/2015/02/20/how-to-spend-a-day-in-dupont-circle/
Combine Similar Content That’s Not Ranking

- Study showed average length of content on page one of Google 1,890 words*

- Use layout and design to increase scannability

- Properly redirect old URLs to new longer content

*https://backlinko.com/search-engine-ranking
Case Studies

Phillymag.com and Downeast.com
### Case Study: Things to Do in Philly

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Case Study: Things to Do in Philly

- “Things to do” traffic was up 83% in Q3 over Q2
- “Things to do” traffic was up 961% over Q3 2017
Case Study: Things to Do in Maine

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Case Study: Things to Do in Maine

- Search traffic up 33% in (Q2/Q3 2017 vs. Q2/Q3 2018)
- “Things to Do” content page views up 360%
Lessons and Takeaways

- Don’t publish online like a print publisher
- Your reader comes first
- Identify your tent poles and turn them into quality entry pages
- You don’t need *more* content. You need content published to be
- Make content decisions based on *data*
Lessons and Takeaways

- Content discoverability is a key component to audience development

- If you haven’t already embraced SEO as a part of your audience development strategy, start now.
THANK YOU!